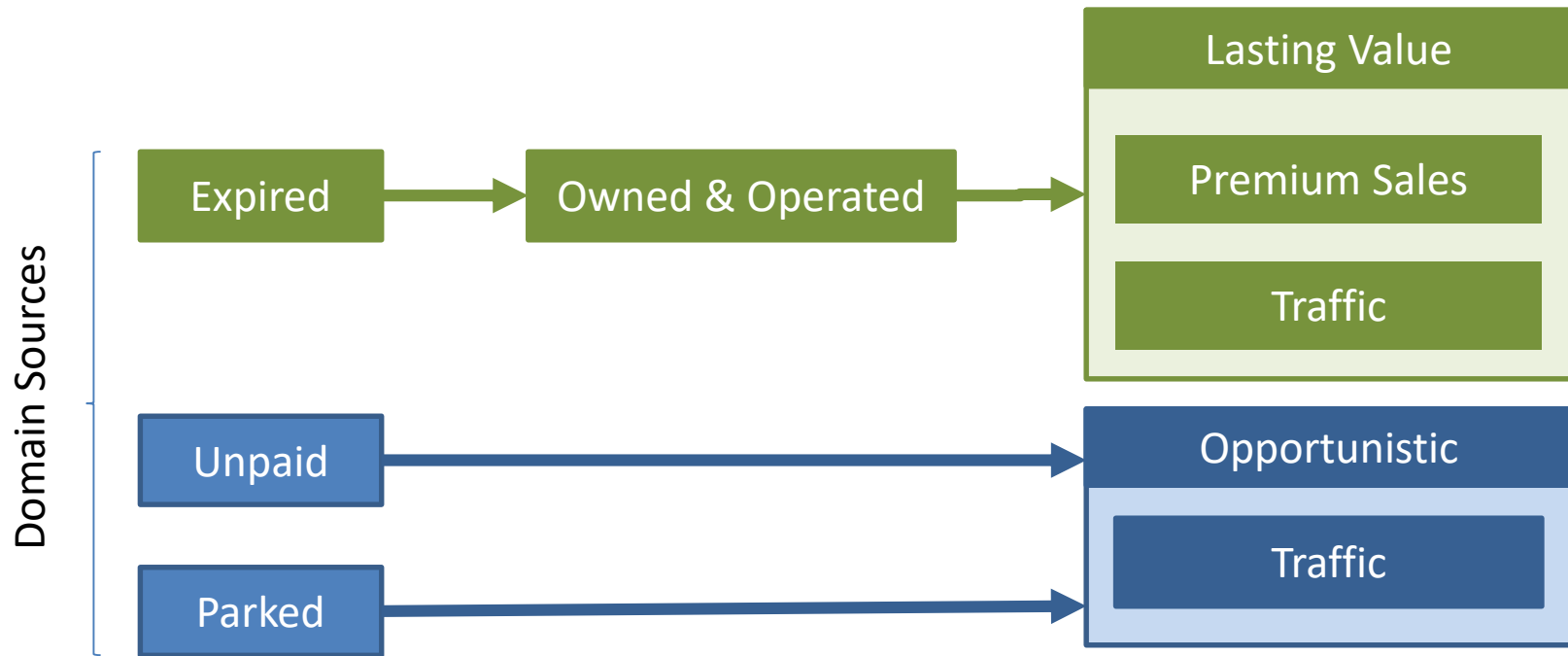**ParkLogic**

Registrar Solution

Registrar
Expiry Management

- Building O&O portfolio for the registrar

- Maximising registrations for the registry
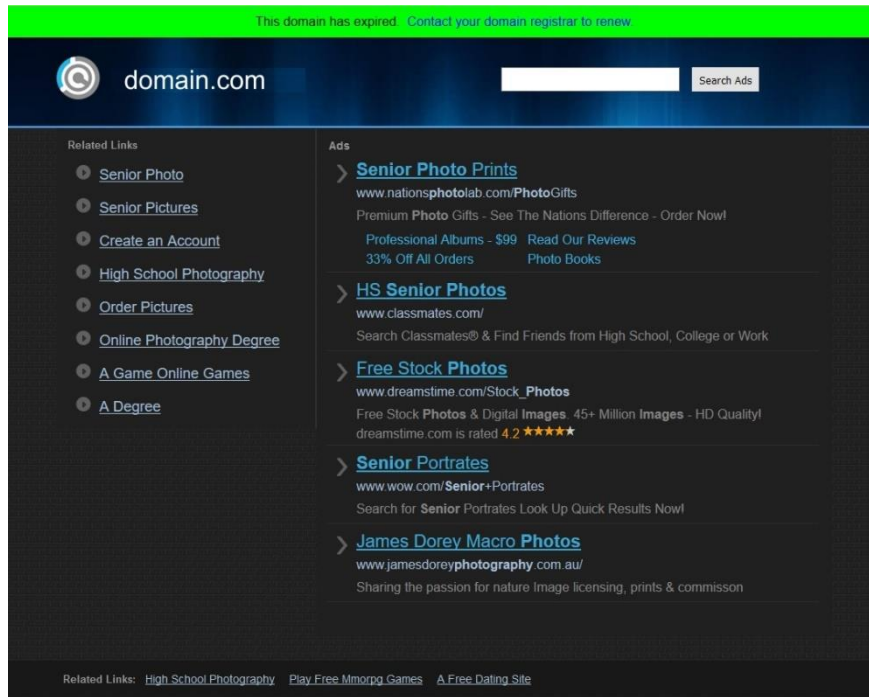
ParkLogic

Registrar Opportunity

Generating value from a registrars expired, unpaid and parked domains

To do this effectively you need real-time analytics from experts in "big data".

ParkLogic

User Experience

As well as earning money the landing page assists users in finding what they are after.

Example page

- The landing page assists users with a route to their desired destination.

- If the user clicks on any advertising link then the registrar earns revenue.

- Data is collected on the traffic to determine which domains are viable registration candidates if the former owner does not wish to renew the domain.

- Registrars can also add a "This domain is available for registration" message at the top of the page with a custom link to be ICANN compliant.

Sample Domain Report

A sample domain report that provides an analysis on a domain by domain basis.

Domain	Added	lastNsChange	Install Days	Stats Days	URLs	Mons	Views	Clicks	Rev	Rev Days	Rev Hurdle Days	Status	Time	DNS A	Recommendation	Hurdle Date Est (25 Days Data)	Annual Rev
domain1.com	13-Jun-14	2/07/2014 23:44	107	107	31.16	15.75	0.99	0.03	0.03	3%	3%	0	Tail	OK	0 - Claimed	11-Jul-14	11.36
domain2.com	27-Aug-14	27/08/2014 18:04	32	32	138.66	27.94	2.56	0.41	0.29	16%	16%	2	Mature	OK	0 - Claimed	24-Sep-14	106.08
domain3.com	13-Jun-14	27/06/2014 22:24	107	107	18.21	9.34	1.42	0.09	0.02	7%	7%	0	Tail	OK	0 - Claimed	11-Jul-14	5.94
domain4.com	22-Aug-14	23/08/2014 3:13	37	37	30.92	10.51	1.81	0.11	0.03	8%	8%	0	Mature	OK	0 - Claimed	19-Sep-14	10.16
domain5.com	3-Jul-14	2/08/2014 0:17	87	87	107.64	58.13	47.03	5.79	2.08	57%	57%	3	Tail	OK	0 - Claimed	31-Jul-14	760.08
domain6.com	23-Aug-14	23/08/2014 22:59	36	36	36.78	33.36	21.56	12.97	1.58	100%	100%	4	Mature	OK	0 - Claimed	20-Sep-14	575.18
domain7.com	26-Sep-14	26/09/2014 16:51	2	2	397.00	132.50	38.50	6.50	1.02	100%	100%	4	Early	OK	1 - Hot - Early	24-Oct-14	372.30
domain8.com	25-Sep-14	25/09/2014 16:51	3	3	247.00	128.33	26.67	12.00	0.09	100%	67%	4	Early	OK	1 - Hot - Early	23-Oct-14	32.85
domain9.com	14-Sep-14	27/09/2014 0:59	14	14	2,175.36	398.50	87.29	6.57	0.17	93%	64%	4	Early	OK	1 - Hot - Early	12-Oct-14	61.01
domain10.com	23-Sep-14	23/09/2014 11:52	5	5	19.40	15.80	10.60	5.00	0.77	100%	40%	4	Early	OK	1 - Hot - Early	21-Oct-14	282.51
domain11.com	23-Sep-14	23/09/2014 16:50	5	5	66.00	43.20	29.80	2.20	0.25	80%	60%	4	Early	OK	1 - Hot - Early	21-Oct-14	92.71
domain12.com	26-Sep-14	26/09/2014 18:50	2	2	173.50	82.00	30.50	3.00	0.98	100%	100%	4	Early	OK	1 - Hot - Early	24-Oct-14	355.88
domain13.com	27-Sep-14	27/09/2014 23:57	1	1	20.00	13.00	9.00	2.00	0.40	100%	100%	4	Early	OK	1 - Hot - Early	25-Oct-14	146.00
domain14.com	26-Sep-14	26/09/2014 15:50	2	2	32,251.00	606.00	528.50	31.50	2.05	100%	100%	4	Early	OK	1 - Hot - Early	24-Oct-14	748.25
domain15.com	10-Sep-14	10/09/2014 16:06	18	18	110.94	65.61	45.61	7.44	0.81	100%	94%	4	Early	OK	1 - Hot - Early	8-Oct-14	295.65
domain16.com	21-Sep-14	21/09/2014 17:10	7	7	99.00	44.86	18.29	2.86	0.59	86%	71%	4	Early	OK	1 - Hot - Early	19-Oct-14	214.31
domain17.com	14-Sep-14	14/09/2014 15:50	14	14	879.93	303.86	22.50	2.57	0.40	79%	79%	4	Early	OK	1 - Hot - Early	12-Oct-14	145.74
domain18.com	25-Sep-14	25/09/2014 4:12	3	3	9.33	9.00	3.00	1.67	0.07	67%	67%	3	Early	OK	2 - Register - Early	23-Oct-14	26.77
domain19.com	26-Sep-14	26/09/2014 18:50	2	2	28.00	22.00	16.00	7.00	0.05	100%	50%	3	Early	OK	2 - Register - Early	24-Oct-14	16.43
domain20.com	25-Sep-14	25/09/2014 22:50	3	3	7.67	7.33	2.67	1.33	0.08	67%	33%	3	Early	OK	2 - Register - Early	23-Oct-14	30.42
domain21.com	20-Sep-14	21/09/2014 17:14	8	8	136.50	46.88	14.63	1.63	0.09	50%	25%	3	Early	OK	2 - Register - Early	18-Oct-14	31.94
domain22.com	6-Sep-14	7/09/2014 7:12	22	22	57.86	25.73	24.73	0.95	0.13	64%	45%	3	Early	OK	2 - Register - Early	4-Oct-14	48.78
domain23.com	10-Sep-14	11/09/2014 5:17	18	18	32.50	19.94	8.44	1.17	0.05	61%	28%	3	Early	OK	2 - Register - Early	8-Oct-14	17.84
domain24.com	8-Sep-14	8/09/2014 16:50	20	20	30.15	17.90	10.40	1.70	0.28	55%	40%	3	Early	OK	2 - Register - Early	6-Oct-14	100.56
domain25.com	24-Sep-14	24/09/2014 21:50	4	4	14.25	12.75	6.25	3.75	0.05	75%	25%	3	Early	OK	2 - Register - Early	22-Oct-14	19.16
domain26.com	26-Sep-14	26/09/2014 16:51	2	2	5.50	5.50	2.00	1.00	0.27	50%	50%	3	Early	OK	2 - Register - Early	24-Oct-14	96.73
domain27.com	31-Aug-14	5/09/2014 22:49	28	28	150.82	50.43	16.57	8.18	0.07	89%	54%	4	Mature	OK	3 - Register	28-Sep-14	26.72
domain28.com	22-Aug-14	22/08/2014 16:51	37	37	43.95	26.46	21.32	1.59	0.14	59%	49%	3	Mature	OK	3 - Register	19-Sep-14	49.32
domain29.com	31-Aug-14	20/09/2014 2:59	28	28	46.93	17.29	6.43	1.07	0.11	61%	21%	3	Mature	OK	3 - Register	28-Sep-14	39.89
domain30.com	27-Aug-14	27/08/2014 4:54	32	32	48.88	23.34	7.56	1.59	1.37	50%	50%	3	Mature	OK	3 - Register	24-Sep-14	500.62
domain31.com	29-Aug-14	29/08/2014 17:50	30	30	40.97	12.40	8.40	1.30	0.28	57%	53%	3	Mature	OK	3 - Register	26-Sep-14	101.96
domain32.com	27-Aug-14	27/08/2014 5:52	32	32	196.28	77.81	25.91	0.97	0.11	47%	31%	2	Mature	OK	4 - Consider	24-Sep-14	38.33
domain33.com	30-Aug-14	30/08/2014 19:15	29	29	37.45	21.90	4.62	0.45	0.11	31%	31%	2	Mature	OK	4 - Consider	27-Sep-14	38.77
domain34																ep-14	19.25
domain35																ep-14	45.40
domain36																ep-14	72.54
domain37																ul-14	16.20
domain38																ep-14	28.06
domain39																ep-14	27.26
domain40																ep-14	100.31
domain41																ul-14	16.24
domain42																ep-14	15.74
domain43																ep-14	16.20

ParkLogic analyzes the domain traffic to determine which domains should be kept to increase the registrar's owned & operated portfolio.

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.
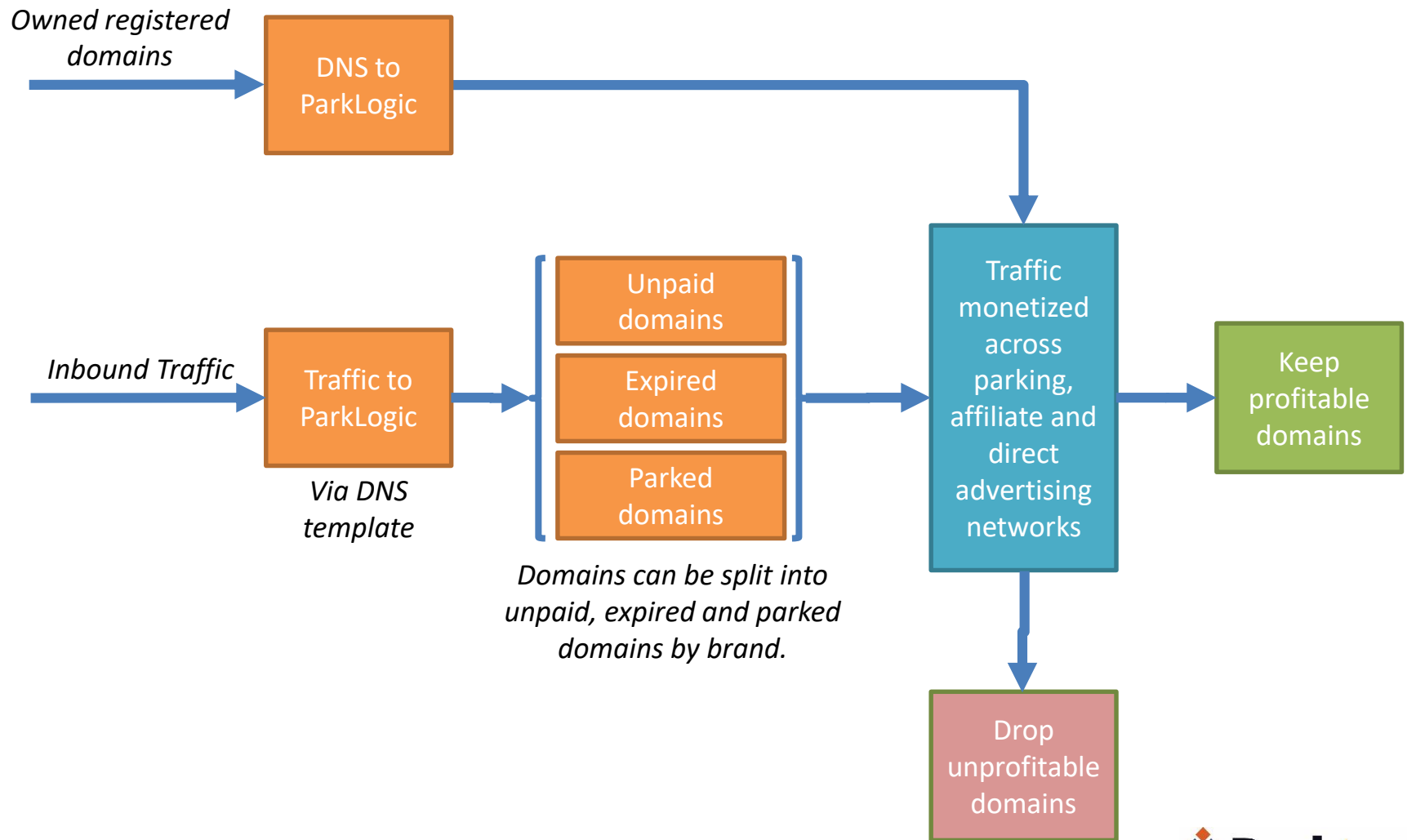
Appendix

- Extracting value from domains.

ParkLogic

Registrar Implementation

An A-record change at the registry is all that is required to begin generating revenue.

Owned registered domains → **DNS to ParkLogic**

Inbound Traffic → **Traffic to ParkLogic**

Via DNS template

- **Unpaid domains**
- **Expired domains**
- **Parked domains**

Domains can be split into unpaid, expired and parked domains by brand.

Traffic monetized across parking, affiliate and direct advertising networks

Keep profitable domains

Drop unprofitable domains

ParkLogic

Registrar Implementation

ParkLogic has reduced the complexity of implementation to a simple DNS change.

Registrar

- A one page technical document outlines the setting up of a DNS template for each of the expired, unpaid or parked revenue streams.

ParkLogic will provide:

- A login to your online account so that you can monitor the results.
- Regular list of potential registration candidates (unless completely outsourced).
- Monthly accounting details for the payment of the revenue generated.
- Host all web pages.

ParkLogic

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