# Möten mellan ombud och andrahands-marknaden för domännamn

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081022, Internetdagarna, Stockholm

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**“Domain names are becoming 21st century Real Estate”**

- Bob Parsons(Chairman and CEO of GoDaddy.com) ICANN Regional meeting in Hong Kong 25 July 2007

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- **Introduction:** This is Namedrive
- **Opportunity:** Increasing margins on your services
- **Solution:** Namedrive's methods for monetizing domains
- **Parking:** Getting the most out of unused traffic
- **Undelegated domains:** Hedge yourself against negative growth
- **Aftermarket:** Use the secondary market to attract new customers

NameDrive monetizes domain names

- **Growth:** Recognized by Google as the fastest growing Adsense for Domains partner of all time

- **Launched first phase of aftermarket in early 2007**
  - Logging hundreds of sales per month
  - Over $10,000,000 of sales brokered in 2007
  - Focus on both traffic speculation and generic domain sales

- **Global physical presence**
  - Local offices in the US, Europe, and Asia
  - Allows ND to open Global markets to US clients and vice-versa

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# NameDrive, Around the globe

## US Offices

- Home Office: Washington DC.
- Client Support Center: Rochester NY
- Client Sales Center: Portland OR

## International Offices

- German Partner Office: Cologne, Germany
- Romania Technical Center: Bucharest, Romania
- Spanish Partner Office: Barcelona, Spain
- Japanese Partner and Support: Tokyo, Japan

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Fierce competition on domain name registration pricing has shrunk margins for registrars and web hosting companies

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Price pressure can be mitigated by monetizing each domain more efficiently

**Three ways to increase your earnings on your clients domain names:**

- **Parking:** Ads placed on unused domains generate payments with every click
- **Undelegated domains:** Every dropped domain is analyzed by NameDrive for its potential value
- **Aftermarket:** Use the secondary market to attract new customers and earn commissions on every sale

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# Step 1:
# Domain Parking

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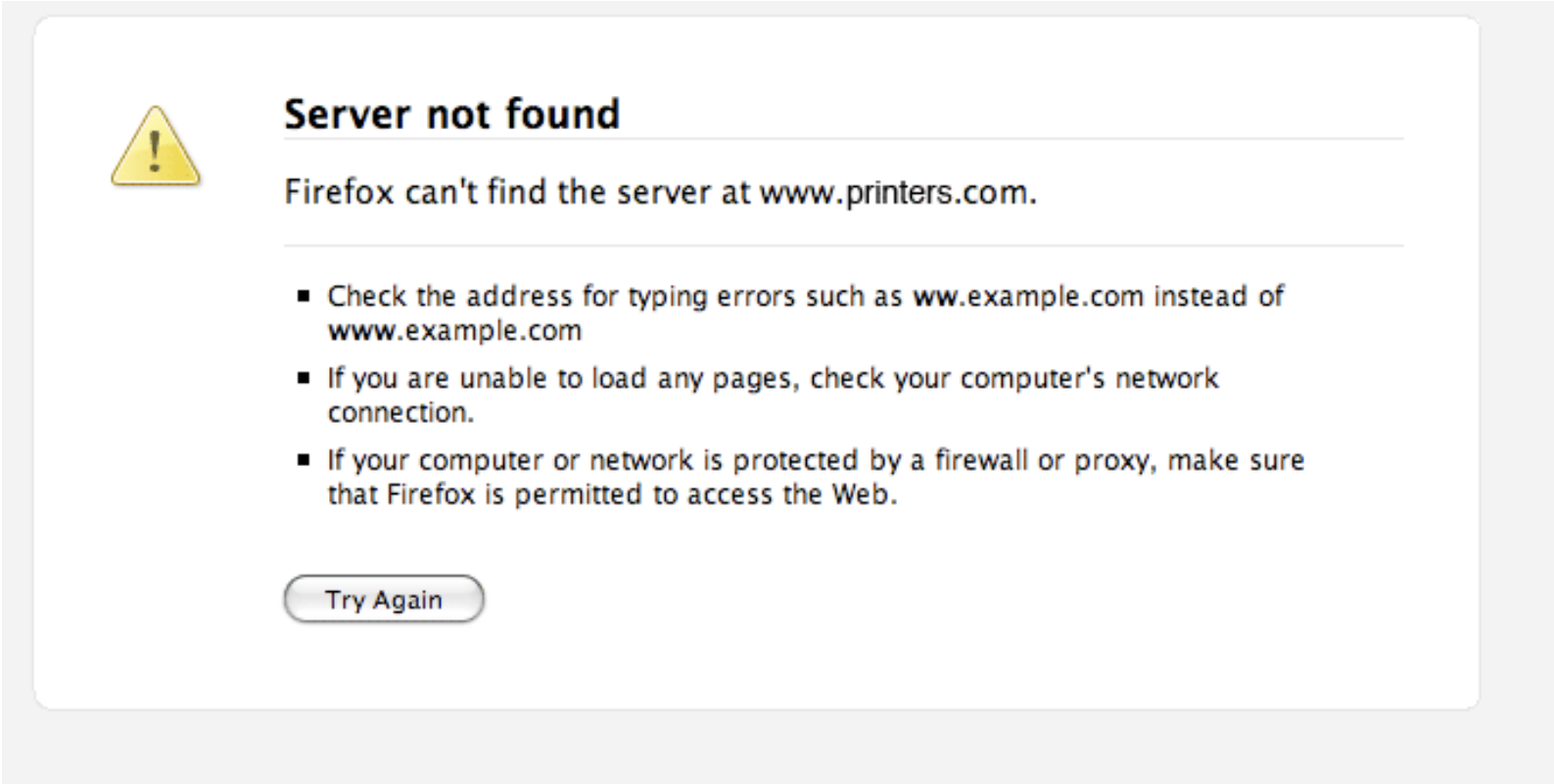
# The standard parked domain fails to capitalize on type-in traffic



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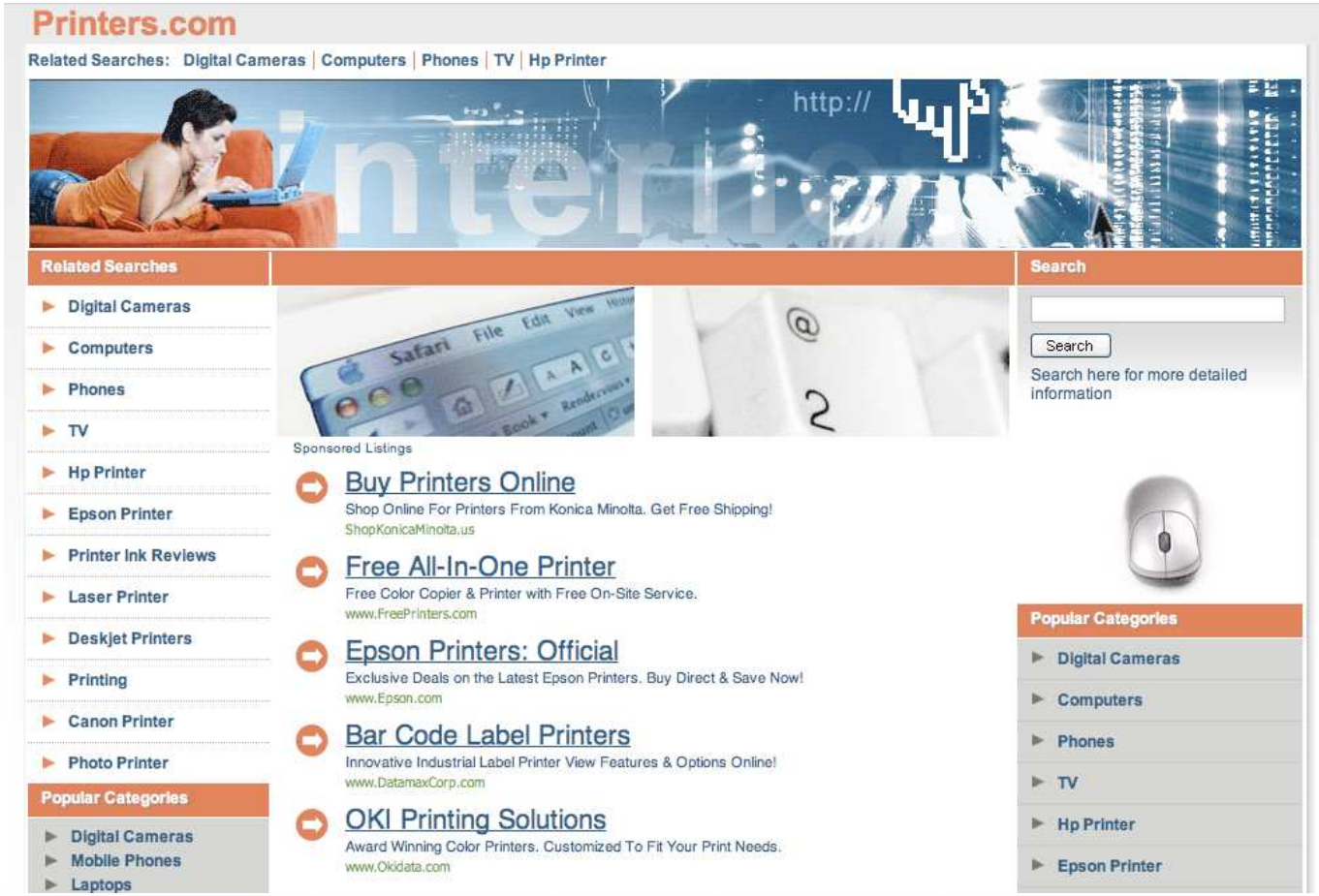
With our Google advertising feed and targeted templates a parking page is instantly created

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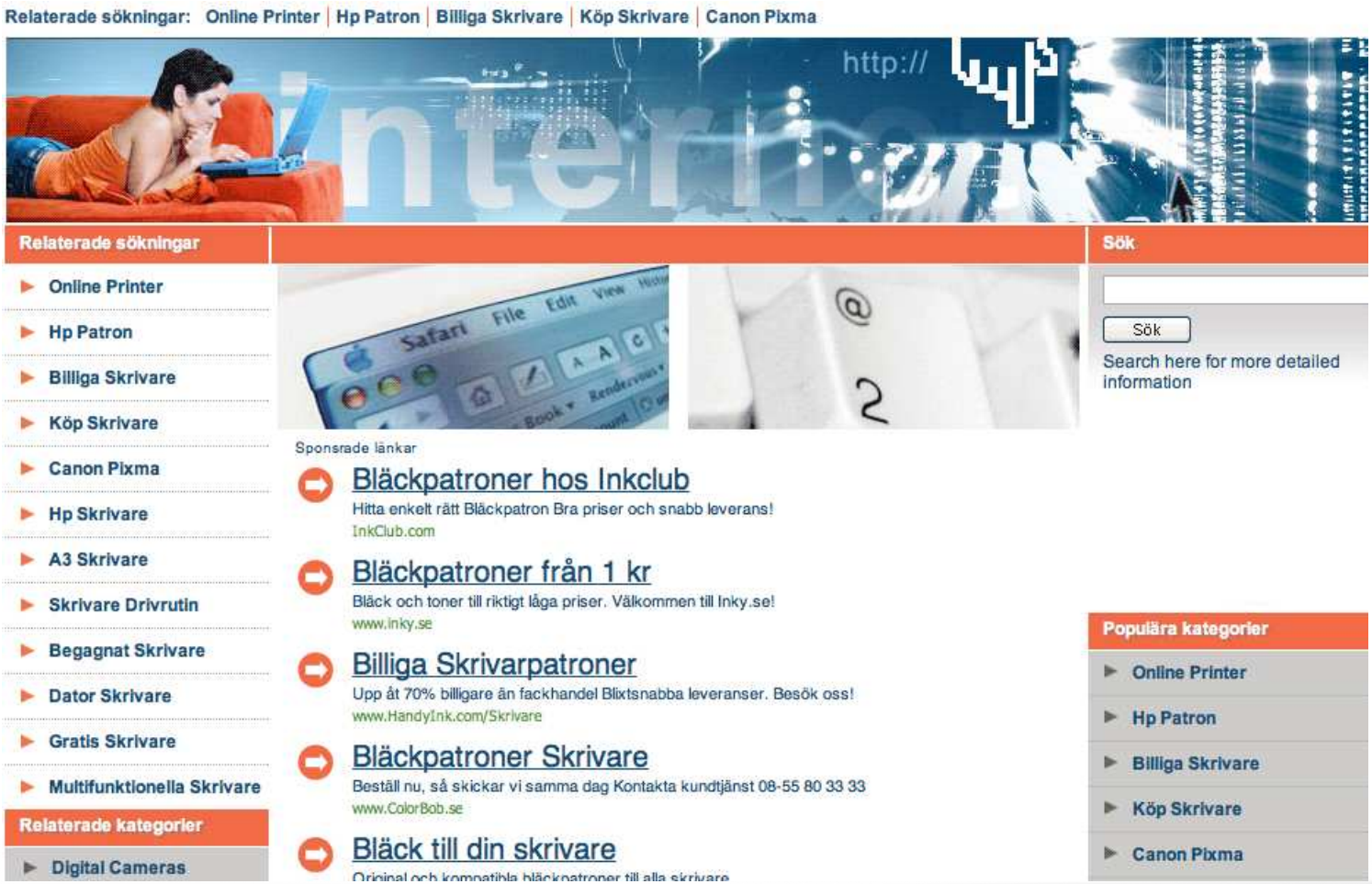
# Geo-targeted optimization maximizes revenue from international traffic

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On average a domain on our system generates 40.22 USD annually

## How can parking affect your annual results?

Total number of unused domains on your system **X** Average income of a parked domains = 40.22 USD **=** Estimate of annual increase of revenue

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# Step 2:
# Undelegated Domains

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Undelegated domains have previously been registered, but are on the open market again

- **Avoid negative growth:** Each month customers leave your service when not renewing their domains. NameDrive can analyze each dropped domain for value and re-register all profitable domains.

- **Protect your customer's domains:** Undelegated domains will often be caught by institutional "drop catchers." Your clients will not be able to regain their domain without significant payment.

- **NameDrive gives your client renewal options:** Should your client wish to renew her domain within a certain time frame (e.g. one month after the expiration date), NameDrive will transfer ownership back to them.

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# Step 3:
# Aftermarket

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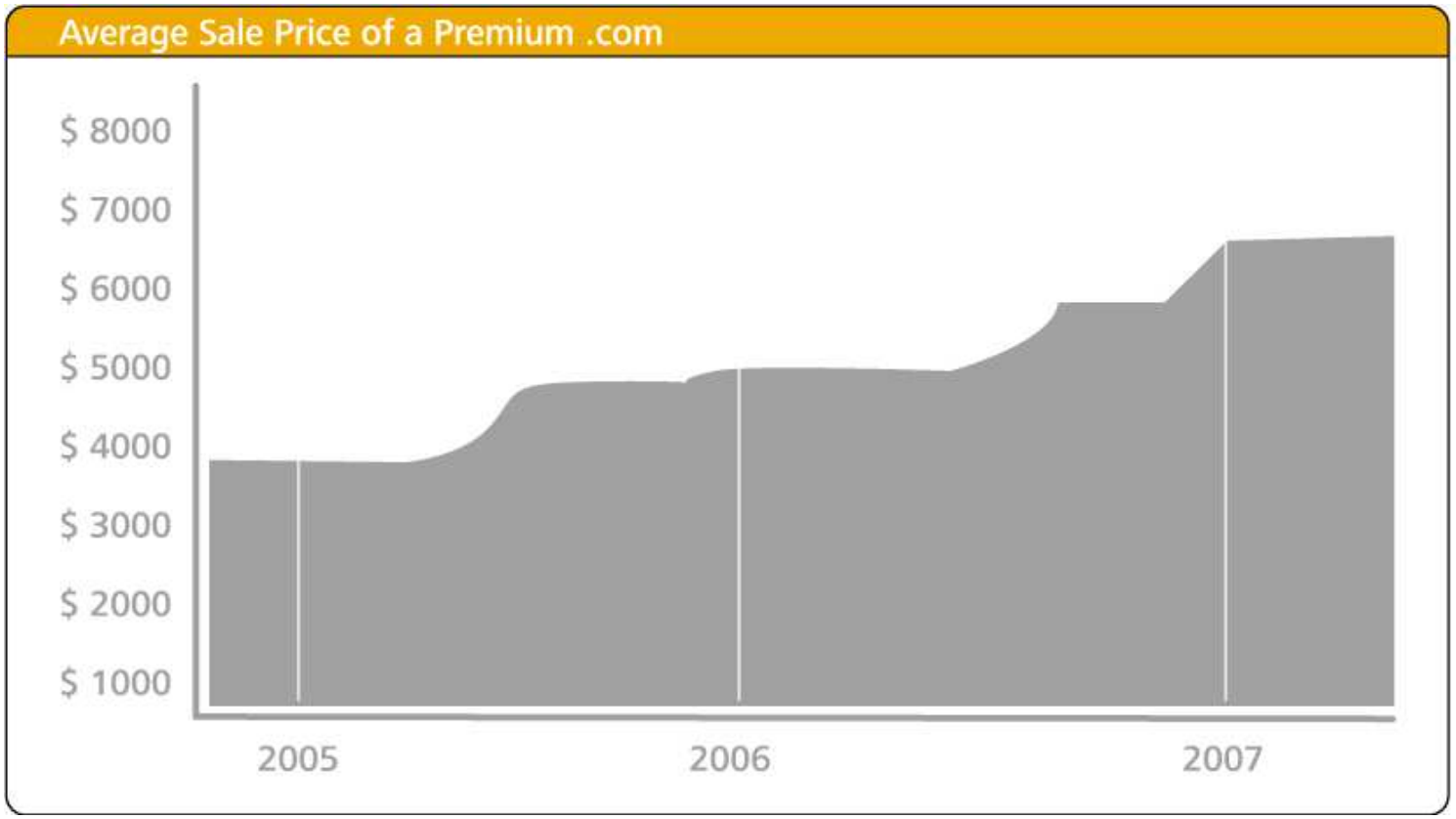
# The prices on the secondary market continue to increased by double digit numbers every year



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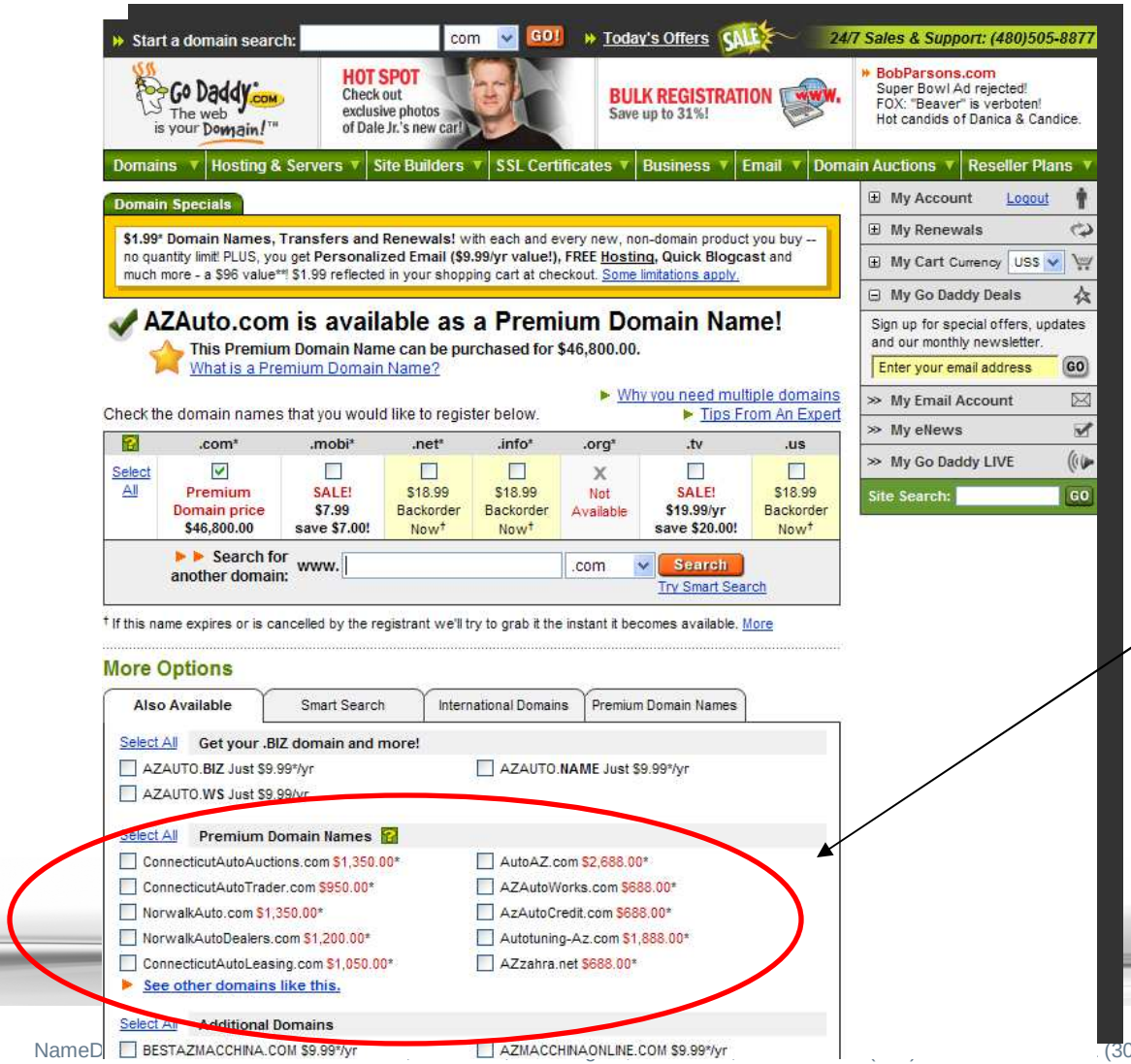
# Moving into the Secondary Market Expands Your Potential Client Base

- Two types of potential customers on your system
  - Satisfactors: Search until they find an unregistered domain that is “good enough”
  - Optimizers: Have a certain domain in mind and will not settle for anything less
- Currently you can only meet the demands of Satisfactors
- Implementing the ND Marketplace API will allow your clients to make a purchase decision even if their domain is already taken
- Our API also allows you to share in the lifetime commissions generated by each new customer you send us

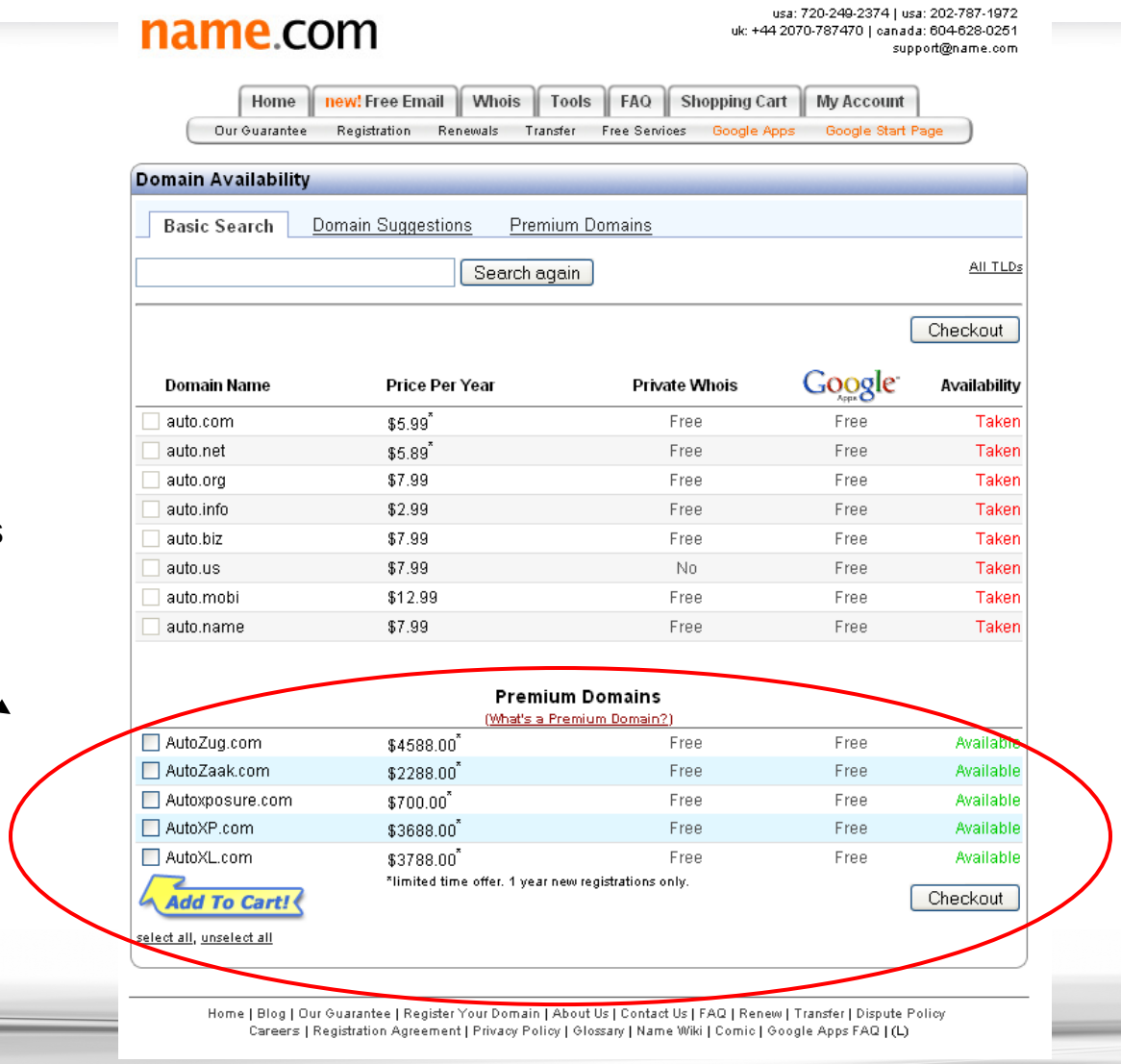
# Example: GoDaddy implementation




Aftermarket names linked to Primary Search

# Example: Name.com implementation

Premium Names show up in main search results



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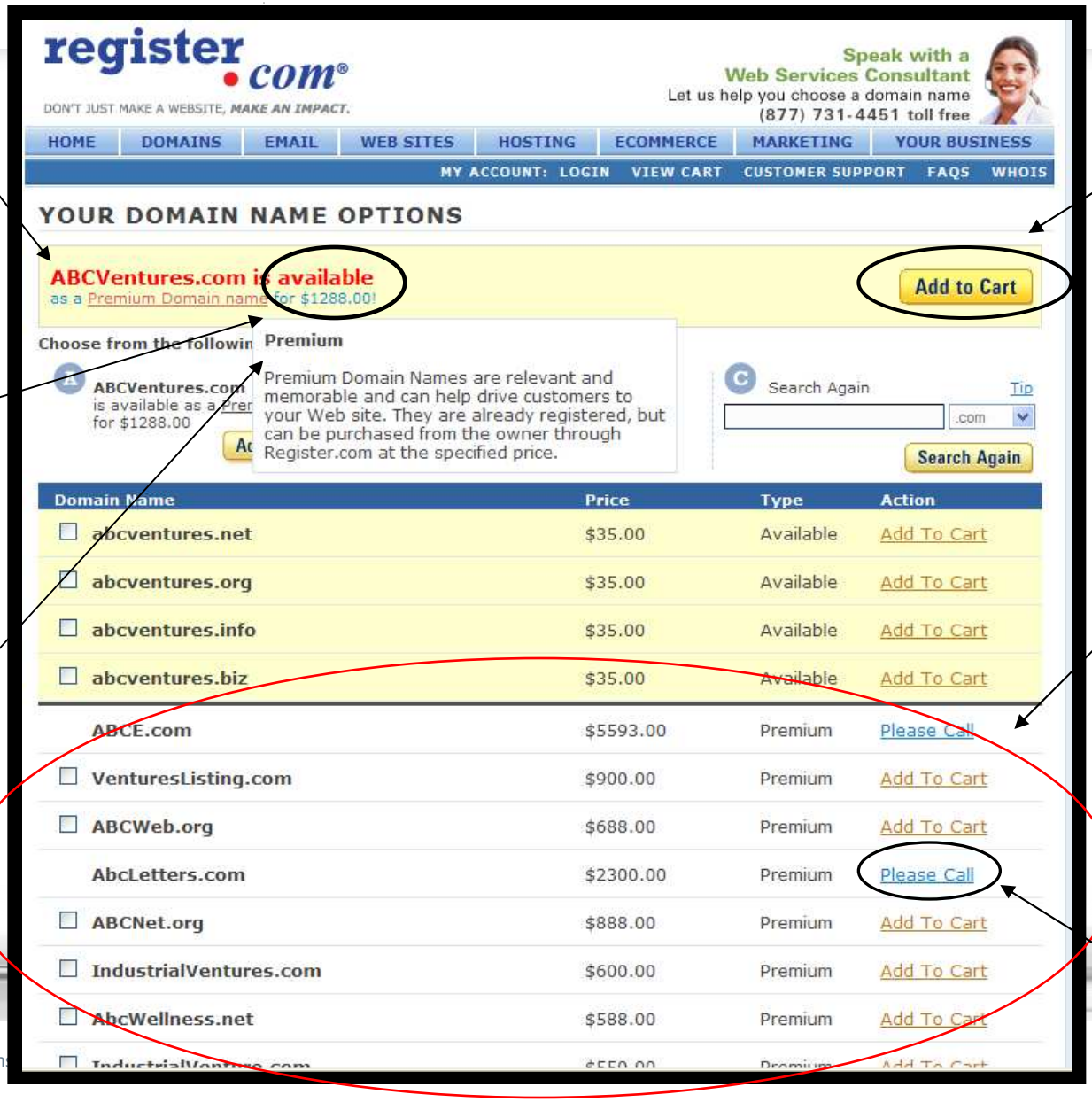
# Example: Register.com implementation

- Exact match
- Asking Price
- Description of a Premium Domain on mouse over
- Can collect funds - has Shopping Cart
- Top-quality related domains rendered through search
- Involve sales team if applicable



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# Retain Domains sold over the ND Marketplace

- Domain sales traditionally result in a change of registrar
- The ND Marketplace relies heavily on internal transfers, which means that domains registered with you stay with you after each sale
- Gain a new customer with each sales as well as retain existing domains
- Increase the stickiness of your site by providing to your visitors a constantly updated domain sales listing

## The next step

- Contact me at martin@namedrive.com
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