



GLOBALCERT ONLINE ROBOT BIDDING

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PROBLEM DEFINITION

When compared to the software-controlled competition, human bidders on a site are growing increasingly frustrated with their inability to win bids. As a result, the site's core consumers' usage is decreasing. Identify robot bids on online auctions, allowing site owners to efficiently eliminate these people from their sites to avoid unfair auction conduct.

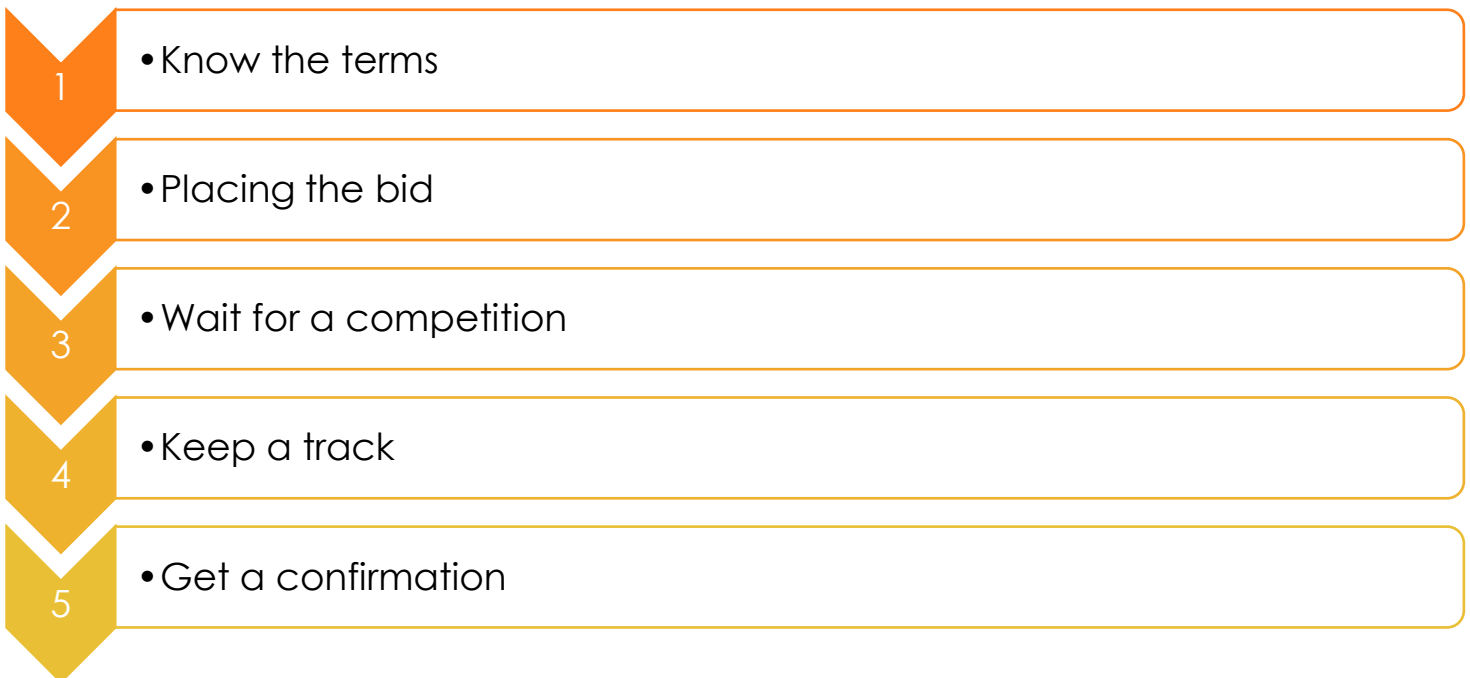
WHAT IS ONLINE BIDDING?

A service in which auction users or members sell or bid for things or services through the Internet is known as an online auction. Virtual auctions make it easier for market participants in different parts of the world to transact online.

HOW DOES ONLINE BIDDING WORK?

There are 2 ways in which online bidding takes place.

WAY-1 Bidding Uniqueness



1. Know the terms-

A single bid submitted on a bid amount for the auction is referred to as a unique bid. Only if no other rival has bid on the same bid amount will it be classified as unique. When a competitor makes the same bid, both bids are considered non-unique. Online bidders compete for various products. The product goes to the person who has the highest bid.

2. Placing the bid-

You submit a bid on your favourite product that is unique, making your current unique bid the lowest bid. You can also bid a sum higher than your opponent's bid. To win the item, it should be the highest and most unique bid till the auction ends.

3. Wait for a competition-

If someone else makes a bid that is higher than yours, you must instantly make a new bid to outbid them. If the time limit is not met, the bidding auction is won by the other person.

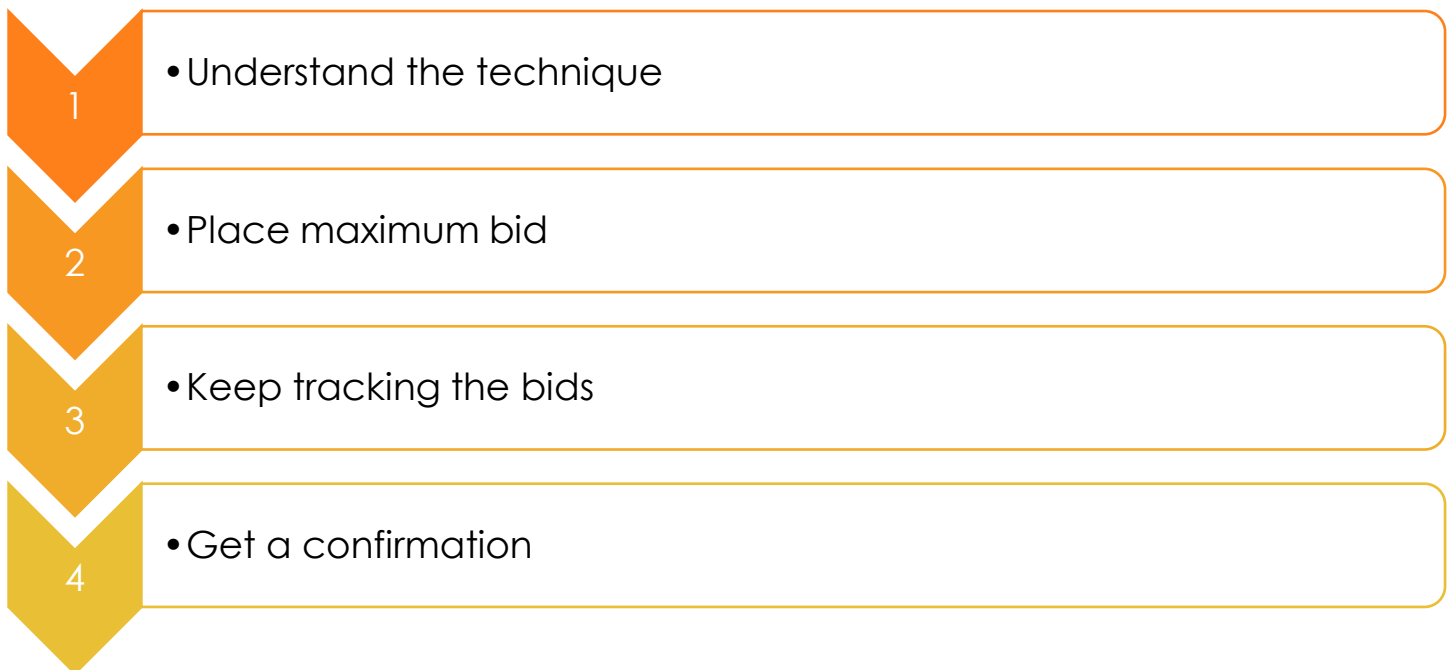
4. Keep a track-

Check the progress of your bid and your competitors' bids on the auction site on a frequent basis. Once you've finished evaluating your bid, hit the confirm bid button.

5. Get a confirmation-

The winner will be contacted via email from the auction website after the bidding has ended. It will contain confirmation of your victory as well as instructions on what should be done next.

WAY-2 Dynamic Bidding



1. Understand the technique-

An auto bidding system is another name for this technique. The product's maximum bid can be established by buyers. As a result, if the bidder is not virtually present at the moment of bidding, the bidding will be conducted on his behalf up to the specified amount. Only the bidder has access to this information. Bidding will end once the bid value has been reached.

2. Place maximum bid-

After selecting their chosen item from the online auction, the buyer should place their highest bid. The buyer does not have to be available for bidding after placing an order. The bid sum will continue to rise on his behalf, outbidding others until it reaches the desired amount.

3. Keep tracking the bids-

Regularly track the progress of your bid and your competitors' bids on the online auction. Once you've finished evaluating your bid, hit the confirm bid button.

4. Get a confirmation

The winner will be contacted via email from the auction site after the bidding has ended. It will state if you have earned the product and provide instructions on how to proceed. You can also double-check by going to the auction website and looking for your name as the highest bidder.

FACTORS AFFECTING AUCTION/BIDDING PROCESS

There are a number of factors on which online bidding depends. Some of them include-

1. State of the market
2. Date, time and location of auction
3. Number of bidders
4. Product popularity
5. Server stability for online auction
6. Base price of the product
7. Pressure
8. Historical Analysis
9. Long-term planning
10. Risk Evaluation

5 KEY STEPS OF BIDDING PROCESS

When it comes to project bidding, you certainly want to increase your chances of winning. Admittedly, the more bids you win, the more revenue you'll generate. If you want to develop a long-term successful firm, you must perfect the art of constructing bidding.

The five most important elements of the bidding process are-



HOW TO IDENTIFY IF IT'S A BOT OR HUMAN?

Before discussing the possible solutions to block bots from bidding, let us first find the ways to identify if the bidding is placed by a bot or human.

Following are some of the possible ways-

1. Zero Lag time-

Some bidders have no lag time between bids. Intuitively, bots should be able to do this better than the typical person, therefore we can examine at the values where the time difference is zero. Bot bids are a type of concurrent bid.

2. Ratio of bids in the first half to second half of auction-

The difference between the first and last auction bid determines the auction's duration. Since early bidding does not guarantee bot outbidding, assume bots will bid more towards the finish.

3. Maximum number of bids in an auction-

Considering that a bot will not quit an auction, the bot should possibly make more offers for the auction.

4. Maximum bids in across devices-

Discovering the max amount of bids a bidder may make using the same device and determining whether people and bots behave differently while switching devices.

POSSIBLE SOLUTIONS TO SOLVE THE ISSUE/ REMOVE OR BLOCK BOTS-

After noticing bot activities on the site, next step would be to either remove bots immediately or block them for further actions and prevent them from re-entering. Following can be some ways to do so-

1. After careful observation of bot activities, use Bot Management System.
2. After discovering bot traffic, manually block invalid IP addresses.
3. Use WAF- Web Application Firewall for protection.
4. Using the reCAPTCHA method
5. Make use of IAB Bot listings
6. Securing every point of entry for dangerous bots
7. Keep track of failed login attempts.



THANKYOU !

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