

TikTok Shop

BEGINNER'S GUIDE TO LIVE AUCTION



Sell Smarter, Engage Better, and
Let the Market Decide the Price

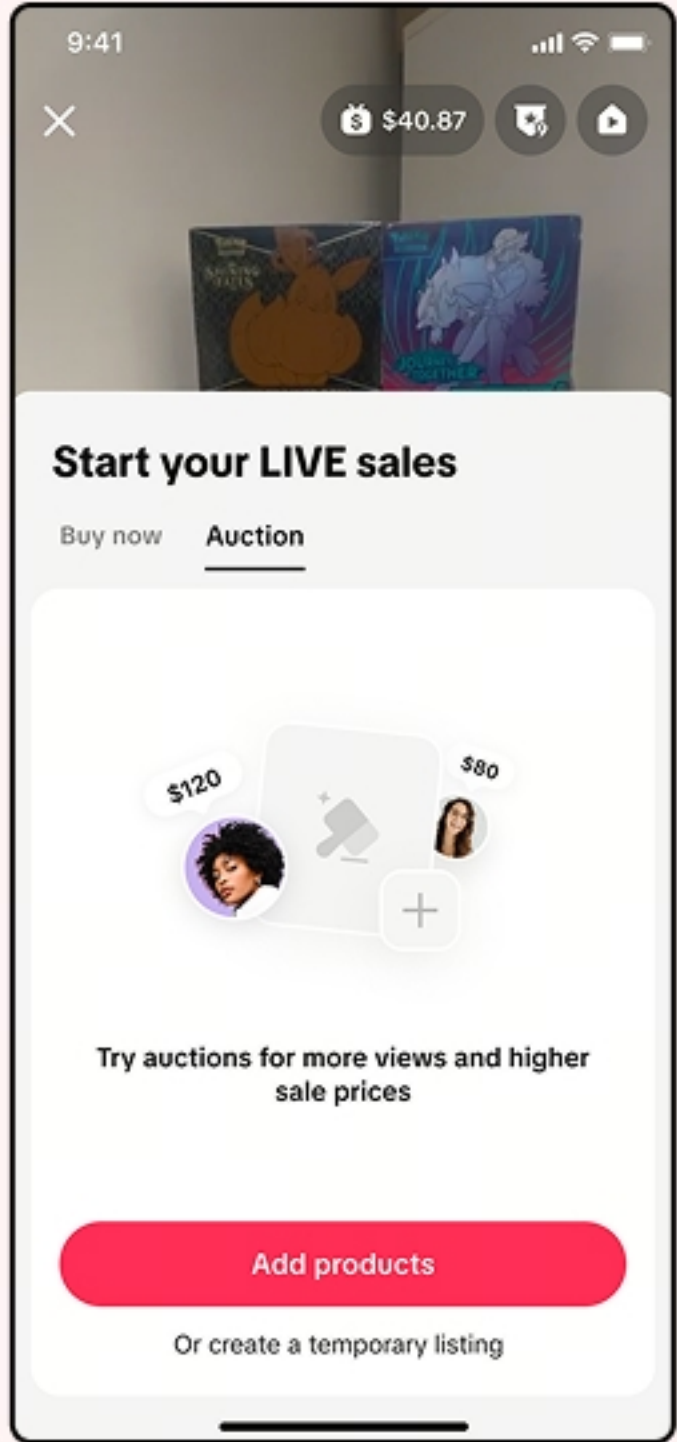
LIVE Auction: Sell Smarter, Engage Better, and Let the Market Decide the Price

Live

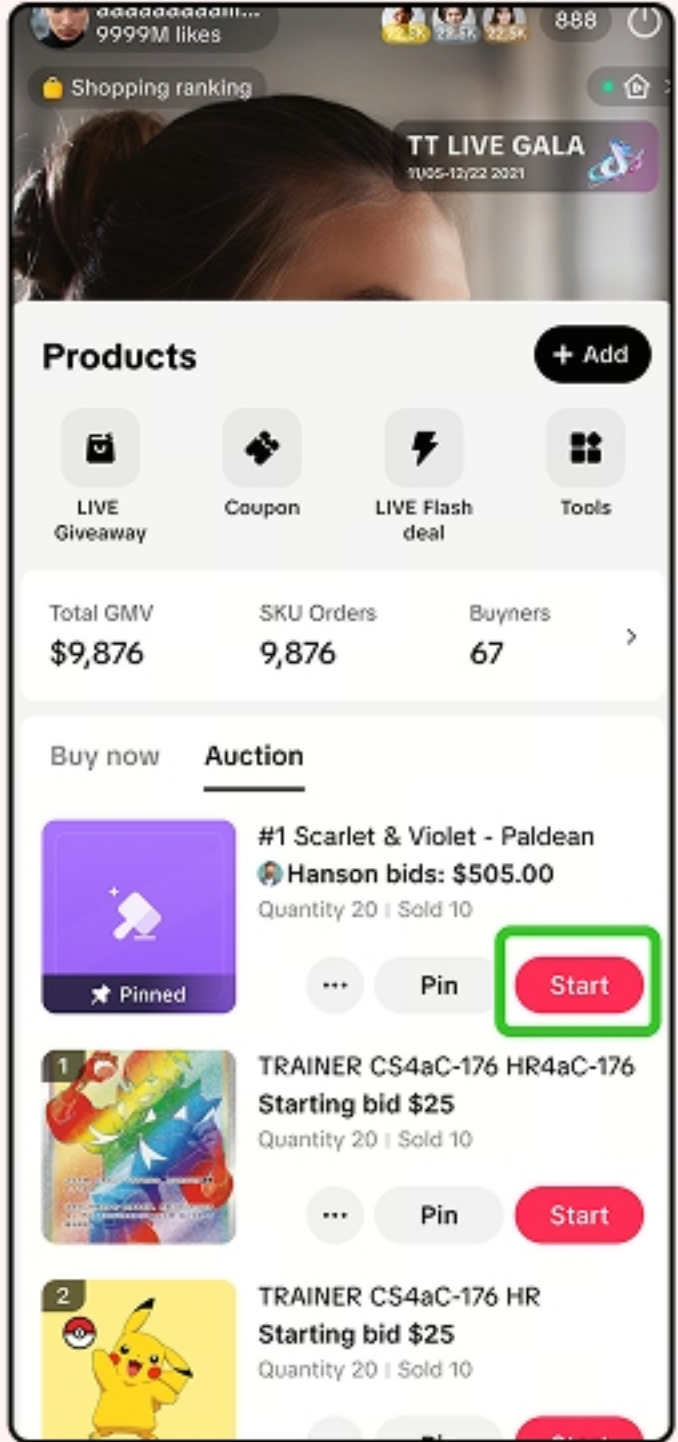
We're excited to introduce **LIVE Auction** — a real-time, interactive shopping format now available on TikTok LIVE that lets you **sell items through live bidding during your livestreams**.

Set a starting bid price, let viewers compete in real time, and the highest bidder wins the right to purchase the product at their bid price. It's that simple!

Here's how it works at a high level:



Create auction product listings or set a Temporary Auction



Go live → start an auction (set auction duration and starting bid price)



Viewers bid in real time → the countdown timer ticks away



The highest bidder wins → auto-checkout is triggered

p/s. LIVE Auction can be setup on both the TikTok App and LIVE Manager PC!

Why Use LIVE Auction

Increased Engagement

Real-time interaction builds a loyal customer base that returns to your livestreams as regular viewers and buyers



Encourage Transactions

Countdown timers and limited inventory push shoppers to act fast, turning passive browsing into immediate purchases



Maximize Conversion

Multiple buyers bidding at once can push prices above expectations — let the market decide the value while you enjoy quicker inventory turnover



Simplified Fulfillment

Temporary Auction assigns dynamic sequential numbers to each item sold, making it easy to label, pick, and pack with fewer errors



Key Things to Remember



Auction duration

10 seconds to 2 minutes



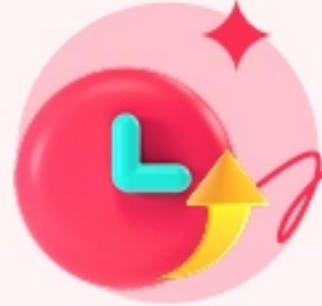
One auction at a time

You cannot start another auction or pin other products while one is active



15-minute payment window

Winning bidders must complete payment within 15 minutes



Extended bidding

If someone bids in the final seconds, the timer resets to prevent last-second sniping



Auction products can only be sold via auction

They cannot be sold as regular products unless you toggle the auction setting off within the product listing on Seller Center PC



Cash on Delivery (COD)

Is OFF by default; toggle it on during listing creation if desired

Ready to turn your livestream into a competitive shopping experience?
Start creating your auction product listings today and let your viewers bid their way to checkout!

From Start to Sold — Your Step-by-Step Guide to Running a LIVE Auction



How to Start a LIVE Auction

Go LIVE & click on the Shop icon

Go to the Auction tab → Tap "Start" on the auction product card

The product is automatically pinned and bidding begins

The highest bidder wins → auto-checkout is triggered

p/s. LIVE Auction can be setup on both the TikTok App and LIVE Manager PC!

Checking Your Sold Items

By Order

Orders are displayed in sequence of the most recently placed order.

Best for

Prioritizing order processing during peak traffic — quickly identify new purchases that need immediate packing and shipment.

By Product

SKUs are automatically grouped at the product level.

Best for

Tracking item-specific demand, identifying your top-performing auction items, and optimizing your auction strategy per SKU.

Payment Status — What to Watch For

Status	What It Means	What You Should Do
Payment completed	Winner successfully paid within 15 minutes	Proceed to pack and ship
Payment failed / pending	Winner's payment didn't go through yet — a countdown timer shows remaining time	Verbally remind the winner during your LIVE to complete payment within 15 minutes
Payment timed out	Winner didn't pay within 15 minutes	Order is canceled; item is marked as unsold and inventory is returned. Start a new auction round and you can also change the duration or starting bid.

Pro tip: When a bid is won, verbally announce and congratulate the winner, then immediately remind them to complete payment within 15 minutes. This simple call-out significantly reduces payment failures.

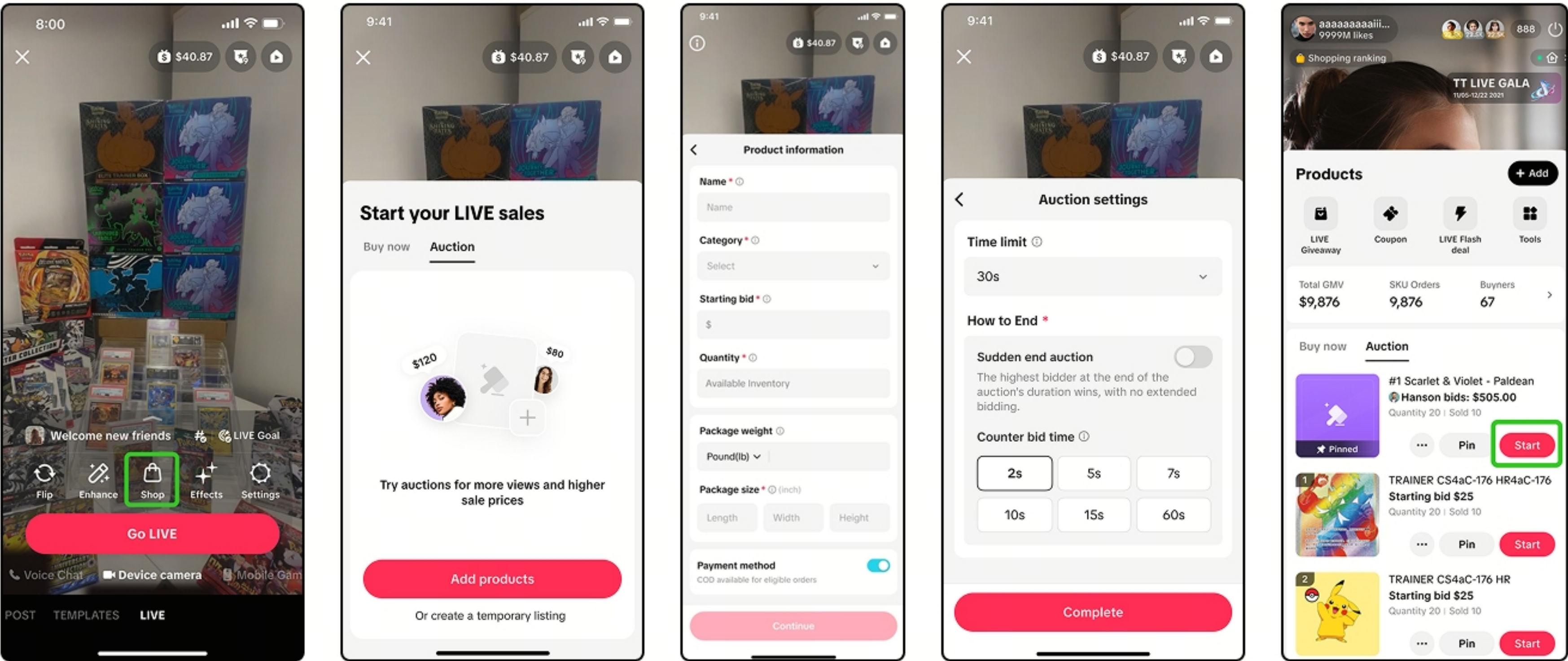
Ready to run your first auction?
Start small, learn the rhythm, and scale up as your audience gets comfortable bidding!

Sell It Live, Ship It Fast — How Temporary Auctions Make On-the-Spot Selling Effortless

Live

Temporary Auction lets you create auction product listings on the spot, before or during your LIVE, with no pre-setup needed. The listing goes through a quick moderation review (typically under 2 minutes), once approved and published, viewers can start bidding!

Easy Steps to Setup Temporary Auction



- 1 On TikTok App: tap the Shop icon > "Create a temporary auction."
- 2 Fill in the details — Product name, category, starting bid price, quantity, time limit (10s–2 min), auction format, and shipping settings.
- 3 Start the auction — Once approved, click "Start" and the bidding begins. The highest bidder wins and auto-checkout is triggered.

That's it. No Seller Center setup, no product photos required, no listings lingering in your shop after the session ends.

Why Sellers Love Temporary Auction



Zero pre-planning
Create listings during your LIVE — perfect for spontaneous moments or flash items



Under 2 minutes to go live
Quick moderation review means you can list and sell in the same stream



Numbered fulfillment
Each listing is auto-assigned a sequential number (#1, #2, #3...) — just label items with sticky notes as they sell, and your packers pick by number. Fewer errors, faster packing



Session-only by design
Listings don't appear in your shop, search, or any other channel — they exist only during LIVE, keeping your shop clean



Separate quota
Temporary auction products have a separate quota from your regular "Buy now" products — auction more without eating into your existing inventory slots

Quick Tips to Get Started

#1

Start with lower-priced items to warm up your audience and build bidding confidence

#2

Verbally call out leading bidders by username — it drives competition and excitement

#3

Label each sold item with its auction number immediately using sticky notes for smooth packing later

#4

Toggle COD **ON** for low-price items to maximize the bidder pool

#5

Toggle COD **OFF** for high-value pieces to reduce non-payment risk

#6

Label each sold item with its auction number immediately using sticky notes for smooth packing later

Ready to turn your next LIVE into a bidding event?
Create your first temporary auction and let the market decide the price.

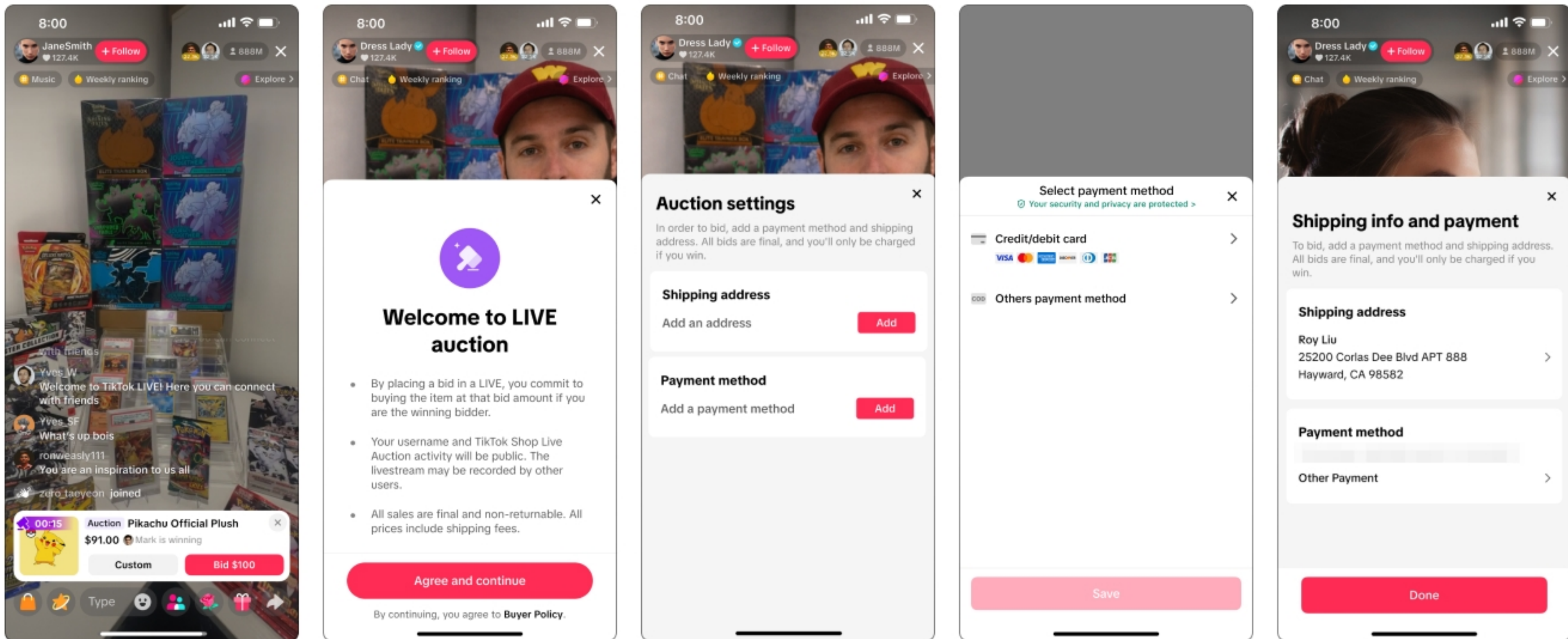
How Bidding Works in LIVE Auction

Viewers Quick Guide to Placing Bids & Winning Deals on TikTok LIVE

Live

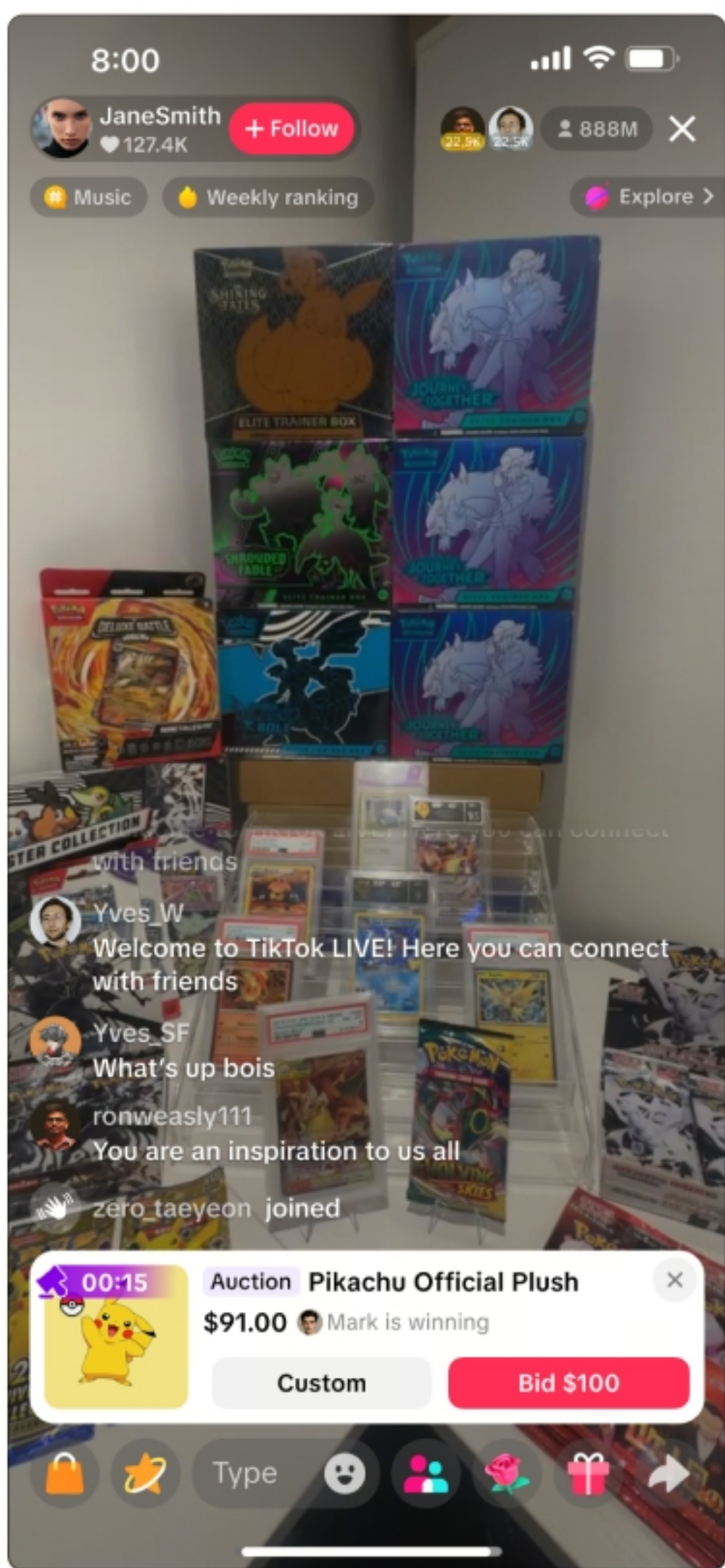
Before You Bid — Complete These Steps First

Upon clicking on any of the bid buttons, viewers will be first prompted to **agree to the auction terms, add a payment method, and provide a shipping address**. Once these are completed, viewers can participate in auctions.



Choose Your Bid Type

Once an auction is live, viewers can bid in two ways:



Fixed Price Bid — One Tap, Fast Action

- Tap the bid button to instantly bid the price shown
- The bid amount is automatically calculated based on the current bid price plus a fixed increment set by the platform — you cannot customize it
- Fastest fingers win — the highest bid when the timer ends takes the item

Best for | Quick decisions, fast-paced auctions where speed matters

Custom Bid — Set It & Forget It

- Enter your maximum bid price and the platform auto-bids on your behalf in increments until your max is reached or you're outbid
- If your max bid is surpassed, you can continue via Fixed Price Bid or set a new Custom Bid
- Your current max bid is displayed on the auction card so you always know where you stand

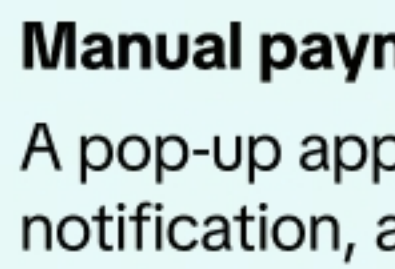
Best for | High-demand items where you want to stay competitive without constantly watching the screen

What Happens After You Win



Auto-payment (bound card)

If your card is bound and payment succeeds, the order is automatically created and charged — you'll see "Congrats, you won!"



Manual payment (no bound card or payment failed)

A pop-up appears with a 15-minute countdown timer. You'll also receive an email, inbox notification, and app push to remind you to complete payment



Payment not completed within 15 minutes

The order is canceled and the item is returned to inventory — you lose the item

Tip: Bind a payment card before bidding to avoid losing your winning item due to payment delays.

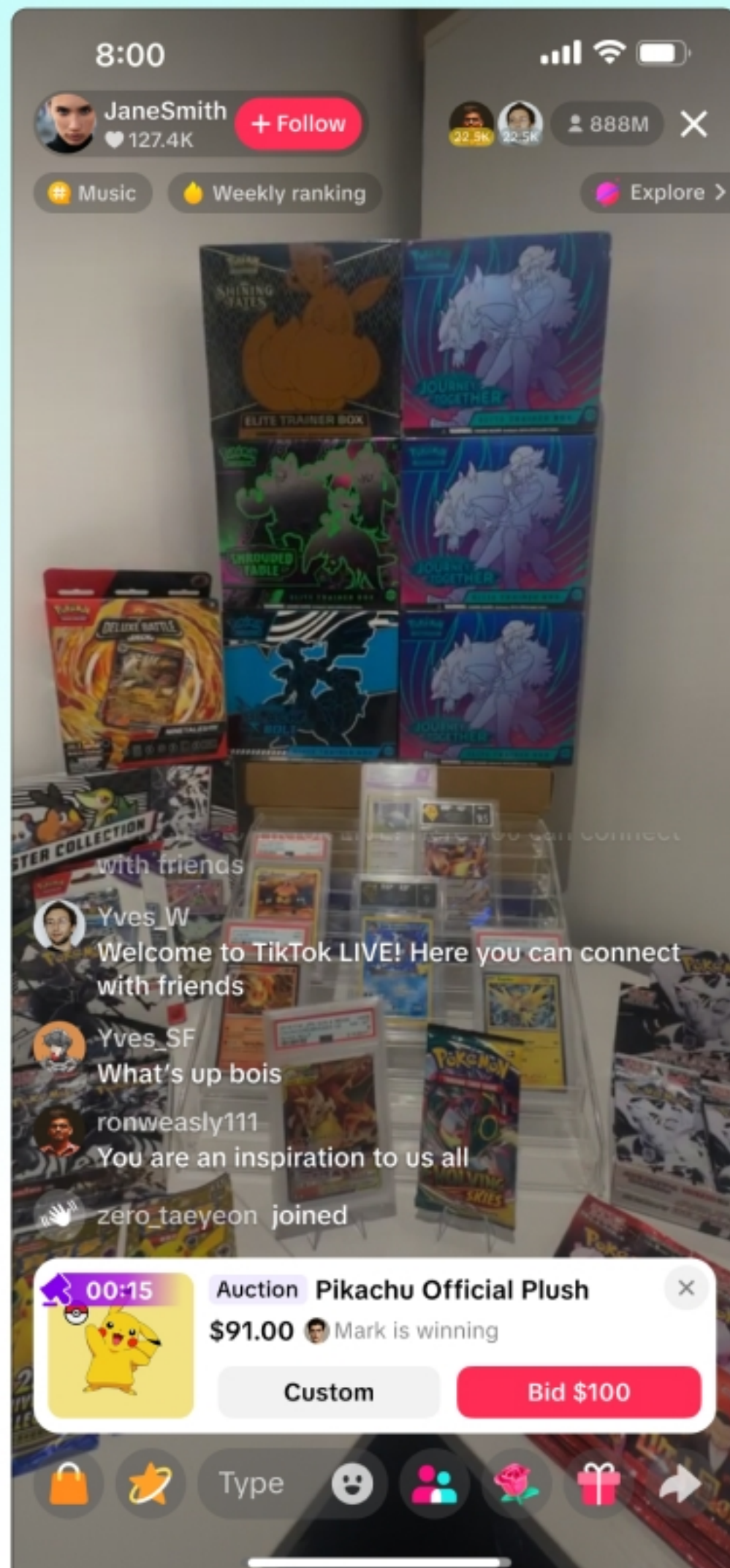
Auction Entrypoints

Livestream preview on for you page



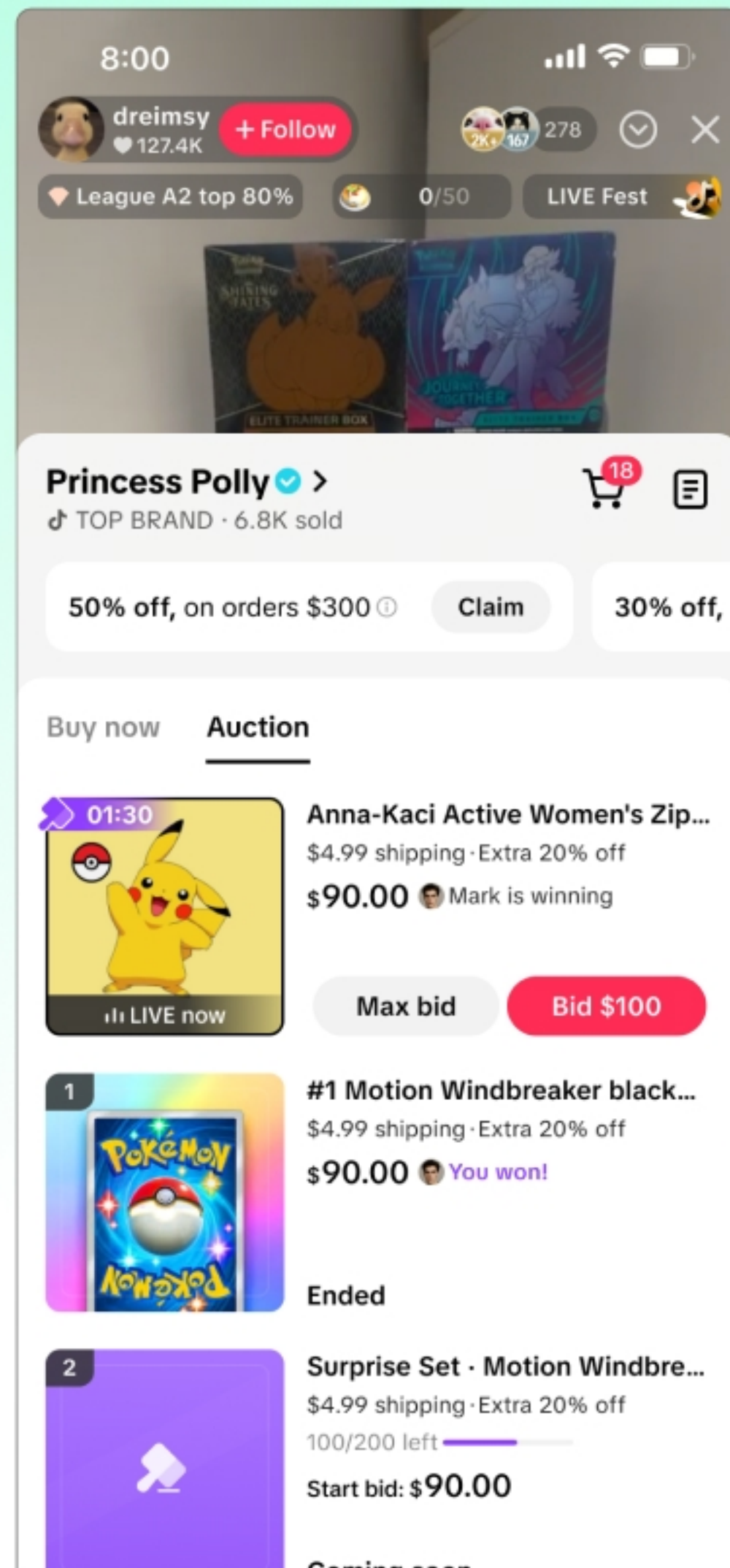
Viewers cannot bid here

Within livestream pinned auction card



Viewers can bid here

Within livestream LIVE shopping bag



Viewers can bid here

Quick Tips for Bidders



Bind your card upfront

Auto-payment means you never miss a win



Use Custom Bid for hot items

Stay competitive without staring at the screen



Use Fixed Price Bid for quick rounds

One tap, you're in



Watch the timer

Extended bidding can reset the clock in the final seconds



Pay within 15 minutes

Or your win is canceled and the item goes back on the market

Learn more about
Auction via our
Academy Guide here

Or
scan this QR Code:

