



SMS Auctions / Reverse Auctions (lowest unique bid)

Description:

A Reverse Billing Auction is where user's text in a bid for an advertised item, the system can either be set for highest bid wins or the lowest **unique** bid wins, either way the user receives a reply message acknowledging the bid and advising them of its position (I.e. highest bid or lowest unique bid).

The system also detects when a bid is beaten and sends out a free message notifying the out bid user and providing the option to re-bid at the set premium rate.

Note: On the lowest unique bid service, a pair of signed football boots may only go for £1.43, however the revenue generated by the service could have been £2,500. This is worth considering especially by charities that have celebrity sponsors or promoters.

Typical Examples of prizes include...

- Cash or Voucher Prize
- Popular Item (i.e. Xbox 360 games console, Ipod etc)
- Signed / Collectable item
- Holiday

Benefits of choosing Phonenumbers4u's SMS Auctions...

1. Micro billing.
2. Generates a revenue stream.
3. Could be used as an advertising platform by sponsors.
4. Promote interest in product.
5. No cash, debit or credit cards needed to play.
6. No storing, purchasing or threat of losing tickets/entries.
7. Automatically encourages bidders to play again, if they're outbid.
8. Run competition after competition with NO additional charges for doing so.

Your Customers benefits:

1. Access to high value products for the price of a text message.
2. Fun, simple and easy to play.
3. Instant updates on the status of bidders bid.
4. Proof that the draw competition is legitimate.

Costs & Revenue			
Available Tariffs	10p, 25p, 35p, 50p, £1.00, £1.50 or £5.00	Your Revenue	See Revenue Share Card
Setup Costs	£99.99 setup includes keyword, remains yours when purchased.	Ongoing Costs	None
		Lead Time	3-5 days

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes.

Contact Phonenumbers4u today to make the difference to your business!

Call us free on **0800 634 85 85** or e-mail info@phonenumbers4u.com

Alternatively find out more online at www.Phonenumbers4u.co.uk