For over 10 years ParkLogic has been monetising domain traffic.

Applying analytical capabilities to extract the full value of domain traffic.
Current Registry Market

- New gTLDs are a growing competitive force.
- Internal policy pressures.
- Tightening revenues and margins.
In a crowded market, how can registries raise awareness of their TLD while earning additional revenue?
Simple view of the goal

Using the data from non-existent domain traffic we can increase registrations.

NXD Traffic → Decision Engine → New Registrations & reduce drops → Revenue
The Current User Experience

Existing landing pages are a missed opportunity for registries

Browsers, ISPs and DNS providers are data mining to increase their revenue.

We believe this revenue belongs to the registry...
A country code should be as recognisable as any famous landmark, logo, icon etc.

A registry’s extension is their online flag!
Customizable Landers – Country Centric

This is an example lander that features the country of the ccTLD

- Feature country
- Promote events
- Sales of the domain
- Registry can update the content.
- Generate revenue.
Customizable Landers – Registry Centered

This is an example of a lander that features the registry.

- Feature the registry
- News of successful domain use
- Highlight select partners
- Search for domain availability
- Registry can update all content
- Generate revenue.
The Registry/Registrar Opportunity

Answering the challenge of running a registry in today’s competitive environment.

Increased Revenue

New Registrations
- Brands
- Generics

New Registrations
- Registrar Expiry Management
- Increased Renewals

New Registrations
- Registrar Leads

New Registrations
- Registry Owned

New Registrations
- New Registrations

New Revenue
- Traffic
- Premium Sales

New Revenue
- Registry Solution

Better User Experience

Registrar Solution
- New Revenue
- New Registrations

Registrar Solution
- New Registrations
Identifying Valuable Domain Names

Decisions that lead to increased revenue.

- Decision Engine
  - Web Analytics
  - Behavioural
  - Monetisation

- Registrations
  - Owner Operated
  - Registrars
  - Brand Owners
  - Direct Advertisers

- Management
  - Invalid Domain
  - Trademark Locked

- Revenue

- NXD Traffic

- Reduce Risk
The Registry Dashboard

Easy access to all the information you require to make decisions.

**Top view numbers:**
- Traffic in 24 hrs
- Unique domains in 24 hrs
- Red hot domains to register
- Blocked domains

**Graphs**
- Traffic and sessions over time
- Unique domains
- Low/High bot risk domains

**IP and Domain Depth Analysis**
- Help determine if there is a single domain or IP attacking the NXD domains.
## Analytics

Real-time data to help registries grow their revenue stream.

### Traffic Statistics By Domain

<table>
<thead>
<tr>
<th>Domain</th>
<th>Traffic</th>
<th>Session</th>
<th>Unique Ips</th>
<th>Referrals</th>
<th>Direct</th>
<th>Link</th>
<th>Bad Actions</th>
<th>Searched</th>
<th>Searches</th>
<th>Risk</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>google.co.ph</td>
<td>24,240</td>
<td>24,153</td>
<td>112</td>
<td>5</td>
<td>24,138</td>
<td>15</td>
<td>26</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>enchantebusiness.com</td>
<td>15,138</td>
<td>15,138</td>
<td>3</td>
<td>1</td>
<td>16,138</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>enchantedkingdom.ph</td>
<td>10,878</td>
<td>4,482</td>
<td>1,545</td>
<td>403</td>
<td>678</td>
<td>3,804</td>
<td>2,169</td>
<td>enchanted kingdom</td>
<td>24</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>permalink.com</td>
<td>7,640</td>
<td>7,631</td>
<td>7</td>
<td>1</td>
<td>7,631</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>thebestones.com</td>
<td>7,315</td>
<td>4,525</td>
<td>2,277</td>
<td>218</td>
<td>3,468</td>
<td>1,058</td>
<td>94</td>
<td>Health-sublink</td>
<td>1</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>sellonlinedays.ru</td>
<td>6,738</td>
<td>6,738</td>
<td>2</td>
<td>1</td>
<td>6,738</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>disorderstatus.com</td>
<td>5,420</td>
<td>6,540</td>
<td>19</td>
<td>1</td>
<td>6,420</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>televentures.com</td>
<td>6,401</td>
<td>6,401</td>
<td>25</td>
<td>1</td>
<td>6,401</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>twitter.com.ph</td>
<td>5,651</td>
<td>5,651</td>
<td>3</td>
<td>1</td>
<td>5,651</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>up.ph</td>
<td>5,598</td>
<td>5,029</td>
<td>880</td>
<td>127</td>
<td>4,624</td>
<td>405</td>
<td>29</td>
<td>Latest news about Abu sayang</td>
<td>2</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>itcs.com.ph</td>
<td>4,980</td>
<td>88</td>
<td>10</td>
<td>1</td>
<td>88</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>citydelivery.com</td>
<td>4,046</td>
<td>4,046</td>
<td>9</td>
<td>1</td>
<td>4,046</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>inflatablefactory.com.ph</td>
<td>3,423</td>
<td>3,073</td>
<td>1,405</td>
<td>87</td>
<td>225</td>
<td>2,648</td>
<td>2</td>
<td>Real Estate-sublink</td>
<td>2</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>lite.com</td>
<td>3,288</td>
<td>3,234</td>
<td>101</td>
<td>12</td>
<td>2,949</td>
<td>285</td>
<td>16</td>
<td>Legal-sublink</td>
<td>3</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>turnonph.com</td>
<td>3,229</td>
<td>3,229</td>
<td>1</td>
<td>1</td>
<td>3,229</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>trip.com.ph</td>
<td>3,000</td>
<td>3,000</td>
<td>1</td>
<td>1</td>
<td>3,000</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>vitalph.com</td>
<td>3,000</td>
<td>3,000</td>
<td>1</td>
<td>1</td>
<td>3,000</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>trip.com.ph</td>
<td>2,871</td>
<td>2,871</td>
<td>13</td>
<td>1</td>
<td>2,871</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>2,335</td>
<td>2,254</td>
<td>648</td>
<td>29</td>
<td>2,209</td>
<td>46</td>
<td>1</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>2,289</td>
<td>1,968</td>
<td>201</td>
<td>7</td>
<td>39</td>
<td>1,929</td>
<td>33</td>
<td>Energy-sublink</td>
<td>2</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>2,162</td>
<td>787</td>
<td>146</td>
<td>19</td>
<td>749</td>
<td>38</td>
<td>22</td>
<td></td>
<td>0</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>2,022</td>
<td>1,556</td>
<td>1,061</td>
<td>17</td>
<td>295</td>
<td>1,261</td>
<td>10</td>
<td></td>
<td>0</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>1,840</td>
<td>1,840</td>
<td>3</td>
<td>1</td>
<td>1,840</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>travel.com.ph</td>
<td>1,831</td>
<td>1,831</td>
<td>145</td>
<td>5</td>
<td>0</td>
<td>1,831</td>
<td>0</td>
<td></td>
<td>0</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>
Building a valuable domain portfolio based upon analytics is a mouse click away!
Owned and Operated Revenue

Revenue can be earned from both domain traffic and premium sales.

Traffic Revenue

Premium Sales

SOLD
Registrars and Brand Owners

Simple access to data will assist registrars and brand owners to buy more domains is now trivial.
Supporting Registrars and Brand Owners

Create and account and the user will have access to the right reports.

- Providing registrars and brand owners access to data.
- List registrar partners on main landing page.
- Feature select promotions in the lander peelback.

Add a User

Active: [ ]
User Group: Registry
First Name: 
Last Name: 
Email: for username.
User Password: **************
Submit

Traffic Quality By Domain

<table>
<thead>
<tr>
<th>Domain</th>
<th>Traffic</th>
<th>Session</th>
<th>Unique Ips</th>
<th>Referrals</th>
<th>Direct</th>
<th>Link</th>
<th>Bad Actions</th>
<th>Searched</th>
<th>Searches</th>
<th>Risk</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>118</td>
<td>118</td>
<td>2</td>
<td>1</td>
<td>118</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>65</td>
<td>65</td>
<td>4</td>
<td>1</td>
<td>68</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>39</td>
<td>39</td>
<td>1</td>
<td>1</td>
<td>39</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>30</td>
<td>1</td>
<td>1</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>24</td>
<td>17</td>
<td>22</td>
<td>0</td>
<td>24</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>21</td>
<td>1</td>
<td>1</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>1</td>
<td>14</td>
<td>1</td>
<td>0</td>
<td>53</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>20</td>
<td>7</td>
<td>1</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>11</td>
<td>7</td>
<td>1</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>86</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Results Per Page: 50
Leveraging extensive advertising relationships to generate registry revenue.

**Earning money from NXD Traffic**

- Advertising incorporated into the overall page design.
- Search
- Directly sending the traffic to targeted advertisers.
- Revenue is then shared between ParkLogic and the registry.
- At anytime, the registry can block traffic being sent from a domain to a direct advertiser.
The Registry/Registrar Opportunity

Answering the challenge of running a registry in today’s competitive environment.

New Revenue
- Traffic
- Premium Sales

New Registrations
Brands -
Generics -

Registry Owned

Registrar Leads

Increased Revenue

Registrar Expiry Management

Registry
Increased Renewals -

Better User Experience

Registrar Solution

Registry Solution

ParkLogic
About ParkLogic

Established in 2007, Park Logic provides domain investors with an advanced domain management and revenue optimisation platform. The ParkLogic team has a reputation as being exceptionally strong in analytics and helping clients understand what the data is saying about their investments. This analytic mindset has assisted many clients in extracting the maximum value of the traffic flowing through to their domain names. ParkLogic’s customers include individuals, private equity firms and large corporate investors who all appreciate the professional approach to managing domains like any other security.

David Gibbs
David has spent much of his career at the intersection of technology and business. Following 5 years with Honeywell Control Systems on the Project Management and then Sales side in Australia, David moved to the UK for further studies and then joined McKinsey & Company where he spent 11 years working across Europe, North America and Asia in a combination of the telecommunications and financial services sectors.

In 1996 David left McKinsey & Co. to pursue initiatives in the emerging online space and founded Australia’s leading online mortgage broker. After a successful exit, it was shortly after this that he became a founding partner in Parklogic.

Michael Gilmour
Born in Melbourne, Australia Michael founded his first business when he was 16 years old and has been an avid Internet entrepreneur for over 20 years. After completing his MBA and founding a number of ecommerce businesses Michael served as a director of the prestigious Australian Internet Industry Association, the last two of which he was elected to the position of vice-chairman.

As well as being a found partner in ParkLogic, Michael comments on the domain industry via his blog, whizzbangsblog.com, and regularly speaks at global industry events.