

Demystifying BI in 5 easy steps

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Nordic Domains Days
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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

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



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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”

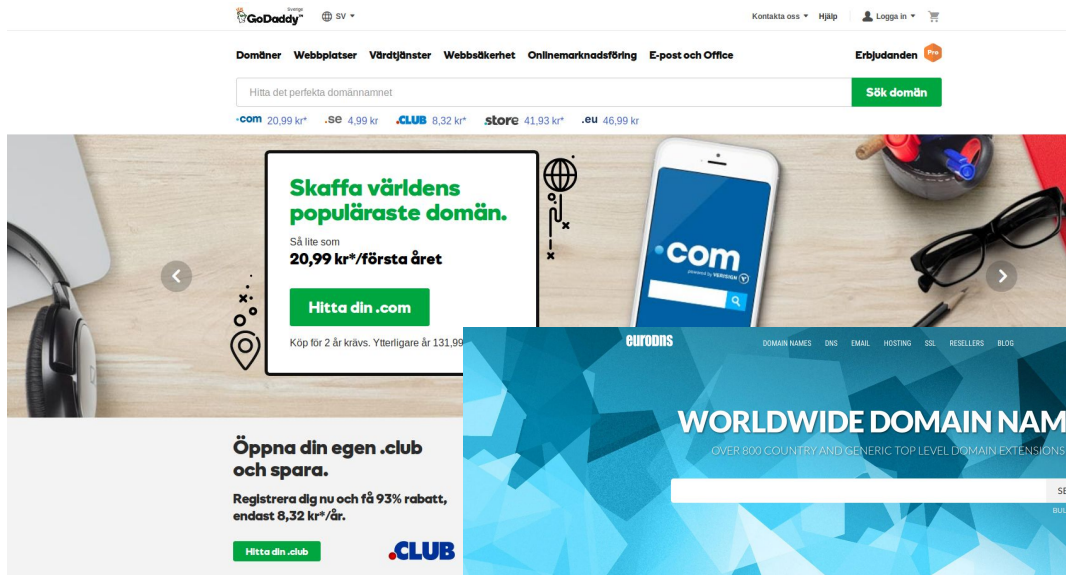


3. Feeding the monster

- 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

Kontakta oss • Hjälp • Logga in •

Domäner Webbplatser Värktjänster Webbäkerhet Onlinemarknadsföring E-post och Office

Erbjudanden

Hitta det perfekta domännamnet

Sök domän

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

Skafta världens populäraste domän.

Så lite som
20,99 kr*/första året

Hitta din .com

Köp för 2 år krävs. Ytterligare år 131,99

Öppna din egen .club och spara.

Registrera dig nu och få 93% rabatt, endast 8,32 kr*/år.

Hitta din .club **.club**



EURODNS

DOMAIN NAMES DNS EMAIL HOSTING SSL RESELLERS BLOG

MY ACCOUNT

WORLDWIDE DOMAIN NAMES

OVER 800 COUNTRY AND GENERIC TOP LEVEL DOMAIN EXTENSIONS

SEARCH

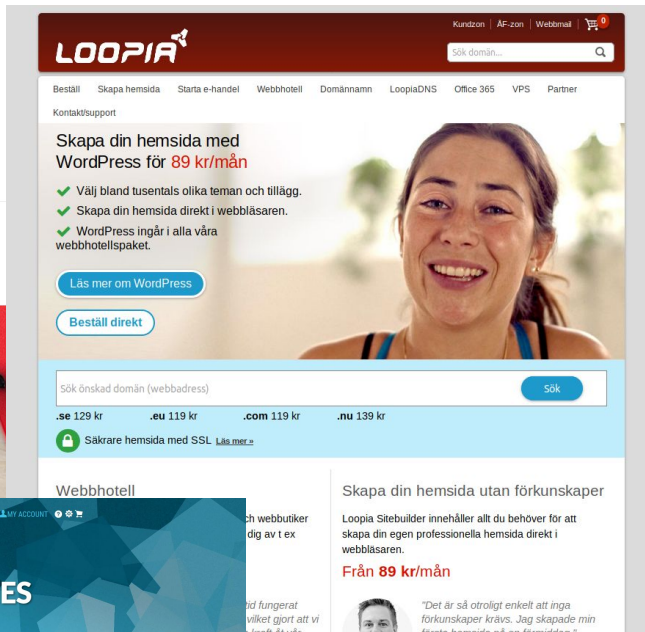
BULK SEARCH

Domain name registrar and DNS services

★★★★★

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.

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



Loopia

Kundzon AF-zon Webmail

Sök domän

Beställ Skapa hemsida Starta e-handel Webhotell Domännamn LoopiaDNS Office 365 VPS Partner

Kontaktsupport

Skapa din hemsida med WordPress för **89 kr/mån**

- ✓ Välj bland tusentals olika teman och tillägg.
- ✓ Skapa din hemsida direkt i webbläsaren.
- ✓ WordPress ingår i alla våra webshotellspaket.

Läs mer om WordPress

Beställ direkt

Sök önskad domän (webbadress)

Sök

.se 129 kr .eu 119 kr .com 119 kr .nu 139 kr

Säkrare hemsida med SSL Läs mer

Webhotell

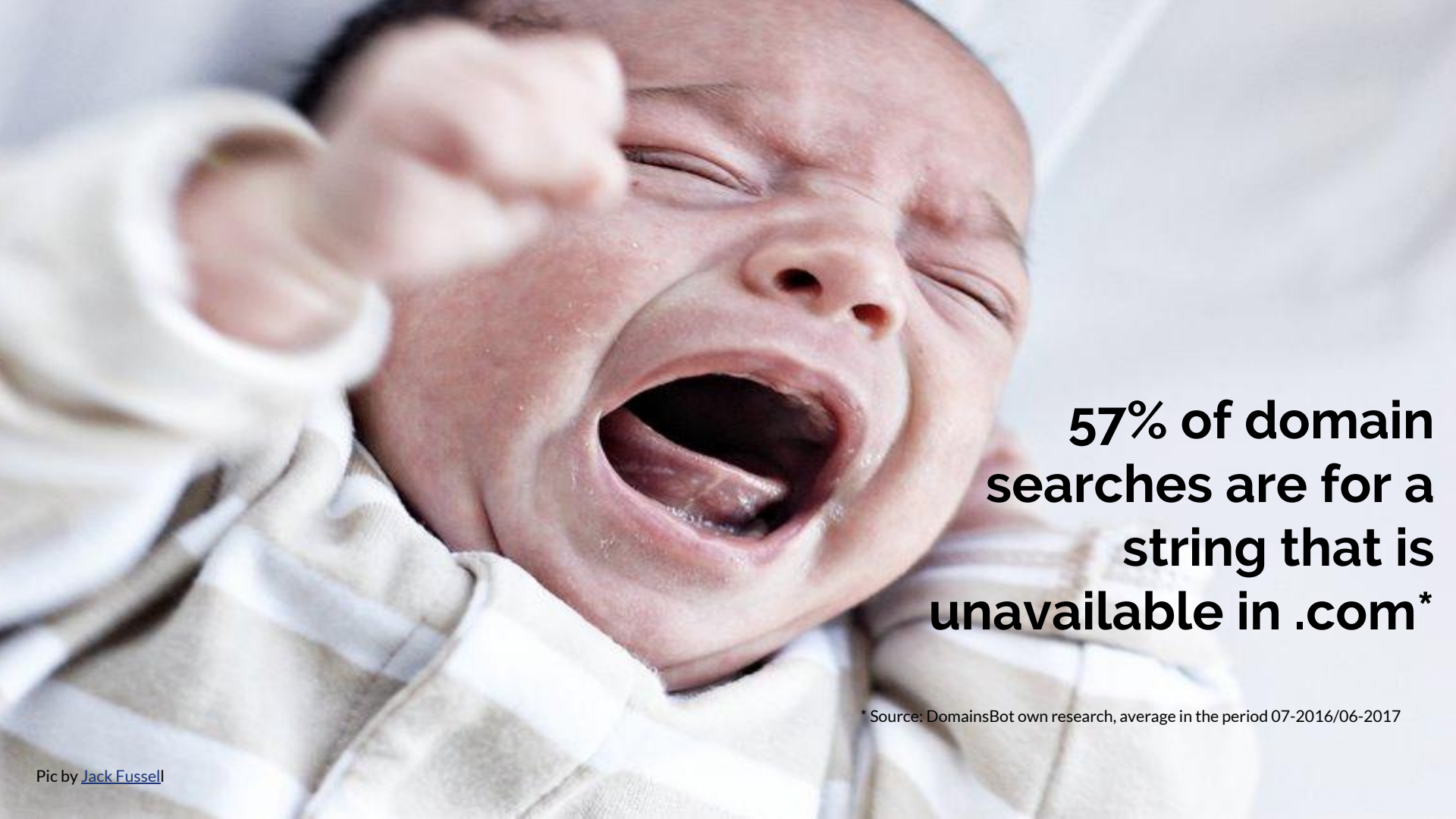
Skapa din hemsida utan förkunskaper

Loopia Sitebuilder innehåller allt du behöver för att skapa din egen professionella hemsida direkt i webbläsaren.

Från 89 kr/mån

Det fungerar vilket gjort att vi kraft är vår

"Det är så otroligt enkelt att inga förkunskaper krävs. Jag skapade min första hemsida på en förmiddag."



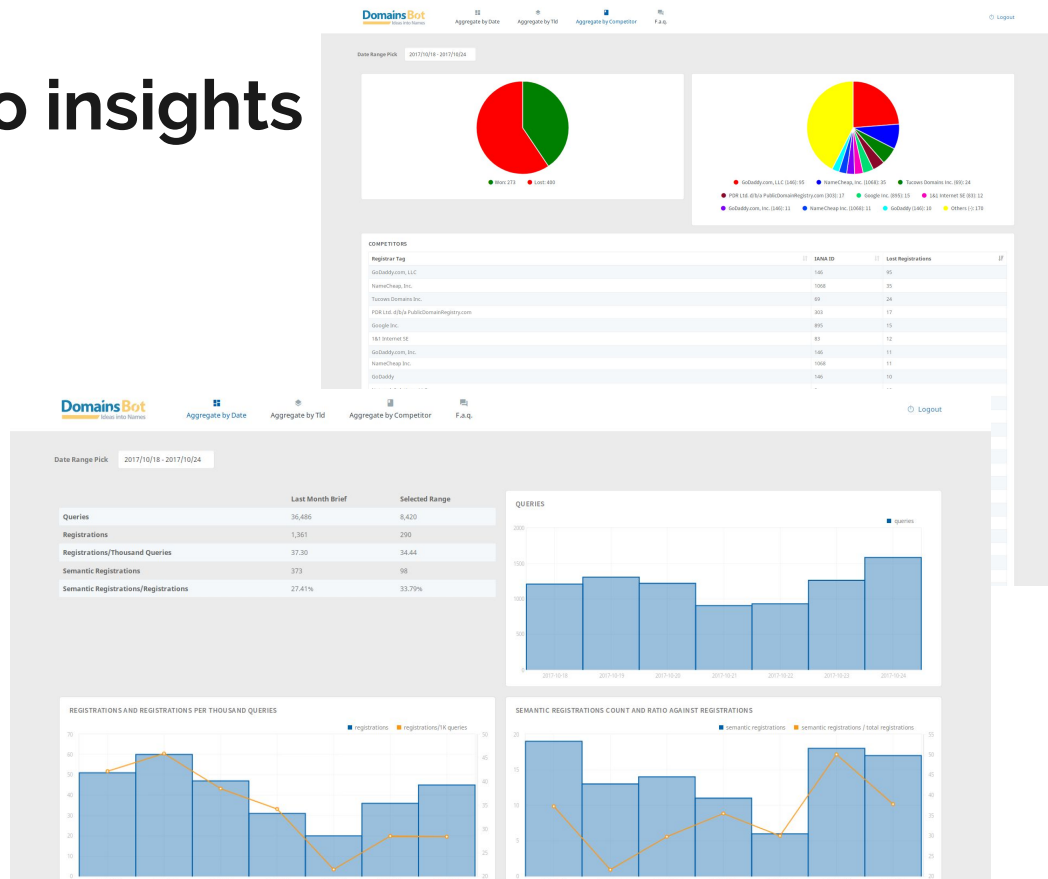
**57% of domain
searches are for a
string that is
unavailable in .com***

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

- Conversion rates
- TLD performance
- Competitors

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<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?

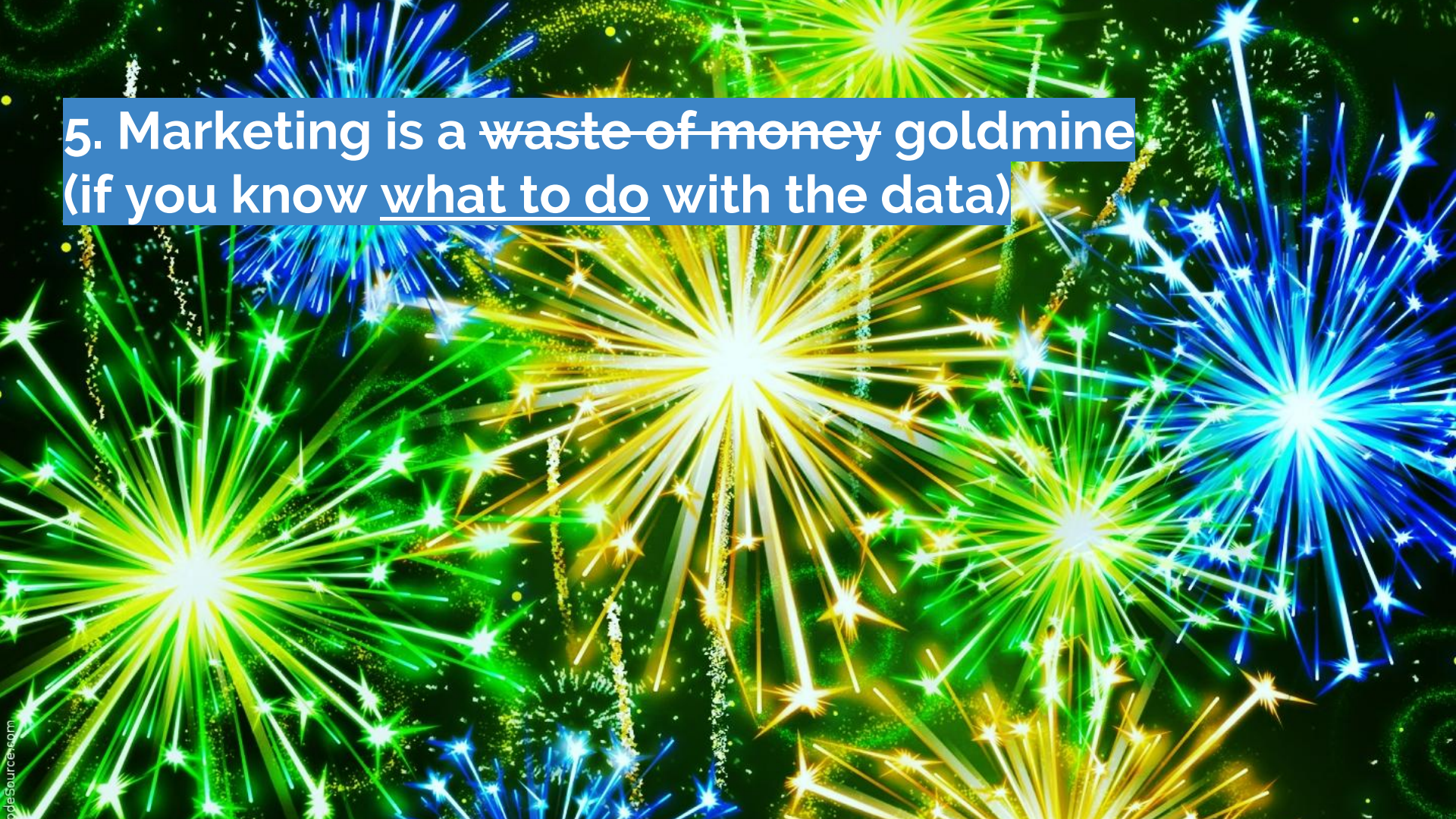


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If you pick your tools and friends wisely...



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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