

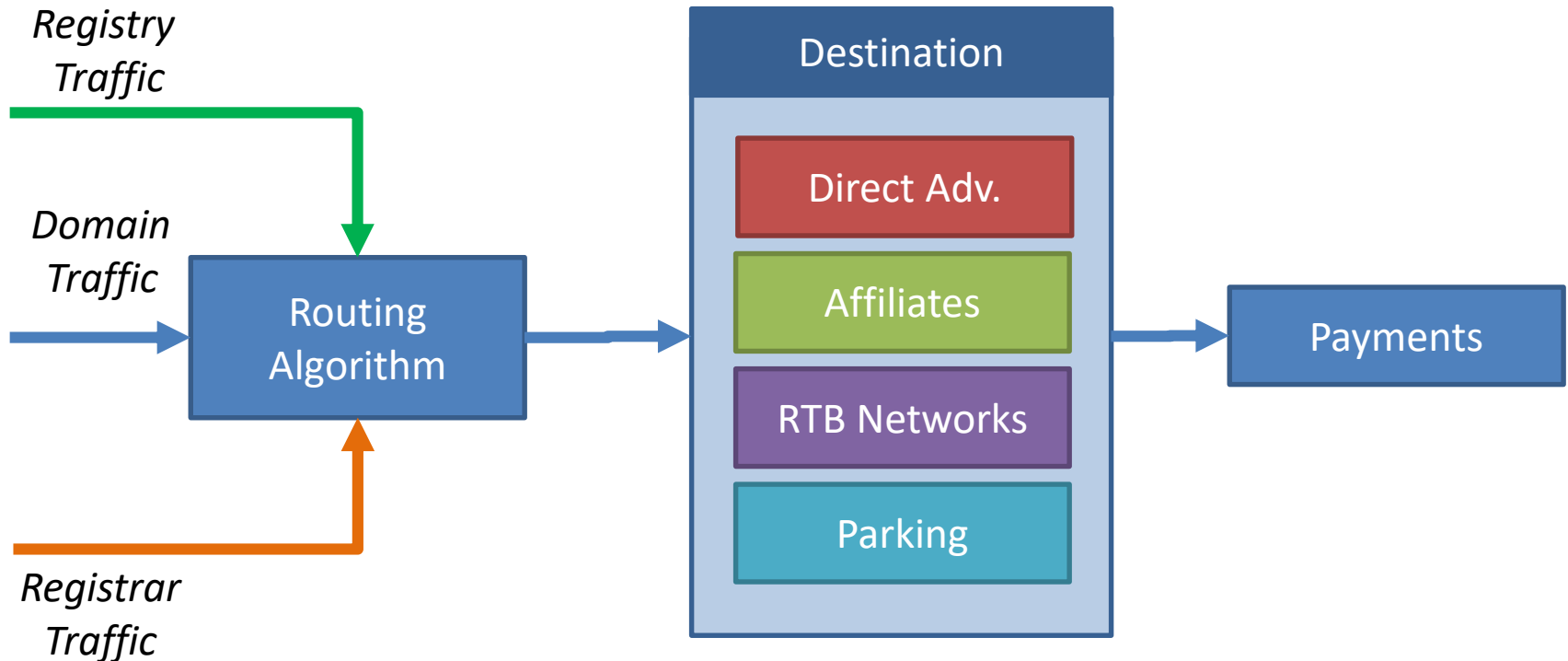


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Registry Solution

# About ParkLogic

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

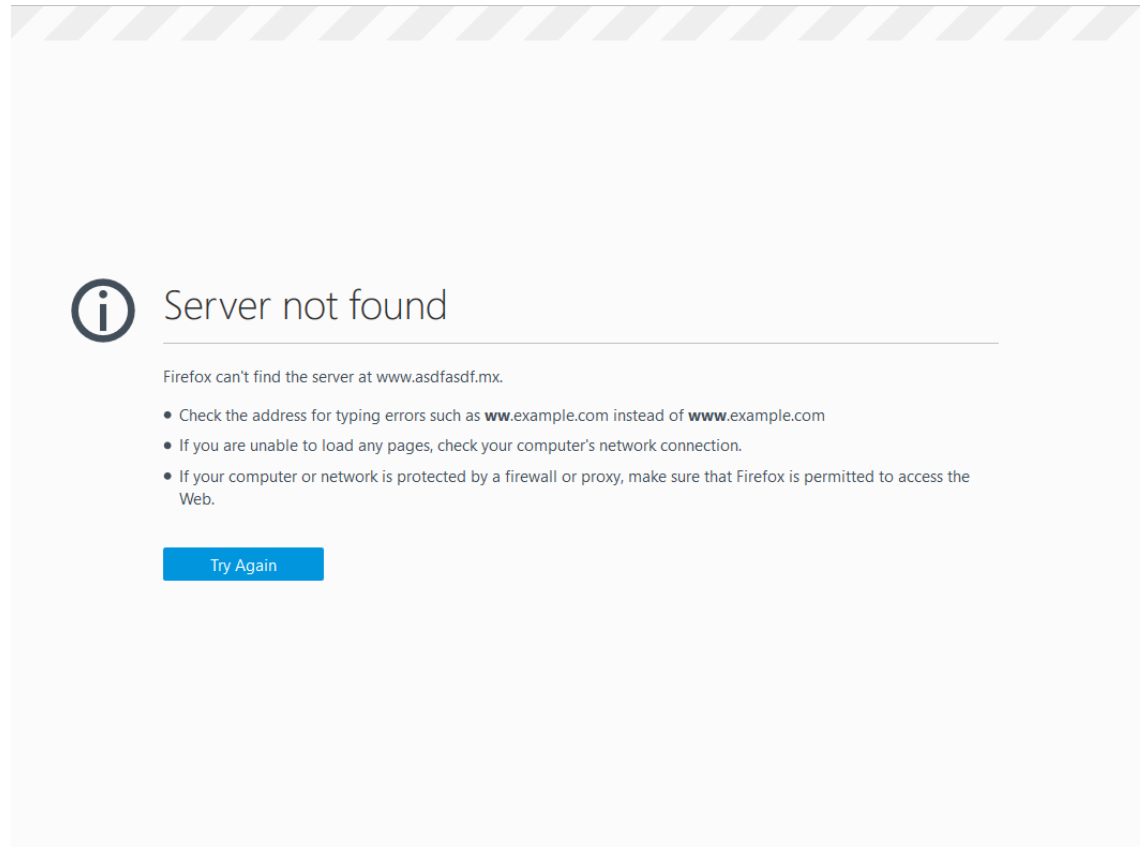
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Using the data from non-existent domain traffic we can increase registrations.




# 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



**ops.parklogic.com**  
This domain is available to be registered.



**Concordia**

**Region:**  
Southeastern Freehold

**Surface Area:**  
300,000

**Capital:**  
Freehold

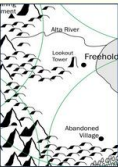
**Population:**  
654,000

**GDP (USD):**  
145 billion

**Currency:**  
Tellurite (TEL)

**Terrain:**  
mostly mountains with narrow to extensive coastal lowlands

**Resources:**  
Tellurite crystals, timber, nickel, cobalt, silver, gold, salt, copper



More demographic information

Concord Command  
+61 3 95118568  
<http://michaegilmour.com>

**BATTLEFRAME**

Extra phone numbers from the Vyke app  
Keep your main number private with a Vyke number you can use for calls, texts & voicemail

Select your area code

What are you looking for?

Search Here

Search Yahoo!

Beauty	Education	Energy	Entertainment	Finance
Games	Health	Home	Insurance	Legal
Loans	Personal	Real Estate	Shopping	Sports
Technology	Travel	Transport	News	Events


**Fantastic Vacation Spots!**

2016-11-25


**Beach Vacation**

Alpha 3 is a tropical planet with one of the longest coastlines in the gamma quadrant at 36,289 kilometres. It has numerous beaches most with fine powdery white sand and clean, clear and cool blue waters.

Be sure to bask in the warm tropical sun and get the perfect tan that will be the envy of your friends back home. Top beach locations: Research Ravine, Concord Central, Thunder Beach, Starside Lagoon and the not to be missed Moonshadow Landing.



**Scuba Diving**




Alpha Three is the dive capital of many star systems. If you are a diving enthusiast—amateur or professional, or someone who is looking for an underwater experience of a lifetime, then you must go to the Vander Reef, if only for the reason that this area of the planet has the highest density of coral species. Pristine seas contain some of the most bio-diverse and marine-rich waters on Alpha Three and are home to a diverse species of aquatic resources.


Extra phone numbers from the Vyke app  
Keep your main number private with a Vyke number you can use for calls, texts & voicemail

Select your area code


Vacation News



Why MGM Resorts is investing billions on East Coas...  
[www.businessinsider.com](http://www.businessinsider.com)



The best ski resorts in America, according to skie...  
[www.businessinsider.com](http://www.businessinsider.com)



The 10 best all-inclusive resorts in the Caribbean  
[www.businessinsider.com](http://www.businessinsider.com)

- 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.

**.fm**  
The .FM Top-Level Domain Registry

Home Premium Domains Domain Drops Internationalized Domains Retail Registrars News and Press About Us

You already shop. Get paid for it.  
Up to \$100 Cash Back at 2500+ Stores  
[Sign Up Now!](#)

**This domain is available.**  
Please select one of our partners below to register it.  
Search for .FM domain. [Go](#)

**What are you looking for?**  
Search Here Search Yahoo!

Beauty Games Loans Technology Education Health Personal Travel Energy Home Real Estate Transport Entertainment Insurance Shopping News Finance Legal Sports Events

**VacationHoliday.Club**  
Find Book Share

**How does the World's No. 1 Brand Engage with Millennials & GenZ in Latin America?**  
The Coca-Cola Company, the world's largest beverage company, launched an interactive online radio station providing a 24/7 platform for GenY & GenZ. Coca-Cola named the project with a unique and hip domain extension that connects with both generations thereby converting the valuable hard-to-reach demographic group into true believers of the brand and making them feel a sense of ownership and vested interest in the brand's popularity and success. Coca-Cola.fm has become a true Cult Brand!

Coca-Cola FM is an online entertainment platform targeting consumers in Latin America with relevant music, video, live-stream concert and events, conversations and social media-powered content. Coca-Cola FM is now the most listened to radio in Argentina and is also the most listened to online station in Latin America!

**Anchor.fm raises \$2.8m to facilitate audio broadcasting.**  
Anchor FM, the audio social network, has just raised \$2.8 million and launched some new tools as it looks to make recording and transmitting interactive audio content even easier. Accel Partners, one of Silicon Valley's leading consumer-focused investment firms, led the new round with participation from the Omidyar Network, the Chernin Group, and the eponymous audio artist Mick (Mick Batskye). "We raised this next round to invest in the new platform," says Anchor co-founder Michael Mignano.

**Anchor 2.0 - Applause**

**Coca-Cola FM Recados 1**

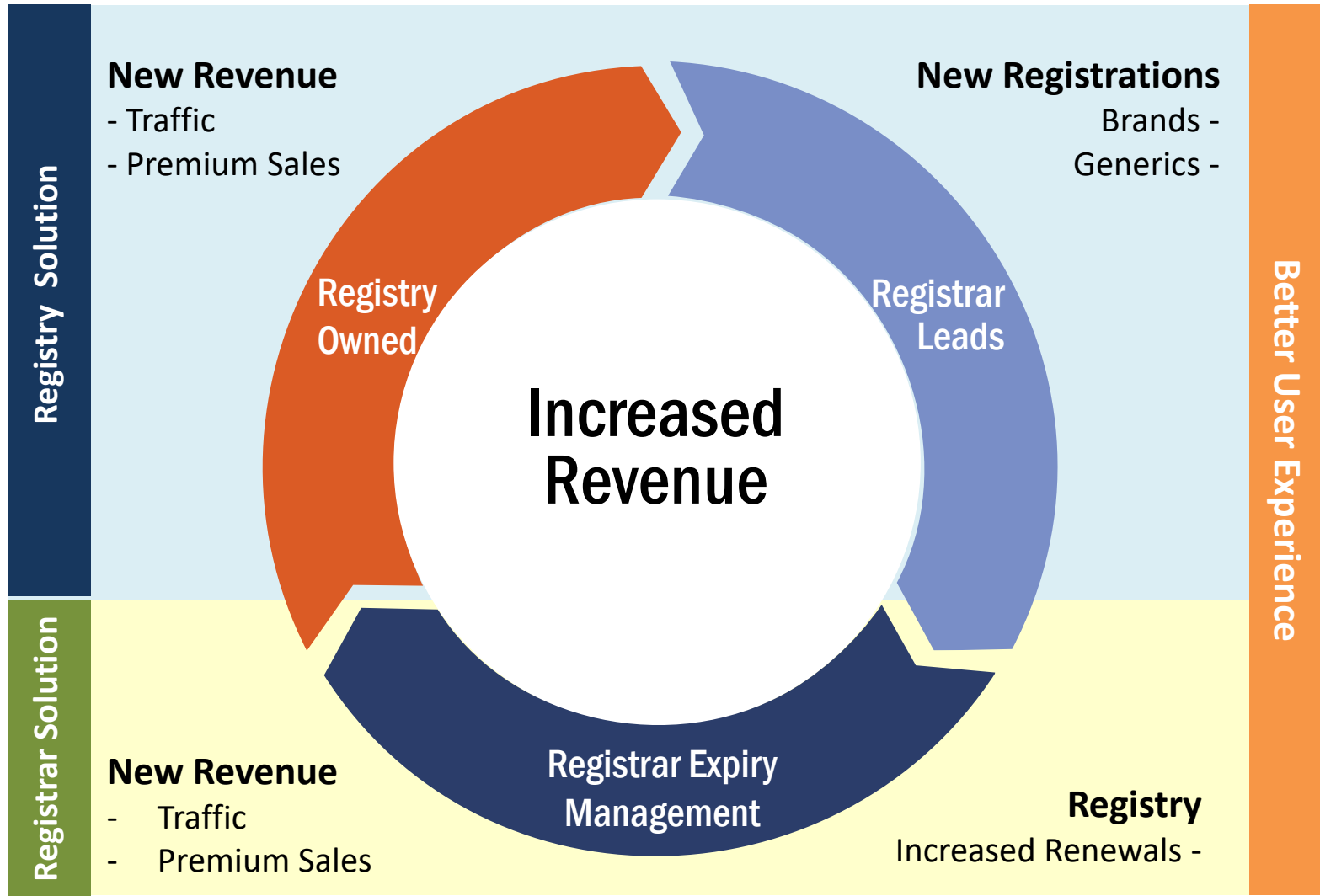
**.fm**  
You already shop. Get paid for it.  
Up to \$100 Cash Back at 2500+ Stores  
[Sign Up Now!](#)

Booking.com \*MCOYS \*TARGET \*Expedia Walmart

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

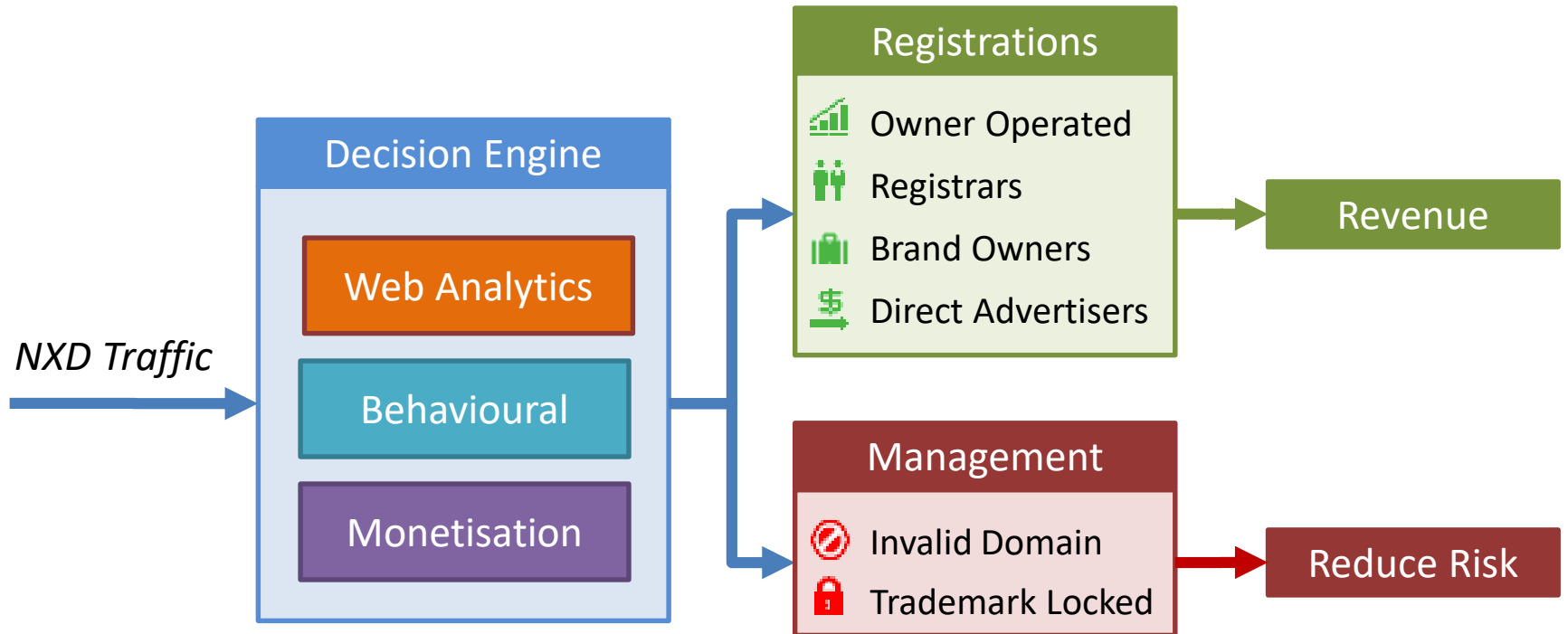
# The Registry/Registrar Opportunity

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



# Identifying Valuable Domain Names

Decisions that lead to increased revenue.



# 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

Domain	Traffic ▼	Session	Unique Ips	Referrals	Direct	Link	Bad Actions	Searched	Searches	Risk	Actions
google.co.gh	24,240	24,153	112	5	24,138	15	26		0	50	
cambrassa.com	15,138	15,138	3	1	15,138	0	0		0	50	
enchantedkingdom.gh	10,878	4,482	1,545	403	678	3,804	2,169	enchanted kingdom	24	46	
permalink.gh	7,640	7,631	7	1	7,631	0	0		0	50	
SE-RA.PH	7,315	4,526	2,277	218	3,468	1,058	94	Health-sublink	1	49	
trafficmanager.net	6,738	6,738	2	1	6,738	0	0		0	50	
disorderstatus.ru	6,420	6,420	19	1	6,420	0	0		0	50	
tonertractor.gh	6,401	6,401	25	1	6,401	0	0		0	50	
twitarc.com.gh	5,651	5,651	3	1	5,651	0	0		0	50	
qs.gh	5,598	5,029	880	127	4,624	405	29	Latest news about Abu sayang	2	50	
icsa.com.gh	4,980	88	10	1	88	0	70		0	90	
citydelivery.gh	4,046	4,046	9	1	4,046	0	0		0	50	
infotabfactory.com.gh	3,423	3,073	1,405	87	225	2,848	2	Real Estate-sublink	2	49	
lbre.com.gh	3,288	3,234	101	12	2,949	285	16	Legal-sublink	3	50	
imobile.com.gh	3,229	3,229	1	1	3,229	0	0		0	50	
TUBERUK.COM.PH	3,000	3,000	1	1	3,000	0	0		0	50	
kanobile.com	2,871	2,871	13	1	2,871	0	0		0	50	
Tsabe.gh	2,335	2,254	648	29	2,209	45	1		0	50	
opmusic.gh	2,289	1,968	201	7	39	1,929	33	Energy-sublink	2	51	
neti.com.gh	2,162	787	146	19	749	38	22		0	43	
watchonline.gh	2,022	1,556	1,061	17	295	1,261	10		0	49	
ucom.jp	1,840	1,840	3	1	1,840	0	0		0	50	
arcsofters.gh	1,831	1,831	145	5	0	1,831	0		0	50	

Domain

Web Analytics

Behavioural

Actions



## Registry Owned Value Added Revenue



Traffic



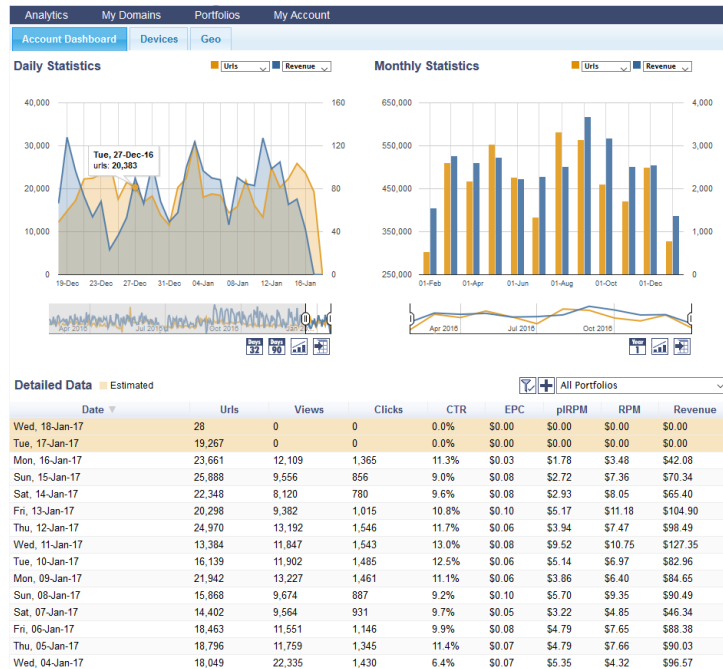
Premium Sales

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





## Registrar Leads



Registrars



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



## Add a User

Active: ☒

User Group: Registry Brand Owners Resellers Registry

First Name:

Last Name:

Email:

User Password:

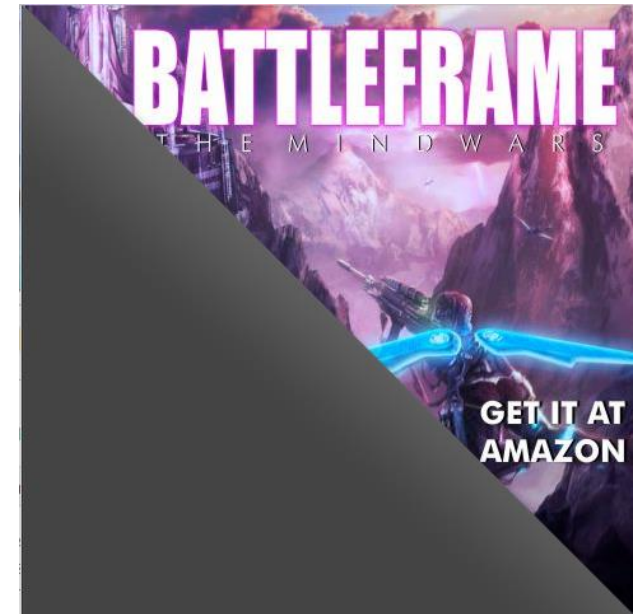


## Traffic Quality By Domain

Domain	Traffic	Session	Unique Ips	Referrals	Direct	Link	Bad Actions	Searched	Searches	Risk	Actions
cardinalis.com	118	118	2	1	118	0	0	0	50	50	
general.com.ph	68	68	4	1	68	0	0	0	50	50	
apollomusic.ph	39	39	1	1	39	0	0	0	50	50	
green.com.ph	30	30	1	1	30	0	0	0	50	50	
magnum.com.ph	24	24	17	22	0	24	0	0	50	50	
radio.com.ph	21	21	1	1	21	0	0	0	50	50	
happymoment.com.ph	20	15	12	8	1	14	1	0	53	53	
superhit.net	20	20	7	1	20	0	0	0	50	50	
beautyhealthwellness.com.ph	19	11	7	1	11	0	8	0	86	86	

Results Per Page: 50

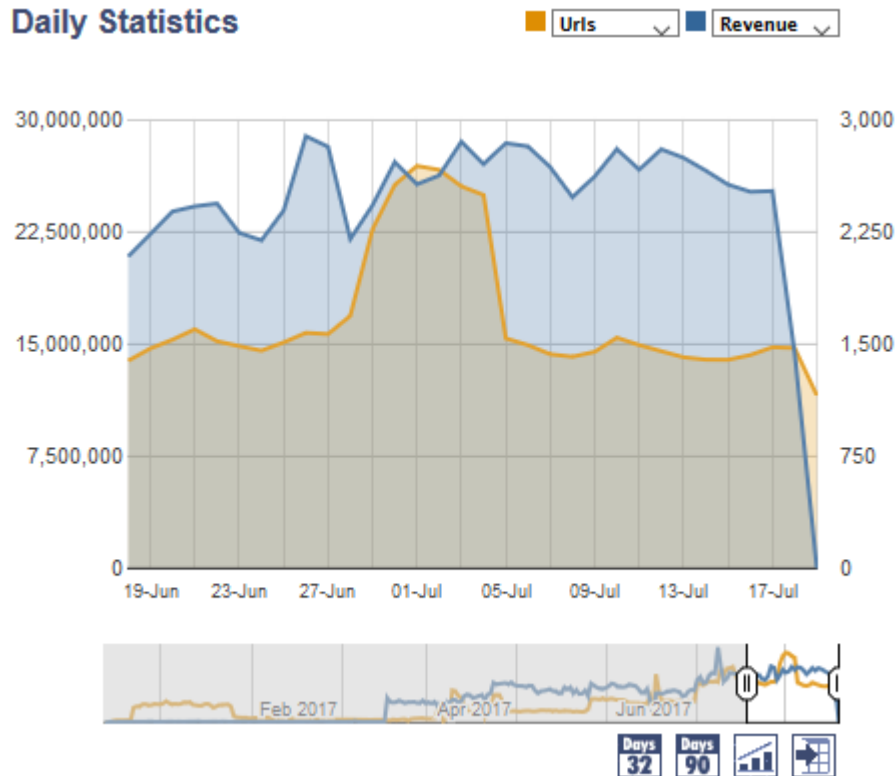
- Providing registrars and brand owners access to data.
- List registrar partners on main landing page.
- Feature select promotions in the lander peelback.



# Traffic Monetisation

Leveraging extensive advertising relationships to generate registry revenue.

## Daily Statistics

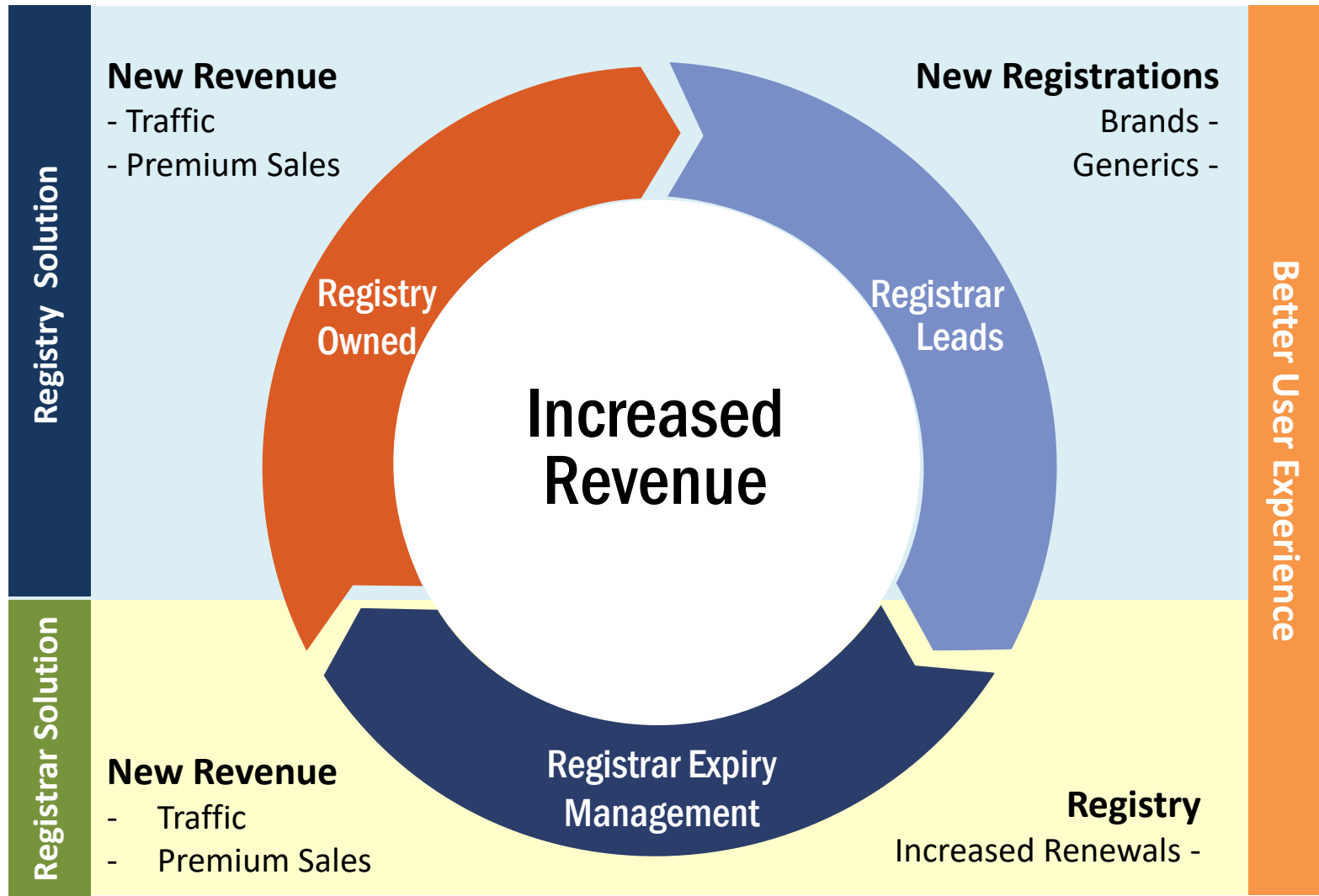


## Earning money from NXD Traffic

- 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.



# About ParkLogic

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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](http://whizzbangsblog.com), and regularly speaks at global industry events.





 **ParkLogic**  
**WhizzbangsBlog.com**

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