

ParkLogic has the most extensive range of reports available in the domain industry. Complete reports are available at the account, portfolio and domain levels - each of which can be exported to a CSV file for additional analysis in a spreadsheet.

End-to-end metrics

In an industry with widely varying definitions, we provide standardised data and metrics from raw traffic data to ultimate revenue:

raw traffic data

Geo IP tracking

standardised definition for unique traffic

traffic health for monetisation;

traffic acceptance and monetisation data by monetisation path.

Dashboard Summary of Accounts

Domain Reports

traffic matched to monetisation data to provide true, end-to-end RPM and related metrics.
Consolidated reporting and payment aggregation (if required).

Domain Summary Analytics