

DNS Measurement: Tools and Practices

APTLD84 | Session 4B



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Is there a better way?

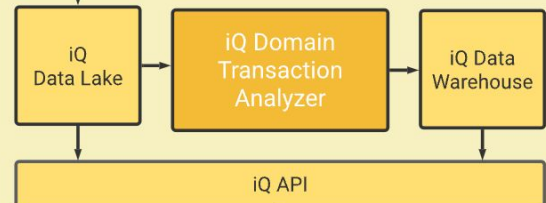


How can you better analyze performance and properly manage and grow your registry namespace?

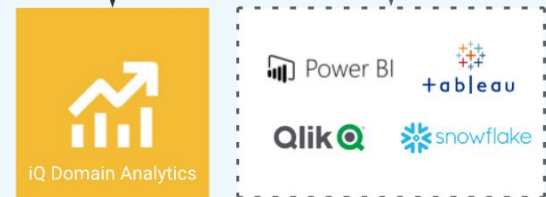
What is Domain Analytics?



Data Input
Sources



Harvesting,
Parsing &
Processing



Visualization
& Analytics

What can registries do with it?

Transaction Analysis
Campaign Tracking/Analysis
Namespace Management

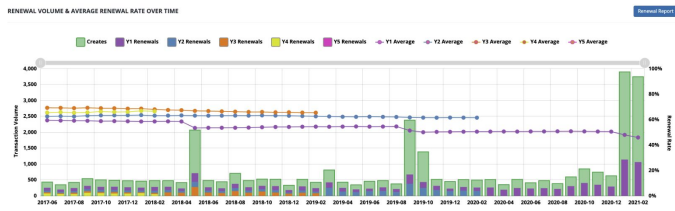
Registrar Management
Featured Sites Management
Domain Valuation Engine



Visualize and optimize your registrar channel



Renewal volume & avg. renewal rate over time



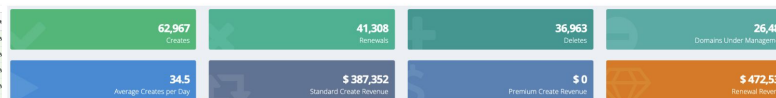
Campaign performance reports

CAMPAIGN PERFORMANCE REPORTS

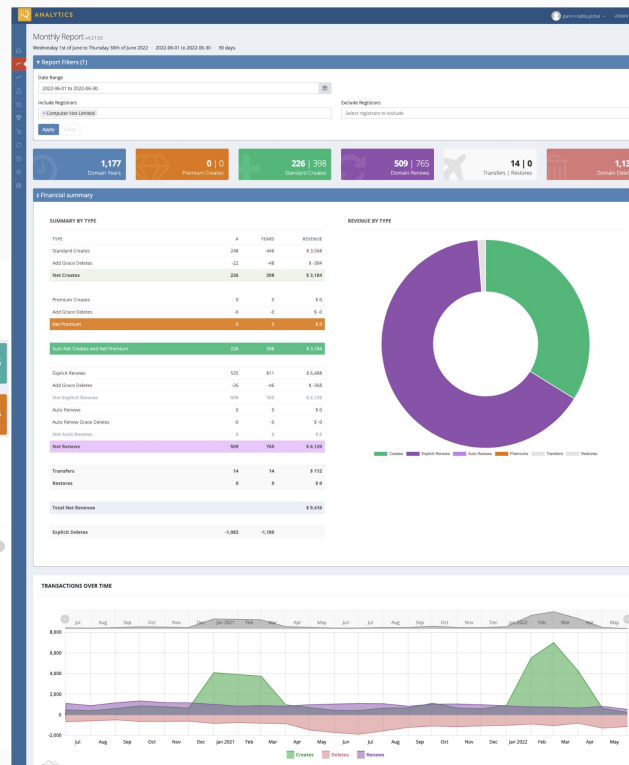
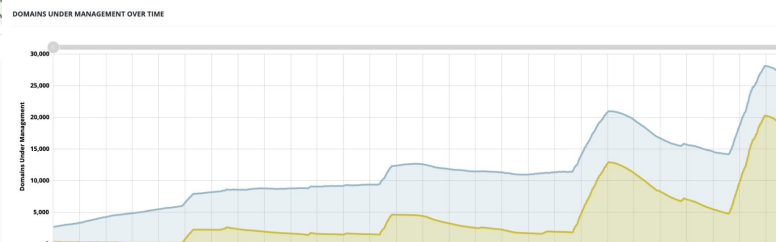
ID	Campaign Name	Start Date	End Date	Days	% complete
106	Phono, \$2 for 30 days	2018-05-04	2018-05-02	29	100%
109	Phono, \$5 for 14 days	2018-05-11	2018-03-04	13	100%
107	Phono, \$5 for 7 days	2018-03-16	2018-03-04	6	100%
108	Phono, \$5 for 30 days	2018-05-12	2018-05-01	6	100%
106	Phono, \$5 for 30 days	2018-05-15	2018-05-01	29	100%
238	Phono, \$5 for 7 days	2020-05-15	2020-05-01	6	100%
239	Phono, \$5 for 14 days	2020-05-21	2020-05-01	13	100%
217	Phono, \$5 for 90 days	2021-01-06	2021-04-06	89	100%
218	Phono, \$5 for 7 days	2021-08-05	2021-08-01	6	100%
219	Phono, \$5 for 7 days	2021-10-04	2021-10-10	6	100%

Rows: 11 Total Rows: 11

Registrar's scorecard - showing creates, renewals, deletes, DUM, avg. creates per day, standard create revenue, premium create revenue and renewal revenue.



Domains under management over time



Having the data to understand your registrar channel is great. But not having a way to visualise and act upon this data is of no use.

Contact



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