Demystifying BI in 5 easy steps

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DomainsBot
Ideas into Names™

Nordic Domains Days
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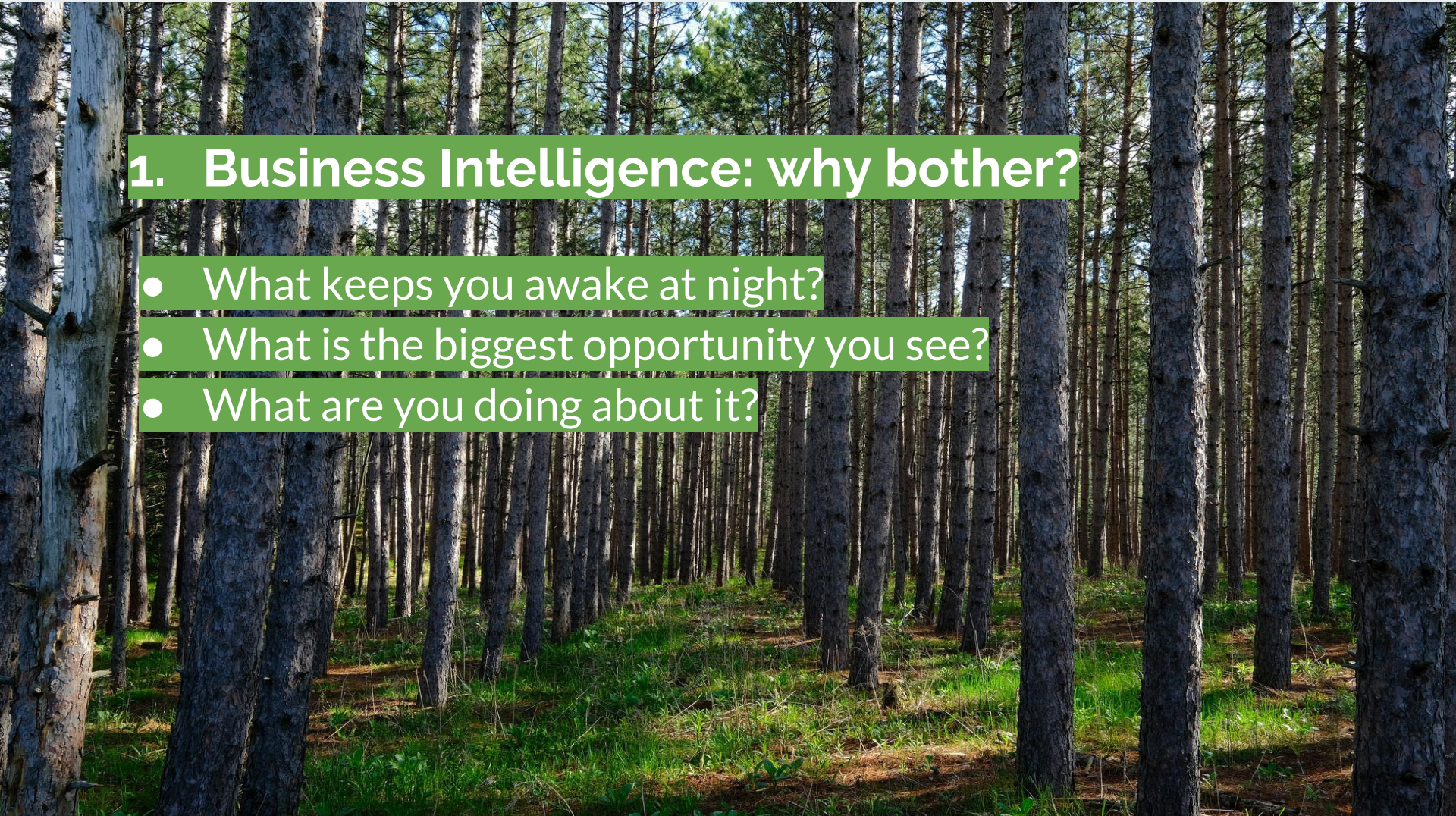
Who is DomainsBot

- 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?



1. Business Intelligence: why bother?

- 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

Pic by Paul Hohmann

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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

Pic by Paul Hohmann

All customers look the same...

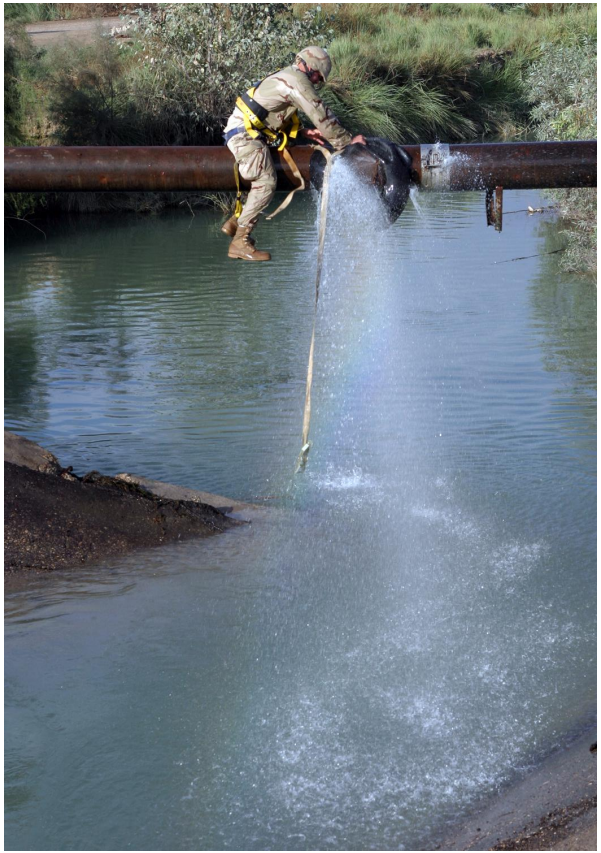
Mr. Average

Everybody wants to sell to the “small businesses”

3. Feeding the monster

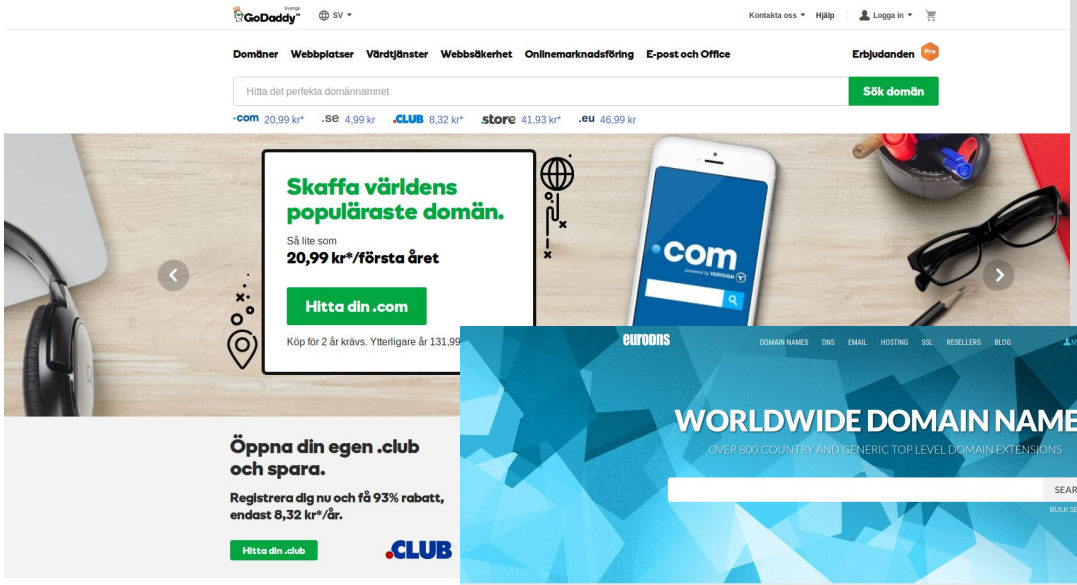
- Social media
- Content Marketing
- SEM & Adwords
- Newsletters
- Sales flow & Upsells

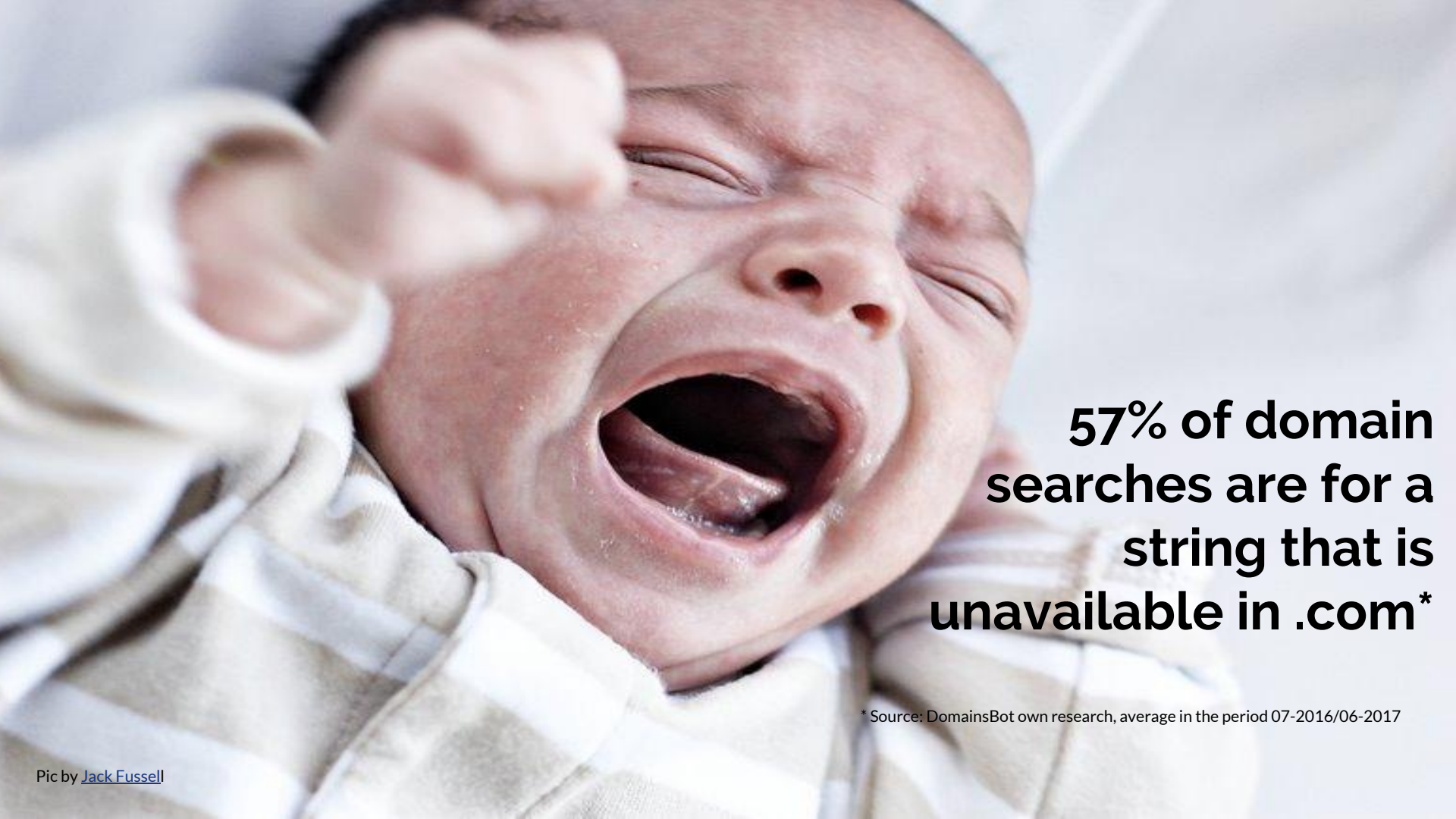
- How much do you track?
- How much business are you missing out?
- How do you keep an eye on the competition?



Pic by Ian Boyd

It all starts with a domain...





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

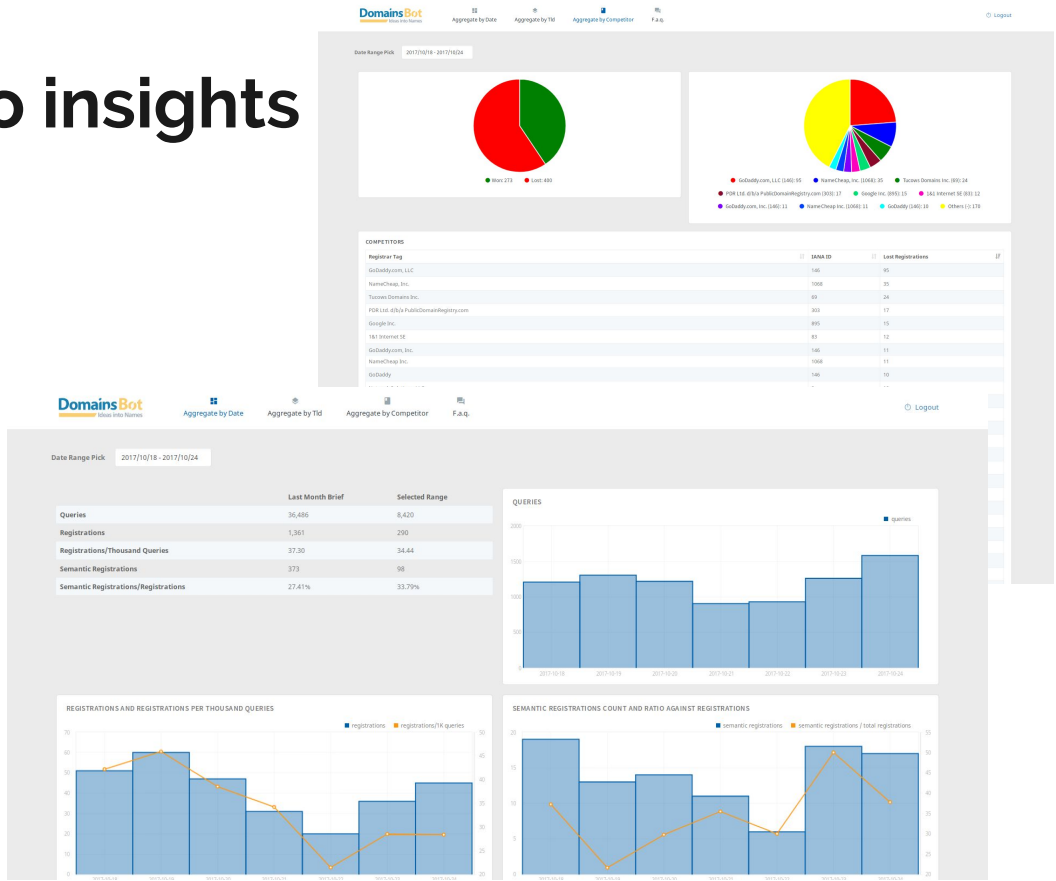
* Source: DomainsBot own research, average in the period 07-2016/06-2017

Pic by Jack Fussell

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?

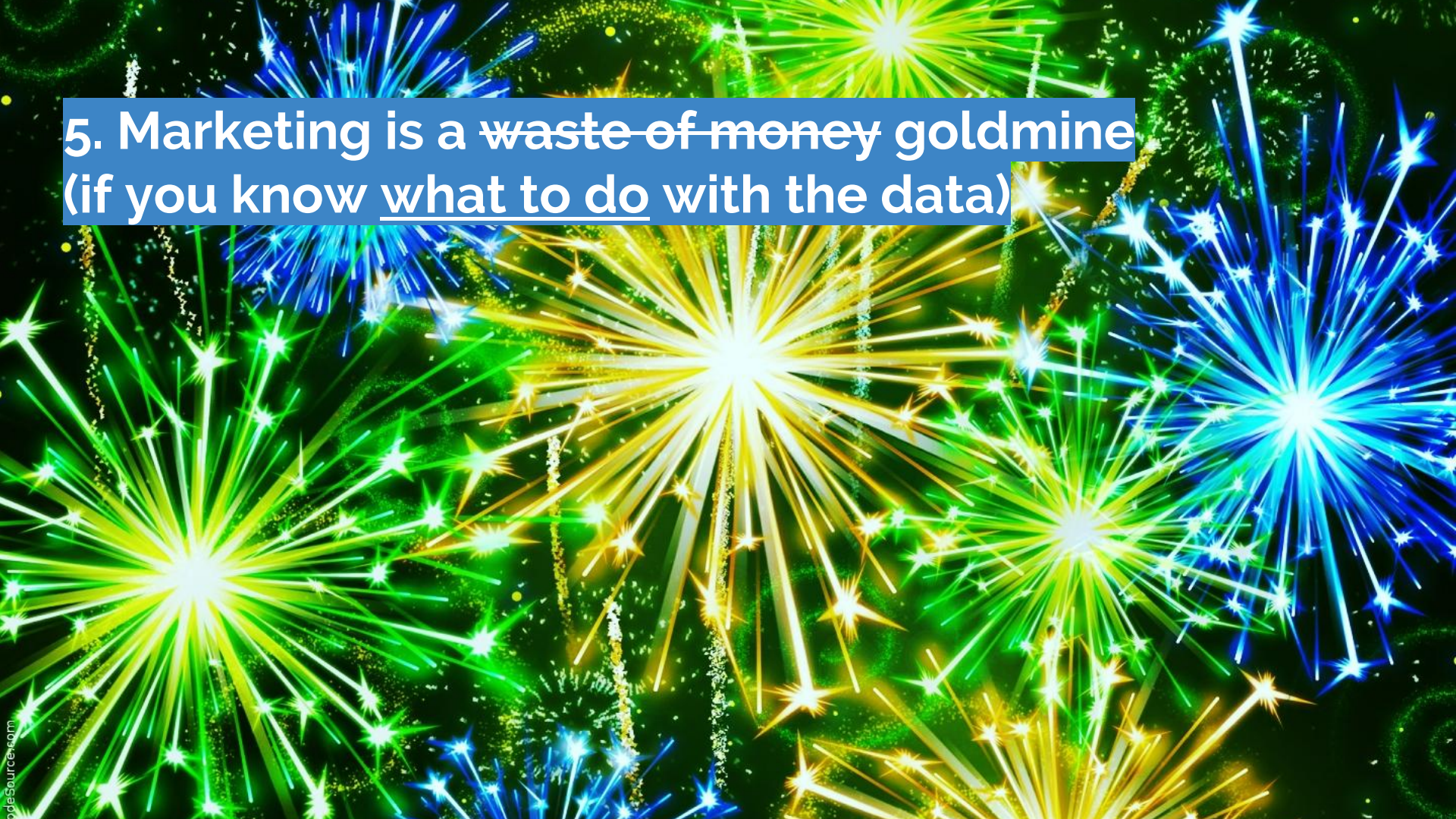
Which customer will **churn**?

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...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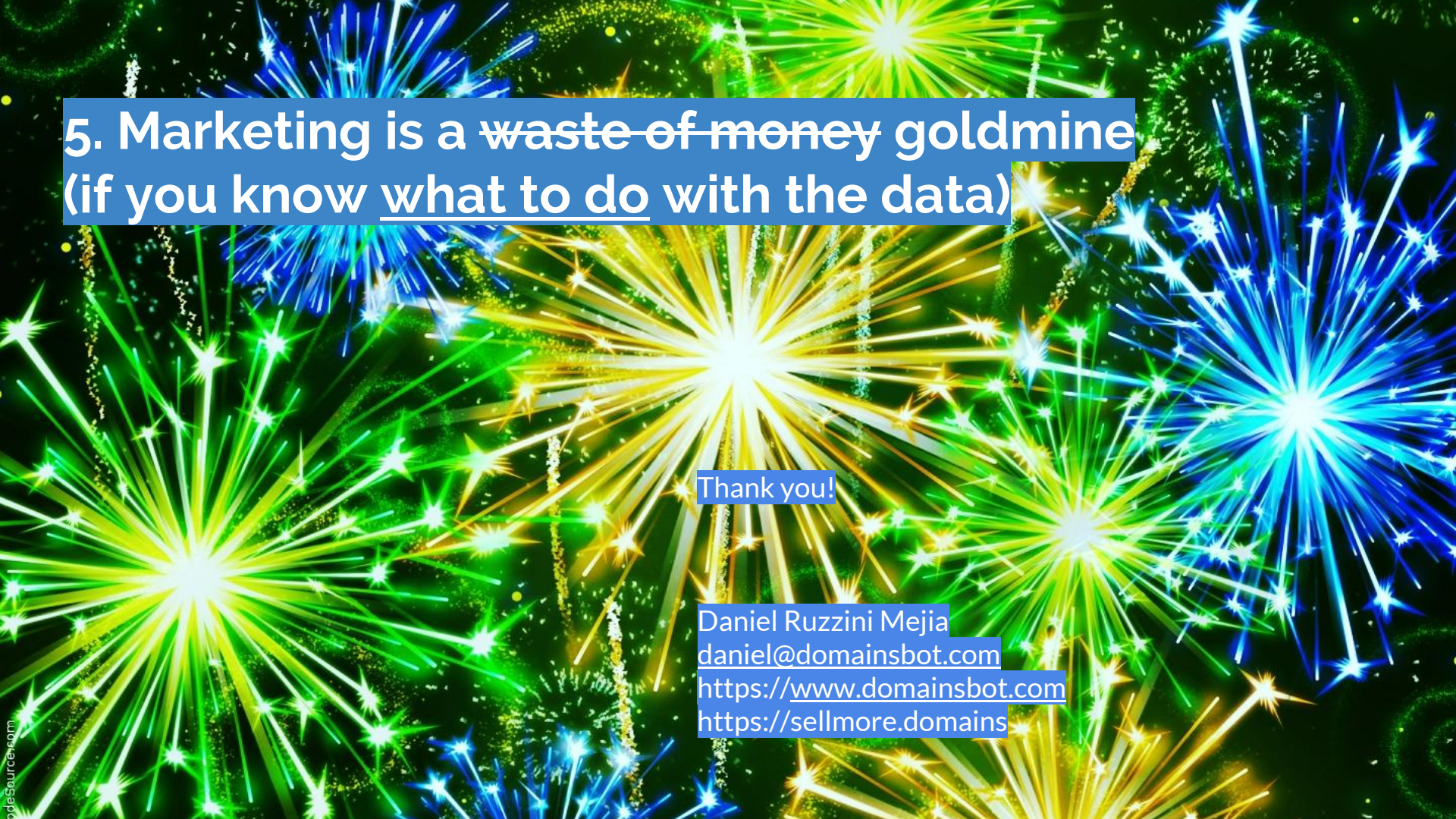

Thank you!

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