**Auctions And Dynamic Pricing**

* An e-auction is a transaction between sellers (the auctioneers) and bidders (suppliers in the business-to-business scenarios) that takes place on an electronic marketplace.
* Types:
  + C2C: Customer to customer (C2C) is a business model that enables customers to trade with each other, frequently in an online environment. ... Online C2C company sites include Craigslist, Etsy, and eBay, which sell products or services through a classified or auction system.
  + B2B: B2B auctions are Web-based auctions that occur between businesses. The auctions can be either sell side or buy side.
* Benefits:
  + price discovery
  + liquidity
  + price transparency
  + low transaction cost
  + market efficiency

Types of Auctions:

* English auctions:
  + These are the most common form of auction both online and among established auction houses.
  + During an English auction, one single item is put up for bid at a time.
  + The first item is presented and the auctioneer announces the starting bid. The individuals who are interested in this item then make their bids. Bidders accept offers of increased pricing one at a time until no one can outbid the last bidder.
  + The person with the highest and unmatched bid wins possession of the item.
* Traditional Dutch auction:
  + Dutch auctions start at a high price, which is then incrementally lowered until the timer stops. The first person to bid wins the auction, which makes them good for quick decisions.
  + Clock ticks down price until buyer stops it
* Dutch Internet auction:
  + Public ascending price, multiple units
  + Final price is lowest successful bid, which sets price for all higher bidders
* Name Your Own Price Auctions:
  + Users specify what they are willing to pay for goods or services and multiple providers bid for their business.

Dynamic Pricing

* Dynamic pricing is a pricing strategy that utilizes variable prices instead of fixed ones.

Types:

1. Bundling:
   * Bundling is when companies package several of their products or services together as a single combined unit, often for a lower price than they would charge customers to buy each item separately.
2. Target pricing:
   * When the level of a stock reaches or exceeds the Trigger Price, your Stop Loss order is triggered. The order is completed at the limit cost you specified. So, the value at which your order of buy or sell will be activated to complete by the exchange is called Trigger Price.
   * <https://www.indeed.com/career-advice/career-development/target-pricing>
3. Utilization pricing:
   * In order to achieve the desired level of utilization and power cost the price of a computer is adjusted to influence the load fraction
4. personalized pricing:
   * Personalized pricing is the latest automated pricing model available to retailers. In essence, it uses automation to target each individual website visitor with a price that matches their personal buying threshold