

Demystifying BI in 5 easy steps

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DomainsBot
Ideas into Names™

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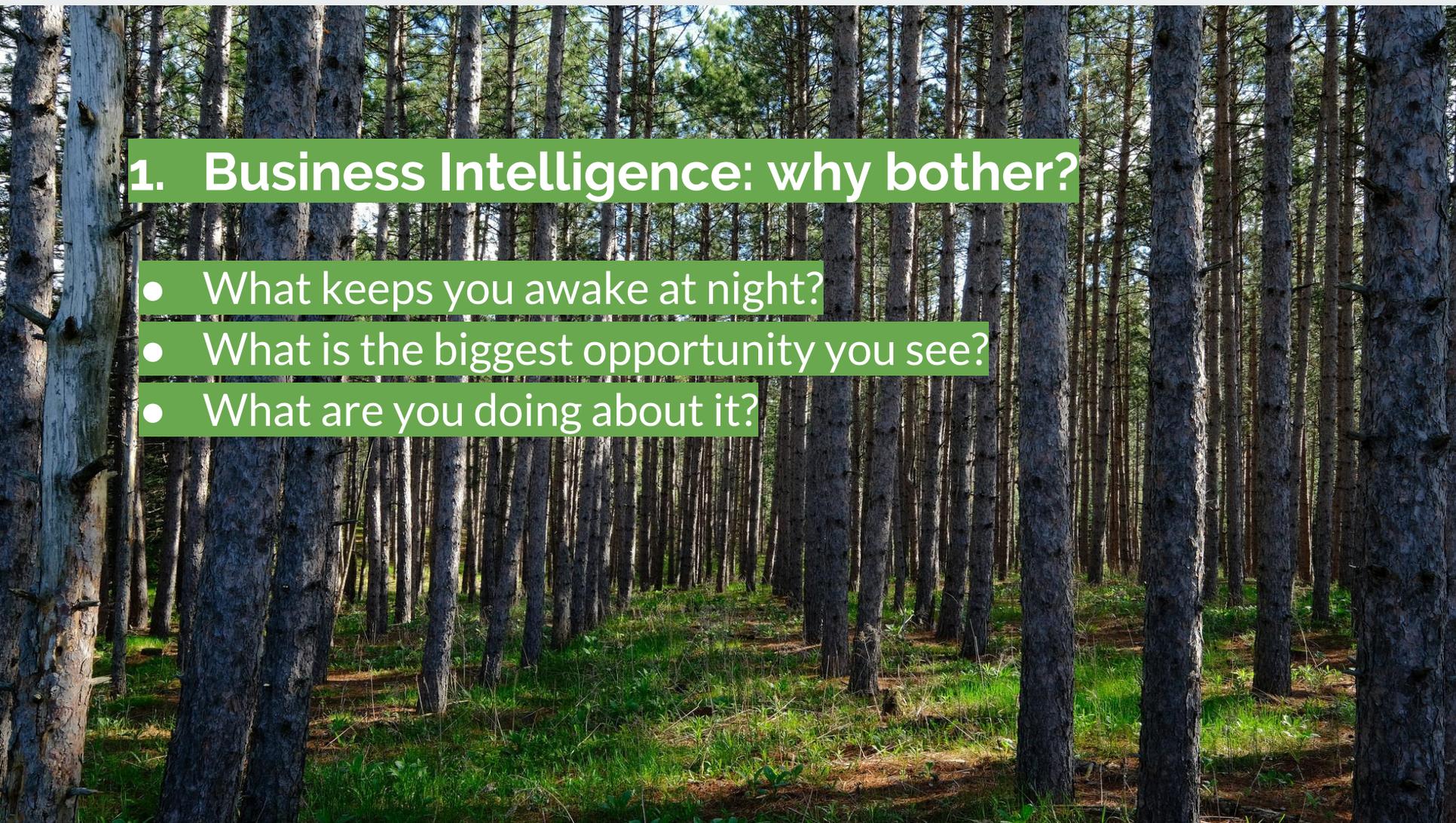


Who is DomainsBot

- We help the domain and hosting industry leverage the power of analytics to deliver optimal value to the public
- We are the leading provider of domain name recommendations for the primary and secondary market since 2004:
 - Over a billion recommendations processed every year
 - Our engine learns constantly and is fine-tuned to offer the Registrants the options that are more likely to register
 - On average, our customers sell 10-15% domains thanks to our technology
- Independent and trusted by the entire industry

A photograph of a dense forest of tall, thin pine trees. The trees are arranged in a regular pattern, creating a strong sense of depth and perspective. The ground is covered in green grass and some dry pine needles. A green rectangular box is overlaid on the upper part of the image, containing white text.

1. Business Intelligence: why bother?



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- What keeps you awake at night?
- What is the biggest opportunity you see?
- What are you doing about it?

2. Marketing is a waste of money



2. Marketing is a waste of money

A hand is shown pouring a thick stack of US dollar bills into a fire. The bills are being consumed by bright orange and yellow flames, which are set against a dark background. The scene is lit by the fire, creating a dramatic and somewhat somber atmosphere.

Only 22% of marketers have data-driven initiatives achieving significant results

74% of marketers can't measure or report how their efforts impact their business


All customers look the same...



Mr. Average

Everybody wants to sell to the “small businesses”



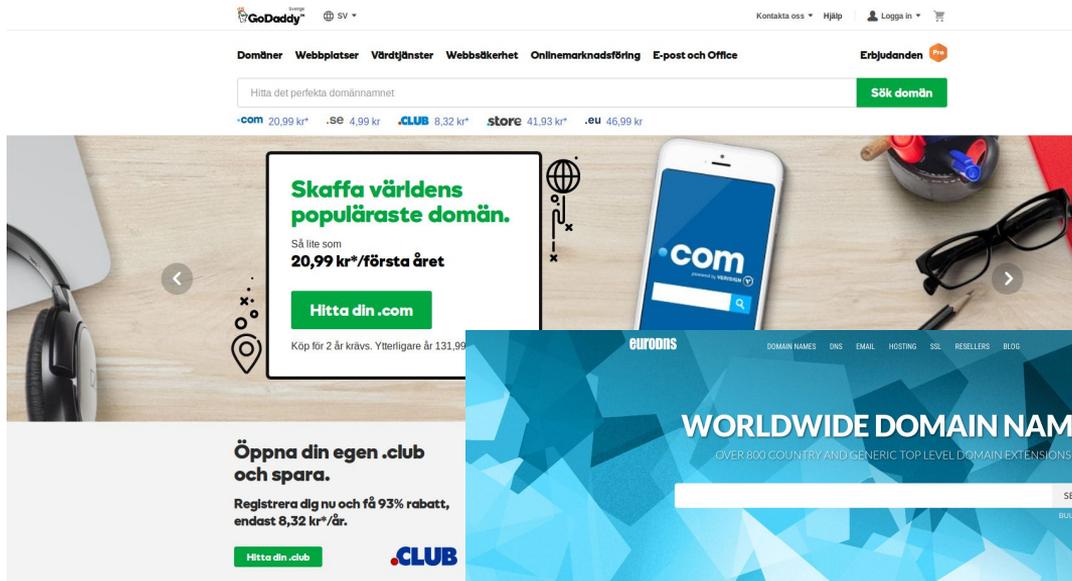
3. Feeding the monster

- Social media
- Content Marketing
- SEM & Adwords
- Newsletters
- Sales flow & Upsells

- How much do you track?
- How much business are you missing out?
- How do you keep an eye on the competition?



It all starts with a domain...



GoDaddy logo and navigation menu: Domäner, Webbplatser, Värdtjänster, Webbäkerhet, Onlinemarknadsföring, E-post och Office, Erbjudanden.

Search bar: "Hitta det perfekta domännamnet" with a "Sök domän" button.

Domain prices: .com 20,99 kr*, .se 4,99 kr, .club 8,32 kr*, .store 41,93 kr*, .eu 46,99 kr.

Advertisement: "Skaffa världens populäraste domän. Så lite som 20,99 kr*/första året. Hitta din .com. Köp för 2 år krävs. Ytterligare år 131,99 kr." Includes an image of a smartphone displaying ".com".

Advertisement: "Öppna din egen .club och spara. Registrera dig nu och få 93% rabatt, endast 8,32 kr*/år. Hitta din .club. CLUB logo." Includes the CLUB logo.



EuroDNS logo and navigation menu: DOMAIN NAMES, DNS, EMAIL, HOSTING, SSL, RESSELLERS, BLOG, MY ACCOUNT.

Section: "WORLDWIDE DOMAIN NAMES" with subtext "OVER 800 COUNTRY AND GENERIC TOP LEVEL DOMAIN EXTENSIONS".

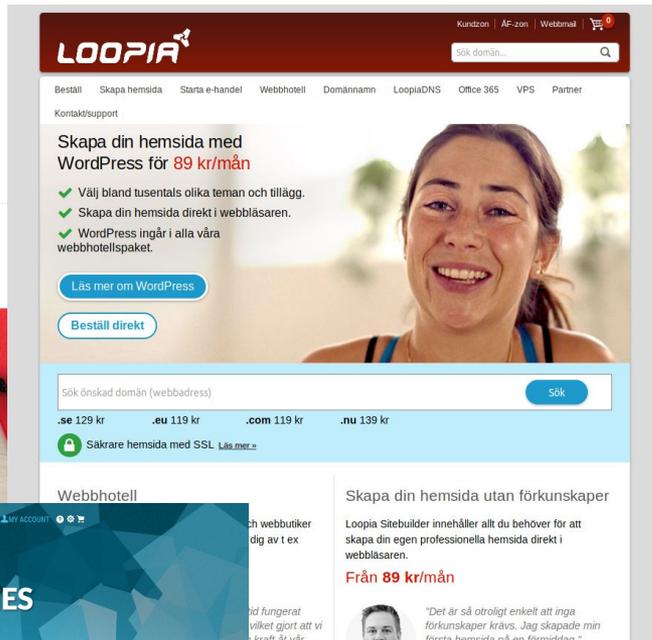
Search bar: "SEARCH" and "BULK SEARCH".

Price list: .shop €8,00/år, .app €7,00/år, .work €3,00/år, .xyz €6,50/år.

Section: "Domain name registrar and DNS services" with a 5-star rating.

Text: "EuroDNS is one of the market leaders in the domain name industry. We offer an easy domain name registration process, an intuitive and multilingual interface, over 800 domain extensions and a range of reliable products and services to help companies and individuals maximise their online presence."

Text: "Already have domain names with another registrar? Follow 3 simple steps to transfer your domain name portfolio to EuroDNS."



Loopia logo and navigation menu: Kundzon, AF-zon, Webbnat, Sök domän.

Section: "Skapa din hemsida med WordPress för 89 kr/mån".

List of benefits: "Välj bland tusentals olika teman och tillägg.", "Skapa din hemsida direkt i webbläsaren.", "WordPress ingår i alla våra webbhotellspaket."

Buttons: "Läs mer om WordPress", "Beställ direkt".

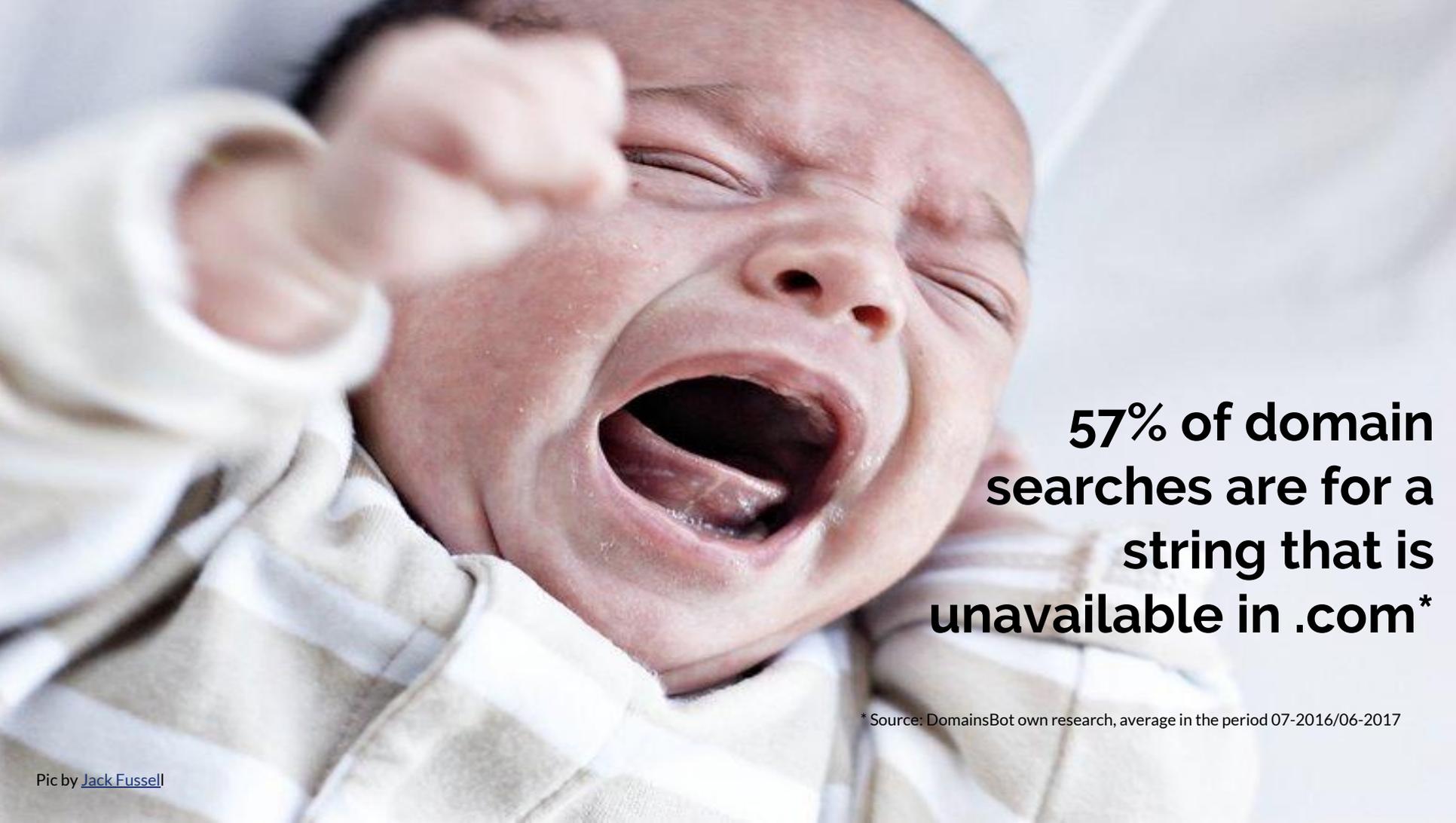
Search bar: "Sök önskad domän (webbadress)" with a "Sök" button.

Domain prices: .se 129 kr, .eu 119 kr, .com 119 kr, .nu 139 kr.

Section: "Webbhotell" with a "Säkrare hemsida med SSL" button.

Section: "Skapa din hemsida utan förkunskaper" with text: "Loopia Sitebuilder innehåller allt du behöver för att skapa din egen professionella hemsida direkt i webbläsaren. Från 89 kr/mån".

Testimonial: "Det är så otroligt enkelt att inga förkunskaper krävs. Jag skapade min första hemsida nå en förmiddag." Includes a small image of a woman.



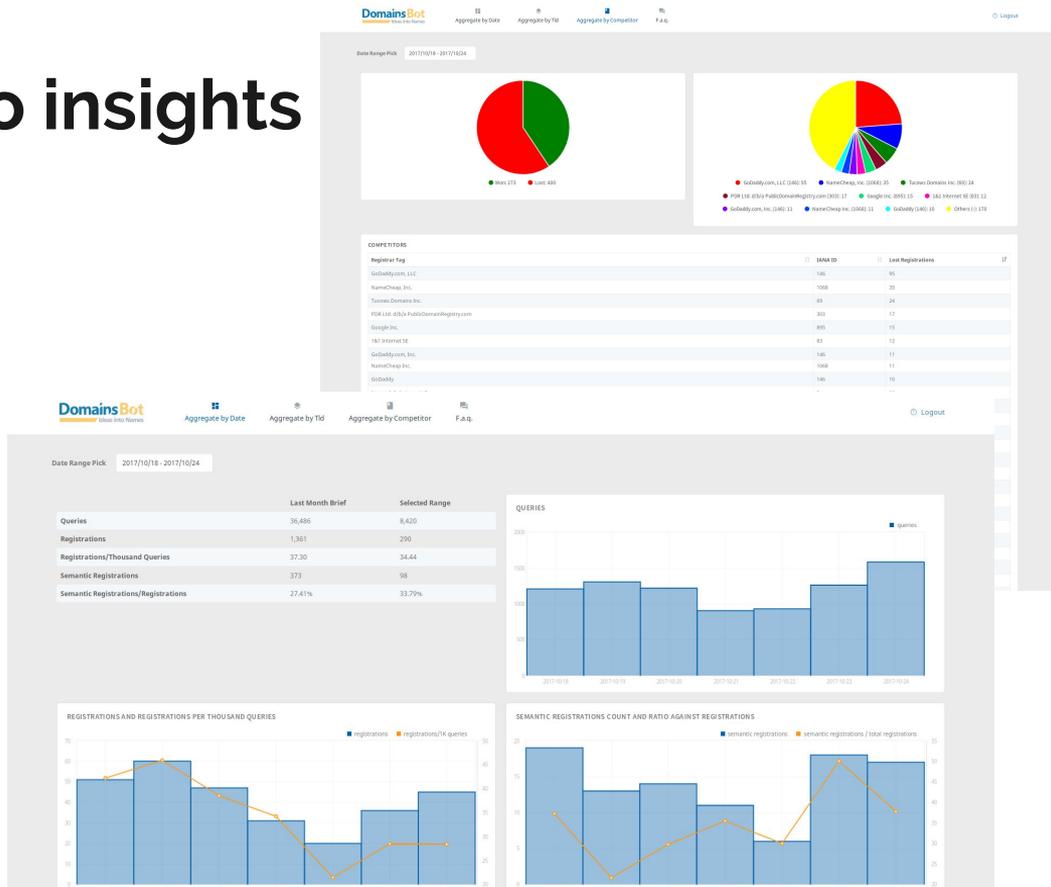
57% of domain searches are for a string that is unavailable in .com*

* Source: DomainsBot own research, average in the period 07-2016/06-2017

Turning searches into insights

- Conversion rates
- TLD performance
- Competitors

See the full story at
<https://sellmore.domains>



4. Do you have what it takes to be the superhero of your business?



What would you do if you knew...

Which customers will respond to a promotion?



Which customer will churn?



What is the next best offer for each customer



What is the best channel to reach this customer?



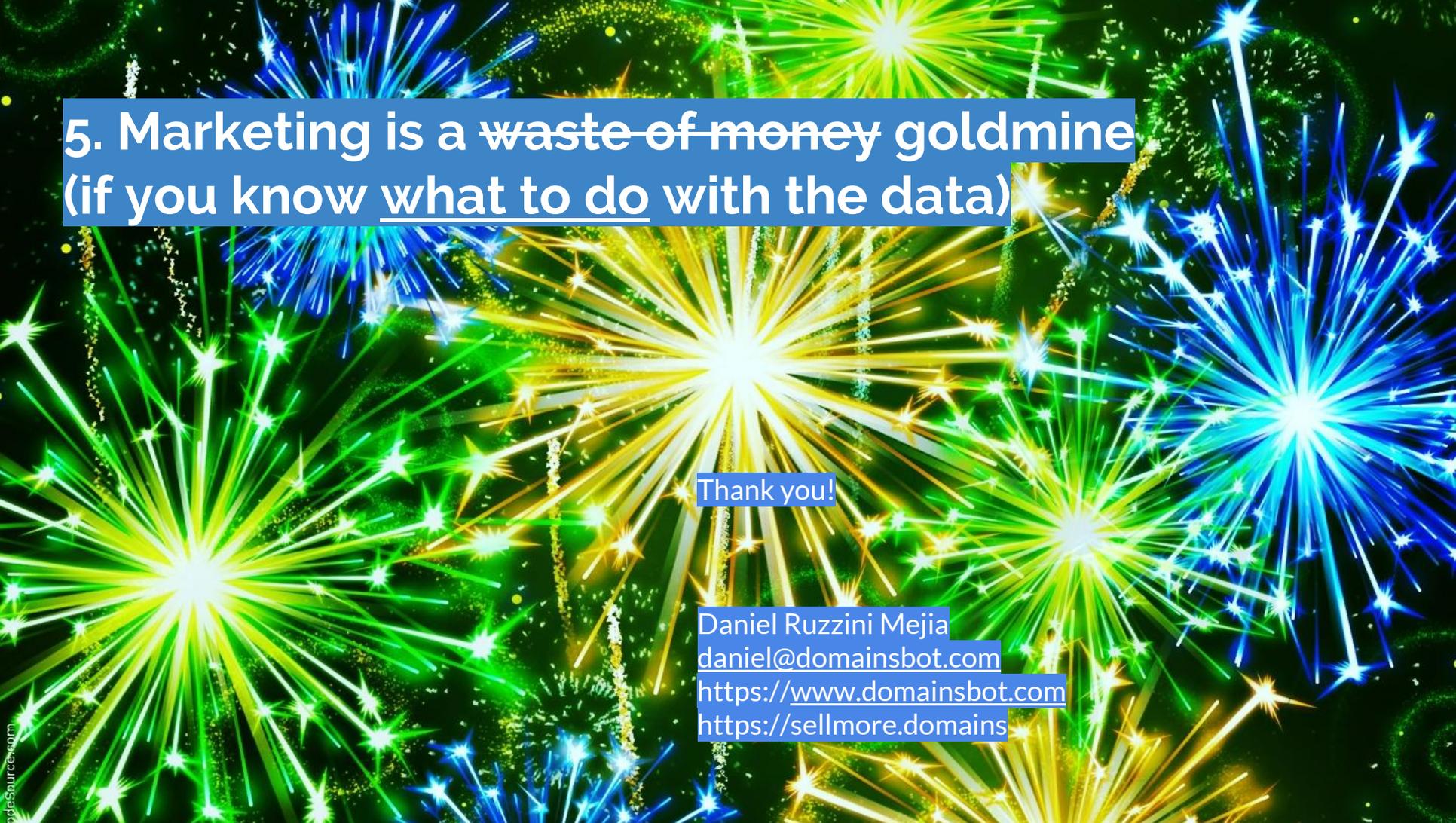
Who are my ROI negative customers?



If you pick your tools and friends wisely...



5. Marketing is a ~~waste of money~~ goldmine
(if you know what to do with the data)



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Thank you!

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