



## Möten mellan ombud och andrahandsmarknaden för domännamn

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## **“Domain names are becoming 21<sup>st</sup> century Real Estate”**

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

- **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

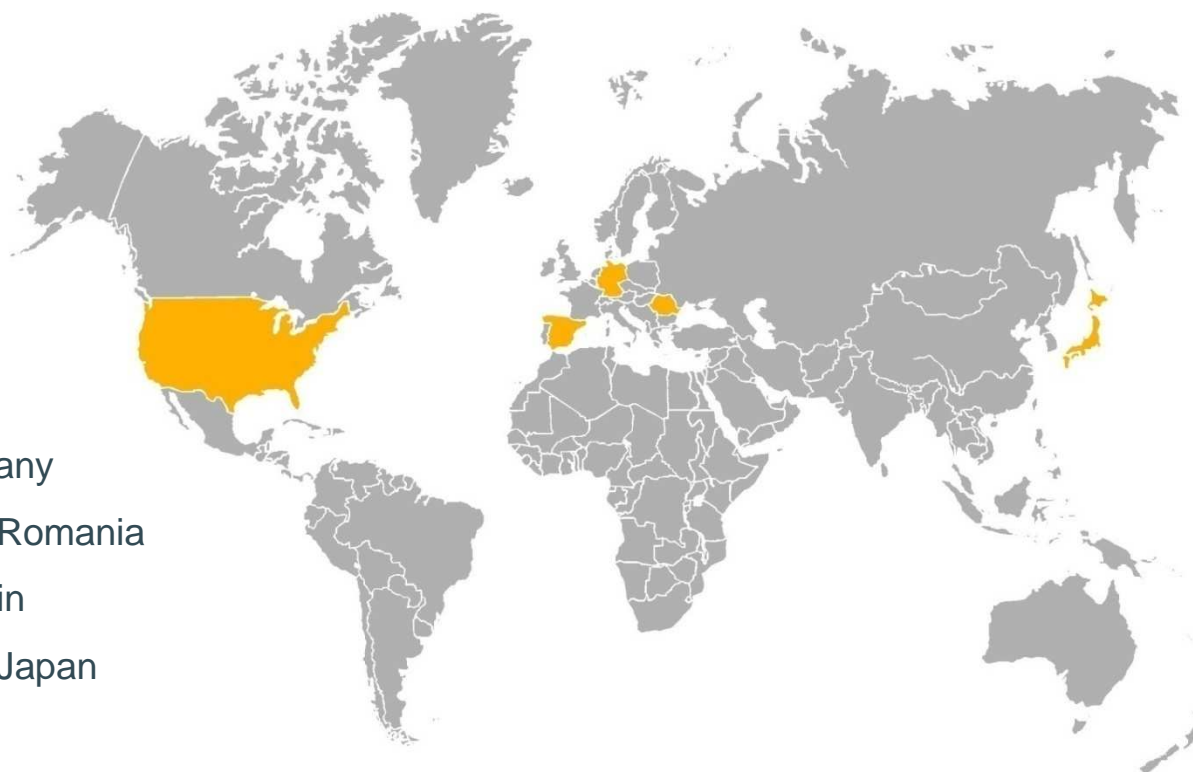
- **Growth:** Recognized by Google as the fastest growing AdSense for Domains partner of all time
- **Launched first phase of aftermarket in early 2007**
  - Logging hundreds of sales per month
  - Over \$10,000,000 of sales brokered in 2007
  - Focus on both traffic speculation and generic domain sales
- **Global physical presence**
  - Local offices in the US, Europe, and Asia
  - Allows ND to open Global markets to US clients and vice-versa

## 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





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





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

Step 1:

# Domain Parking





## Server not found

Firefox can't find the server at [www.printers.com](http://www.printers.com).

- Check the address for typing errors such as [ww.example.com](http://ww.example.com) instead of [www.example.com](http://www.example.com)
- If you are unable to load any pages, check your computer's network connection.
- If your computer or network is protected by a firewall or proxy, make sure that Firefox is permitted to access the Web.


Try Again



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

**Printers.com**

Related Searches: [Digital Cameras](#) | [Computers](#) | [Phones](#) | [TV](#) | [Hp Printer](#)



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Geo-targeted optimization maximizes revenue from international traffic

Relaterade sökningar: [Online Printer](#) | [Hp Patron](#) | [Billiga Skrivare](#) | [Köp Skrivare](#) | [Canon Pixma](#)



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**Sponsrade länkar**

- ➔ [Bläckpatroner hos Inkclub](#)  
Hitta enkelt rätt Bläckpatron Bra priser och snabb leverans!  
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- ➔ [Bläckpatroner Skrivare](#)  
Beställ nu, så skickar vi samma dag Kontakta kundtjänst 08-55 80 33 33  
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### How can parking affect your annual results?

$$\begin{array}{l} \text{Total number of} \\ \text{unused domains} \\ \text{on your system} \end{array} \times \begin{array}{l} \text{Average income of} \\ \text{a parked domains} \\ = 40.22 \text{ USD} \end{array} = \begin{array}{l} \text{Estimate of annual} \\ \text{increase of revenue} \end{array}$$

# Step 2: Undelegated Domains



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

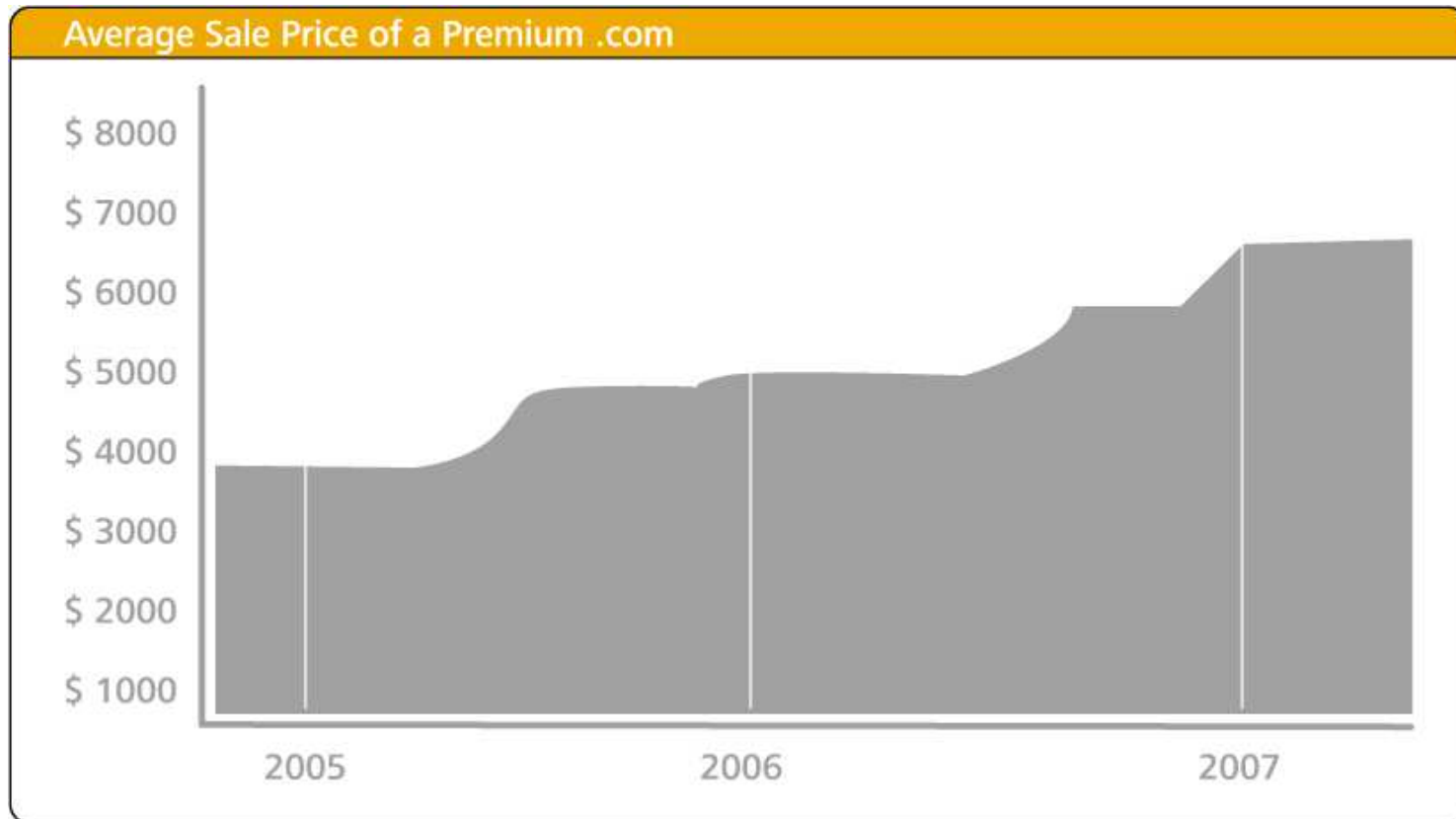
- **Avoid negative growth:** Each month customers leave your service when not renewing their domains. NameDrive can analyze each dropped domain for value and re-register all profitable domains.
- **Protect your customer's domains:** Undelegated domains will often be caught by institutional “drop catchers.” 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.

# Step 3: Aftermarket





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





- 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

Start a domain search:  com  Today's Offers **SALE** 24/7 Sales & Support: (480)505-8877

**GoDaddy.com**  
The web is your **Domain!**™

**HOT SPOT**  
Check out exclusive photos of Dale Jr.'s new car!

**BULK REGISTRATION**  
Save up to 31%!

**BobParsons.com**  
Super Bowl Ad rejected!  
FOX: "Beaver" is verboten!  
Hot candid of Danica & Candice.

**Domain Specials**

**\$1.99\* Domain Names, Transfers and Renewals!** with each and every new, non-domain product you buy -- no quantity limit! PLUS, you get **Personalized Email** (\$9.99/yr value!), **FREE Hosting**, **Quick Blogcast** and much more - a \$96 value\*\*! \$1.99 reflected in your shopping cart at checkout. [Some limitations apply.](#)

**AZAuto.com is available as a Premium Domain Name!**  
★ This Premium Domain Name can be purchased for \$46,800.00.  
[What is a Premium Domain Name?](#)

Check the domain names that you would like to register below.

	.com*	.mobi*	.net*	.info*	.org*	.tv	.us
Select All	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Premium Domain price</b>	<b>SALE!</b>	\$18.99	\$18.99	Not Available	<b>SALE!</b>	\$18.99
	\$46,800.00	\$7.99	Backorder Now*	Backorder Now*		\$19.99/yr	Backorder Now*
		save \$7.00!				save \$20.00!	

Search for another domain:  www.  .com  [Try Smart Search](#)

\* If this name expires or is cancelled by the registrant we'll try to grab it the instant it becomes available. [More](#)

**More Options**

Also Available Smart Search International Domains Premium Domain Names

Select All Get your .BIZ domain and more!

☐ AZAUTO.BIZ Just \$9.99/yr ☐ AZAUTO.NAME Just \$9.99/yr

☐ AZAUTO.WS Just \$9.99/yr

Select All Premium Domain Names

☐ ConnecticutAutoAuctions.com \$1,350.00\*

☐ ConnecticutAutoTrader.com \$950.00\*

☐ NorwalkAuto.com \$1,350.00\*

☐ NorwalkAutoDealers.com \$1,200.00\*

☐ ConnecticutAutoLeasing.com \$1,050.00\*

☐ AutoAZ.com \$2,688.00\*

☐ AZAutoWorks.com \$688.00\*

☐ AzAutoCredit.com \$688.00\*

☐ Autotuning-Az.com \$1,888.00\*

☐ AZzahra.net \$688.00\*

[See other domains like this.](#)

Select All Additional Domains

☐ BESTAZMACCHINA.COM \$9.99/yr ☐ AZMACCHINAONLINE.COM \$9.99/yr

Aftermarket names linked to Primary Search

**name.com**

usa: 720-249-2374 | usa: 202-787-1972  
 uk: +44 2070-787470 | canada: 604-628-0251  
 support@name.com

Home **new! Free Email** Whois Tools FAQ Shopping Cart My Account

Our Guarantee Registration Renewals Transfer Free Services [Google Apps](#) [Google Start Page](#)

**Domain Availability**

Basic Search [Domain Suggestions](#) [Premium Domains](#)

[Search again](#) [All TLDs](#)

[Checkout](#)

Domain Name	Price Per Year	Private Whois	Google Apps	Availability
<input type="checkbox"/> auto.com	\$5.99*	Free	Free	Taken
<input type="checkbox"/> auto.net	\$5.89*	Free	Free	Taken
<input type="checkbox"/> auto.org	\$7.99	Free	Free	Taken
<input type="checkbox"/> auto.info	\$2.99	Free	Free	Taken
<input type="checkbox"/> auto.biz	\$7.99	Free	Free	Taken
<input type="checkbox"/> auto.us	\$7.99	No	Free	Taken
<input type="checkbox"/> auto.mobi	\$12.99	Free	Free	Taken
<input type="checkbox"/> auto.name	\$7.99	Free	Free	Taken

**Premium Domains**

[\(What's a Premium Domain?\)](#)

<input type="checkbox"/> AutoZug.com	\$4588.00*	Free	Free	Available
<input type="checkbox"/> AutoZaak.com	\$2288.00*	Free	Free	Available
<input type="checkbox"/> AutoXposure.com	\$700.00*	Free	Free	Available
<input type="checkbox"/> AutoXP.com	\$3688.00*	Free	Free	Available
<input type="checkbox"/> AutoXL.com	\$3788.00*	Free	Free	Available

\*limited time offer. 1 year new registrations only.

[Add To Cart!](#)

[select all](#), [unselect all](#)

[Checkout](#)

Home | Blog | Our Guarantee | Register Your Domain | About Us | Contact Us | FAQ | Renew | Transfer | Dispute Policy  
 Careers | Registration Agreement | Privacy Policy | Glossary | Name Wiki | Comic | Google Apps FAQ | (L)

Premium Names  
show up in main  
search results

- Exact match

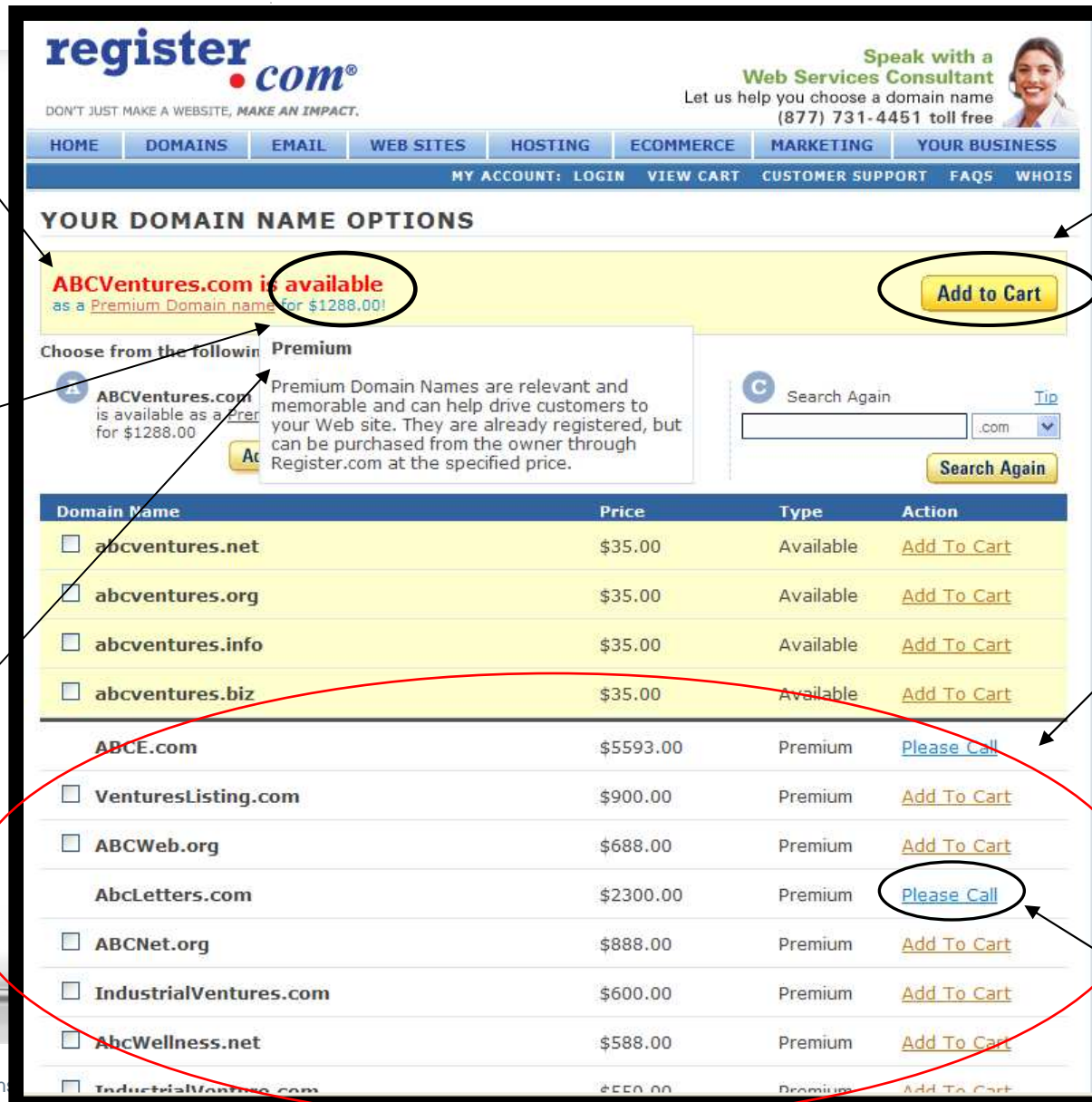
- Can collect funds - has Shopping Cart

- Asking Price

- Description of a Premium Domain on mouse over

- Top-quality related domains rendered through search

- Involve sales team if applicable



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DON'T JUST MAKE A WEBSITE, MAKE AN IMPACT.

Speak with a Web Services Consultant  
Let us help you choose a domain name  
(877) 731-4451 toll free

HOME DOMAINS EMAIL WEB SITES HOSTING ECOMMERCE MARKETING YOUR BUSINESS

MY ACCOUNT: LOGIN VIEW CART CUSTOMER SUPPORT FAQs WHOIS

### YOUR DOMAIN NAME OPTIONS

**ABCVentures.com is available**  
as a Premium Domain name for \$1288.00!

Choose from the following:

**Premium**  
Premium Domain Names are relevant and memorable and can help drive customers to your Web site. They are already registered, but can be purchased from the owner through Register.com at the specified price.

Search Again  .com

Domain Name	Price	Type	Action
<input type="checkbox"/> abcventures.net	\$35.00	Available	<a href="#">Add To Cart</a>
<input type="checkbox"/> abcventures.org	\$35.00	Available	<a href="#">Add To Cart</a>
<input type="checkbox"/> abcventures.info	\$35.00	Available	<a href="#">Add To Cart</a>
<input type="checkbox"/> abcventures.biz	\$35.00	Available	<a href="#">Add To Cart</a>
<b>ABCE.com</b>	\$5593.00	Premium	<a href="#">Please Call</a>
<input type="checkbox"/> VenturesListing.com	\$900.00	Premium	<a href="#">Add To Cart</a>
<input type="checkbox"/> ABCWeb.org	\$688.00	Premium	<a href="#">Add To Cart</a>
<b>AbcLetters.com</b>	\$2300.00	Premium	<a href="#">Please Call</a>
<input type="checkbox"/> ABCNet.org	\$888.00	Premium	<a href="#">Add To Cart</a>
<input type="checkbox"/> IndustrialVentures.com	\$600.00	Premium	<a href="#">Add To Cart</a>
<input type="checkbox"/> AbcWellness.net	\$588.00	Premium	<a href="#">Add To Cart</a>
<input type="checkbox"/> IndustrialVentures.com	\$550.00	Premium	<a href="#">Add To Cart</a>

- 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](mailto:martin@namedrive.com)  
or +49-1515-0465240