ParkLogic

Registry Technical Implementation Document

Overview

This document outlines how a registry can forward non-existent domain traffic (NXD) through to ParkLogic for the purposes of accessing the ParkLogic registry solution.
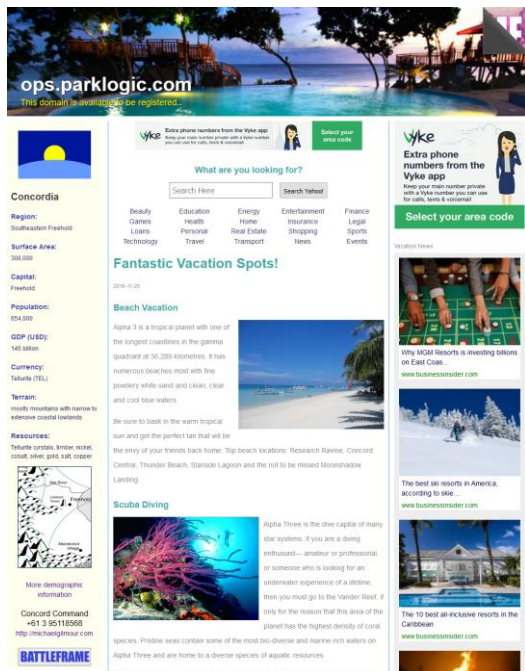
Technical Implementation

The implementation has been simplified into two main steps.

1. ParkLogic will provide the registry with an IP address.
2. The registry will then forward all NXD traffic to this address.

Lander Design and Reporting

ParkLogic will host a page like the one below or a custom page designed in conjunction with the registry for the NXD traffic. Reports are then created based upon web analytic and behavioural data which recommend what domains may be registered for traffic monetisation and premium sales potential.

ParkLogic will provide the registry with access to the backend administrative interface to customise the content displayed on the page.

Questions

Any questions should be directed through to your ParkLogic account manager.