



Create Your Opportunity

DotCO Auction Tutorial

This brief tutorial for .CO Auctions will provide the reader with a general introduction to how the auction platform works. It provides information on how to access your auctions, how to bid and how to review previously closed auctions. Readers are also encouraged to view the online tutorial that is available on the auction site after you login.

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LOGIN TO THE AUCTION

To login to the Auction portal use the User Id and Password that was sent to you when your account was first created. Recall, the email you received included your loginid (the email address associated with your application) and a verification link that when clicked also prompted you to set your password. To login to the auction site:

- a. Browse to www.COauction.co

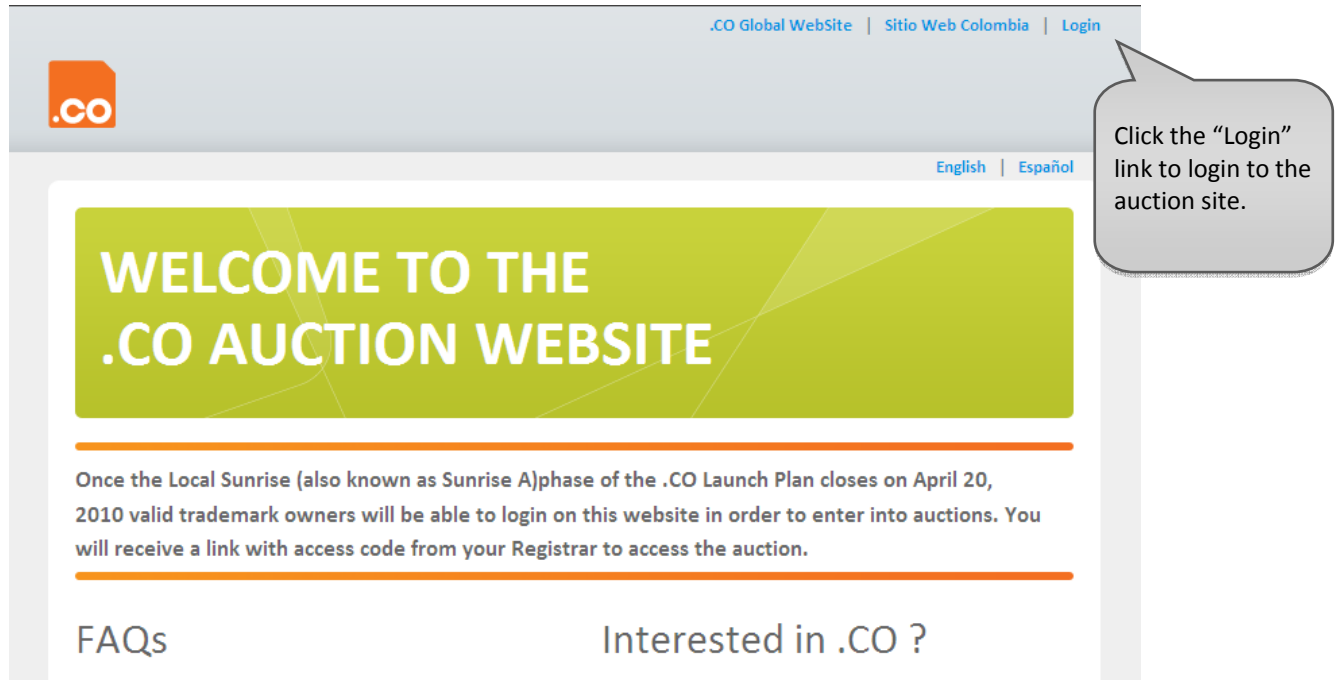


Figure 1: Main .CO Auctions Landing Page

- b. Click on the "Login" link (see above) which will bring you to the login screen

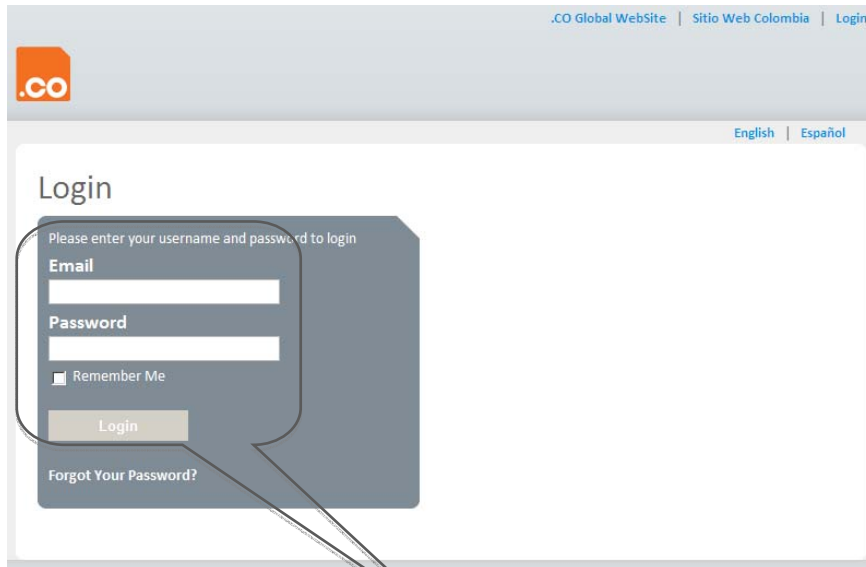


Figure 2: Login Screen

- c. Enter your UserName (Email that was specified when you submitted your application for the Registrant) and Password and click “Login”
- d. Once you have logged in, the “Upcoming Auctions” screen (See below) will be displayed. This page provides access to all your auctions.

2. These are the key links to access your auctions.

Domain	Price/Currency	Phase	Start Date	Close Date
sample1.co	0 USD	LR	4/10/2010 12:00:00 AM	1/1/0001 12:00:00 AM
sample2.co	0 USD	LR	4/10/2010 12:00:00 AM	1/1/0001 12:00:00 AM

Figure 3: Upcoming Auctions Screen

ACCESS UPCOMING AUCTIONS:

This page simply provides a list of all auctions that have not yet started along with their starting dates. When an auction has in fact started, it may be found on the “OPEN AUCTIONS” page (see next section). This page will list all of your domain applications for which a second application was received by the registry. If your application does not appear in this list, be sure to check the “OPEN AUCTIONS” list as well. If you still can’t find your application, check with your registrar.

OPEN AUCTIONS:

Click the “OPEN AUCTIONS” link to take you to your current auctions page (see below). This page provides a list of all auctions that have started along with current information about the auction. The list can be sorted to show the auctions closing today by first clicking the “Close Date” in the table header.

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.CO UPCOMING AUCTIONS OPEN AUCTIONS CLOSED AUCTIONS

Open Auctions


[Bid Multiple](#)

<input type="checkbox"/>	Domain	Price/Currency	My Bid	Phase	# Bids	Close Date	Time Left	
<input type="checkbox"/>	sample3.co	10 USD	0 USD	LR	1	4/12/2010 3:50:00 PM	5d	Bid
<input type="checkbox"/>	sample4.co	10 USD	0 USD	LR	0	4/12/2010 3:16:00 PM	5d	Bid
<input type="checkbox"/>	sample5.co	10 USD	0 USD	LR	0	4/12/2010 3:18:00 PM	5d	Bid

[Bid Multiple](#)

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Click on the Close Date to sort the auctions so you can see today's closings first.

The auctions with a price and 0 bids reflect auctions that have not been bid on yet. The price reflects the minimum required opening bid.

Figure 4: Open Auctions Display

The columns in the Open Auctions table are as follows:

- A select box which allows you to select multiple domains if you want to place bids on more than one at a time (select the domains you wish to bid on and then click "Bid Multiple")
- Domain name
- Current price (if green it means you are winning the auction, if red it means someone else is in the lead) along with the currency for this auction (Recall all Sunrise_A auctions are conducted in United States Dollars and settled in Colombian Peso's while all other auctions are conducted in United States Dollars)
- Phase indicates in which phase this auction applies (LR: Landrush, SRA: SunriseA, SRB: SunriseB).
- My Bid is your current max bid
- # Bids provides a count of the number of bids in the auction. Clicking this link will present you with a bidding history
- Close Date provides the date on which the auction is scheduled to close provided no extensions occur. Recall that an auction will not be extended if there has been no

change in auction leader during the last 24 hours of the auction. Important note: all auction closing times are provided in GMT.

- Time Left indicates the amount of time left before the auction closes
- “Bid” is a clickable button that will take you to the auction bid page just for that domain.

PLACE BIDS:

Once you have clicked on the “Bid Now” or “Bid Multiple” link, the following screen will appear (if you clicked on the Bid Multiple button, then this screen will show all the auctions you selected).

The screenshot shows the 'Place Bids' interface for the domain 'sample3.co'. It includes a table with the following data:

Domain	Enter	Price/Currency	My Bid	# Bids	Close Date (GMT)	Time Left
sample3.co	<input type="text"/>	10 USD	0 USD	1	4/12/2010 3:50:00 PM	5d

Annotations on the screenshot:

- A callout box points to the 'Enter' input field with the text: "Enter your bid in this area".
- A callout box points to the '10 USD' price with the text: "The current price in red shows this bidder is losing the auction."

Figure 5: Place Bid Screen

This screen resulted from clicking the “Bid” button for the domain “sample3.co”. It provides all the information you need to know about your auction.

- a. There is one entry field where you can submit a bid which must be in US dollars (in Sunrise A all auctions are conducted in Colombian Pesos).
- b. The current price of the auction indicates whether you are winning or losing the auction by being displayed in green or red respectively. In this screen shot, this bidder is losing the auction which has a current price of \$10.
- c. To enter the next valid bid (a valid bid is one increment higher than the current price which in this case would be $\$10 + \$10 = \$20\text{USD}$) simply enter 20 in the entry field and click the "Bid Now!" button. The system will present a confirmation screen and then your bid will be submitted. For the purpose of this tutorial, we'll submit a bid of \$20 and see what happens. (Note the table of bid increments can be reviewed in the FAQs)

Important Note: You must have a valid credit card on file in order to place bids. If you do not, clicking on a "Bid" button will redirect you to the page where you can enter your credit card data.

BID RESPONSES:

This next screen shows the result of having "placed" our \$20US bid. The current price is now \$30 and this participant is still losing the auction (the \$30 is still in red). This means the auction leader "Max Bid" is higher than the \$20 bid placed. So the system automatically rebid on the leader's behalf at one increment above the bid that we just placed. The next section of our tutorial provides a number of examples of bidding scenarios.

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We're sorry... You have been outbid by another bidder for sample3.co

Place Bids

Domains I'm Bidding On [Help?](#)
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When the Current Price is: **Green** - You are currently winning the Auction
When the Current Price is: **Red** - You are currently losing the Auction

Step 1 - Enter your New Bid(s)
Step 2 - Carefully review your bid(s) before clicking on "Bid Now"
Step 3 - Click on "Bid Now" when you are ready to enter your bid(s)
Step 4 - Click on "Confirm" to place your bid(s).

Domain	Enter Bids	Price/Currency	My Bid	# Bids	Close Date (GMT)	Time Left
sample3.co	<input type="text"/> USD	30 USD	20 USD	2	4/12/2010 3:50:00 PM	5d

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This bidder has received a message that shows their bid of \$20 has been outbid by some other bidder, in this case it was the system bidding automatically based on a proxy bid submitted by the current leader.

This bidder is still losing the auction

BIDDING SCENARIOS:

When placing a bid, note that your bid is treated by the auction system as a “Max Bid”, sometimes referred to as a proxy bid. In all cases, your bid must be at least one increment higher than the current auction price. If not, you will receive an “Invalid Bid” error message. The system will automatically place valid bids on your behalf as long as your Max Bid is higher than the current auction price. The system will never place a bid for the leading participant (in other words the system will not bid against itself). Also note that the Current Auction Leader will always have the highest Max Bid.

Here are some possible outcomes when you place your bid. Assume that the current auction price is \$60US which means the minimum increment is \$10.

Scenario 1: You place a bid that is less than \$70.

Result 1: You will receive an “Invalid Bid” error message. Your bid in this auction must be at least \$70. No other changes will occur in the auction.

Scenario 2: You place a bid of \$70 and the current leader max bid was \$60.

Result 2: Your bid will be accepted, the current auction price will be \$70 and you will be shown as the leader in the auction (the \$70 Current Auction Price will be in **Green**).

Scenario 3: You place a bid of \$70 and the current leader max bid was also \$70.

Result 3: Your screen will be updated to show a new Current Auction Price of \$70 (the \$70 Current Auction Price will be in **Red**). This indicates your bid has increased the auction value but the person who placed the \$70 bid first is now the Auction Leader.

Scenario 4: You place a bid of \$70 and the current leader max bid is equal to or higher than \$71.

Result 4: Your screen will be updated to show a new Current Auction Price of one increment higher than the Current Auction Price or the current leader’s max bid, whichever is lower (the new Current Auction price will be **Red**). This indicates your bid was accepted and the system automatically bid on behalf of the current leader to above your bid.

Scenario 5: You place a bid of \$73 and the current leader max bid is \$90.

Result 5: Your screen will be updated to show a new Current Auction Price of \$83 (the \$83 Current Auction Price will be in **Red**). This indicates your bid was accepted and the system automatically bid on behalf of the current leader to one increment above your bid.

Scenario 6: You place a bid of \$120 and the current leader max bid is \$90.

Result 6: Your screen will be updated to show a new Current Auction Price of \$100 (the \$100 Current Auction Price will be in **Green**). This indicates your bid was accepted and the system automatically bid on your behalf one increment higher than the current maximum bid of \$90. You are now the current leader with the highest max bid of \$120 and auction value set at \$100.

PLACING VALID MAX BIDS:

So, let’s go back to our example auction and submit a very high max bid and see what happens. In the screen below we see the result of submitting a bid for \$250.

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Congratulations... You are the current high bidder for sample3.co ✖

Place Bids

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When the Current Price is: **Green** - You are currently winning the Auction
 When the Current Price is: **Red** - You are currently losing the Auction

Step 1 - Enter your New Bid(s)
 Step 2 - Carefully review your bid(s) before clicking on "Bid Now"
 Step 3 - Click on "Bid Now" when you are ready to enter your bid(s)
 Step 4 - Click on "Confirm" to place your bid(s).

Domain	Enter Bids	Price/Currency	My Bid	# Bids	Close Date (GMT)	Time Left
sample3.co	<input type="text"/> USD	60 USD	250 USD	3	4/12/2010 3:50:00 PM	5d

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This users max bid of \$250 is now the highest bid in the system and so they are the leader. The auction price is set at one increment above the previous highest bid placed.

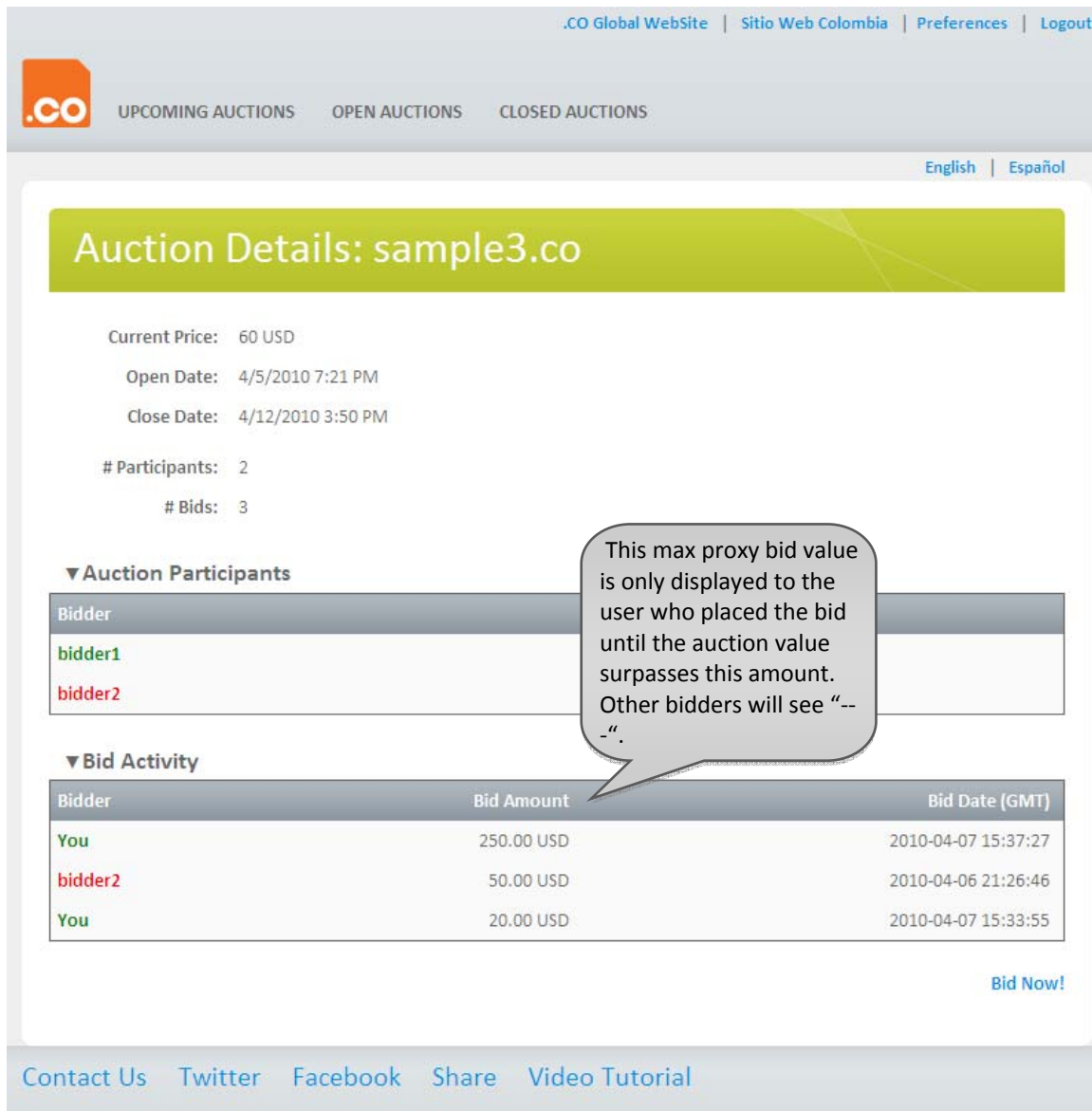
Now, we are shown as the leader in the auction with a current price of \$60US (the auciton price is in green). We can deduce from this that the previous leader had a max bid of \$50 and the system has simply placed our bid at one increment above the previous leaders max bid. Even though we submitted a bid of \$250US, the system has applied the minimum bid possible for us to become the auction leader. This demonstrates the effectiveness of placing a "Max Bid".

Now, in order to monitor the auction progress, this screen simply needs to be refreshed periodically. If someone else places a bid that is higher than the Current Price and still less than our bid of \$250, then the auction value will simply climb until someone places a Max Bid higher than \$250 (and at least one increment above the auction price when it was placed).

VIEWING BIDDING HISTORY:

You can also see a history of how the auction is proceeding. The following screen shot shows what happens if you click on the “3” in the “# Of Bids” column.

- e. This bidding history shows the full bidding of this auction and since this participant is in fact bidding on behalf of “You” (alias bidder1), the highest bid amount is shown. If the same screen was accessed by the auction participant bidding on behalf of “bidder2”, the bid amount of \$250 would be shown as “---”. This protects the confidentiality of the max bid if it has not yet been reached.



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Auction Details: sample3.co

Current Price: 60 USD
Open Date: 4/5/2010 7:21 PM
Close Date: 4/12/2010 3:50 PM

Participants: 2
Bids: 3

▼ Auction Participants

Bidder
bidder1
bidder2

▼ Bid Activity

Bidder	Bid Amount	Bid Date (GMT)
You	250.00 USD	2010-04-07 15:37:27
bidder2	50.00 USD	2010-04-06 21:26:46
You	20.00 USD	2010-04-07 15:33:55

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- a. Also note that the opening \$10 bid is not explicitly shown. However, the auction, as you will recall by looking back at Section 2 started with an opening bid of \$10. In fact, the opening bid of \$10 was the first bid shown placed at \$50 as a Max Bid, again showing how the system will only place the minimum bid required to establish a leader without going over the max bid submitted. You can see in the history above that the \$50 max bid was the first one to be placed resulting in the opening bid of \$10. The history shows we then placed a \$20 bid and were still behind the leader at that time since bidder2 is above us in the table. Only when our Max Bid exceeded bidder2's max bid did we become the leader and assumed a position at the top of this history.
- b. Also note that the full list of auction participants, which would include those that have not yet placed a bid as well as those who have been withdrawn, can be viewed by clicking on the "Auction Participants" link.

CLOSED AUCTIONS:

To see what happens when an auction closes, this particular auction was closed manually in advance of the schedule. To see any closed auctions, simply click on the "CLOSED AUCTIONS" link and the following screen will appear.

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.CO UPCOMING AUCTIONS

English | Español

Closed Auction

Auctions I've

Domain	Price/Currency	Phase	# Bids	Start Date	Close Date
sample3.co	60 USD	LR	3	4/5/2010 7:21:44 PM	4/6/2010 6:58:07 PM

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Select which auctions you want to view with this pull down filter, and then click "Apply".

- In this screen shot, we see this bidder has one the auction for sample3.co (the auction price is in green and the close date is in the past).
- Next to the text "Auctions I've" is a pull down selection that allows you to view auctions you have won, lost or both. Simply select which you would like to view and click "Apply".

I NEED HELP!!!!:

And of course, if you have any problems at all, click on the "Contact Us" link at the bottom of your screen.


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- This will direct you to the "Contact Us" page which is presented below:

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Contact Us

We would love to hear from you and would be happy to answer any questions you might have. The best way to contact us is by email. We endeavor to respond to all inquiries within 48 hours, during our regular hours of operation.

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For answers to technical questions and other customer support issues customer service hours are from 9:00 AM to 5:00 PM (EST) Monday to Friday excluding Holidays.

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SOME FINAL WORDS ON AUCTION INCREMENTS:

A valid auction increment is dependent on two considerations. One, the current auction price and two, the bid amount submitted. The system will check bid validity as follows.

- a. The bid increment is found in the increment table for the max bid amount that has been submitted. An acceptable bid is one where the max bid amount is at least this increment higher than the current auction price.
- b. The auction increment is determined once a valid bid is received. This is the increment amount found in the increment table for the current auction price and is the amount by which the auction price will be initially adjusted.

Here are some examples based on the following increment table:

Bottom Range	Top Range	Minimum Increment Amount
\$0.00	\$499.00	\$10.00
\$500.00	\$999.00	\$25.00
\$1,000.00	\$2,499.00	\$50.00
\$2,500.00	\$9,999.00	\$100.00
\$10,000.00	\$24,999.00	\$500.00
\$25,000.	\$-----	\$1,000.00

Example	Current Auction Price	Bid Submitted	Bid Increment	Auction Increment	Result of Bid Being Submitted
1	\$60	\$70	\$10	\$10	Bid placed at \$70, auction updates to \$60 + \$10
2	\$70	\$440	\$10	\$10	Bid placed at \$440 (proxy), auction updates to \$70 + \$10
3	\$80	\$500	\$25	\$10	Bid placed at \$500 (proxy), auction updates to \$80 + \$10
4a	\$480	\$500	\$25	\$10	Bid rejected, \$500 is not greater than or equal to \$480 + \$25
4b	\$480	\$505	\$25	\$10	Bid placed at \$505 (proxy), auction updates to \$480 + \$10
5a	\$975	\$1,010	\$50	\$25	Bid rejected, \$1,010 is not greater than or equal to \$975 + \$50
5b	\$975	\$10,000	\$500	\$25	Bid placed at \$10,000 (proxy), auction updates to \$975 + \$25

