Domain Risk Index

The Domain Risk Index (DRI) is a measurement of risk to the revenue of domains. A high DRI is better as it means that there is less risk to the revenue. The lower the DRI falls the more the revenue is at risk.

The DRI is calculated over time from a set of advisors. There are two main groups of advisors: the Stability Advisors and the Trend Advisors. The DRI is calculated for individual domains, portfolios and accounts. Comparisons can be made between a user's DRI and the DRI of the domain industry.

Stability Advisors

The stability advisors measure the volatility in the following metrics: views, clicks, revenue, click-thru-rate (CTR) and earnings-per-click (EPC).

A high value is better as it means that there is more stability in the metric. The lower the value the more volatile the metric is. Domains that have more volatility in these metrics carry more risk.

Trend Advisors

The trend advisors measure the direction (either inclining or declining) of the following metrics: views, clicks, revenue, CTR and EPC.

The trends are measured in terms of whether they are increasing or decreasing. A stable trend ie one that is unchanging will have a value of 50. The higher the the figure above 50 the greater the increasing trend is, so a value of 80 is increasing much faster than a value of 55. The lower the figure below 50, the greater the decreasing trend is, so a value of 20 is decreasing faster than a value of 45. Domains that have declining trends in these metrics carry more risk.