For the past four years ParkLogic has been working closely with many owners of large domain portfolios. During this time ParkLogic has developed a highly advanced domain management and optimisation platform that is focused on treating domain names as assets, just like any other security.

As domain asset owners, we understand the challenges of the asset class:

Domain portfolios are suffering from fluctuations in performance due to the GFC;
Testing of possible alternate monetisation solutions is both time consuming and costly .

We see domain owners and managers looking for ***confidence*** that they have taken all possible steps to secure the highest returns from their valuable domain assets. This is where ParkLogic can assist you.

As we work through these challenges with our clients, we are extending and upgrading our services – moving beyond first generation outsourced optimisation towards a combined platform and managed offering that provides a unique mix of flexibility, discipline and transparency that is results focused. Our goal is to provide domain owners with the assurance that they are getting the best from their valuable domain assets.

The ParkLogic Domain Asset Management Solution comprises:

a new enterprise class Domain Management Platform built on Fortune 500 technology;
a focused operational service to minimise revenue leakage;
a suite of analytics and reports that focus your portfolio as a business;
an extended set of Managed Services;

This is all delivered through an interactive, partnership model that can provide tailored, cost effective solutions to larger domain asset owners seeking the ***confidence*** for themselves and their investors that they are getting the best possible results from their assets.

If you are a large domain owner or manager struggling to manage the performance of your domain assets, or are doing well but would like simple ways to validate that you cannot do better, then please contact us to discuss how the ParkLogic Domain Asset Management Solution can help you.