

# Peak Domain Analytics

Jay Daley, .nz Conference, 2017

# Value Proposition

- The online advertising dilemma  
Imagine you're an online flower shop  
You advertise in the lead up to Mothers' Day  
You get 50% rise in online traffic, 10% rise in sales
- BUT ....  
How do you know how your competitors did?  
What if they got 50% rise without advertising?  
How much of this was just Mothers' Day uplift?
- Not even Google Analytics can tell you!
- We can.

# Domain Analytics Explained

- Using data science to provide insight into domain name usage
  - Value for registrars - understanding customers
  - Value for registrants - understanding competition
- Two key techniques
  - Algorithmic popularity ranking from DNS traffic
  - Industry coding of domains by machine learning
- Two key outputs
  - New functionality on registrar portal
  - New product for registrars to sell
- Had these ideas in October 2012
  - Only now is it ready!

# Two Techniques

- Popularity Ranking

We capture all DNS traffic to our servers

Use an algorithm to turn this into a traffic score

Ongoing work to improve/refine

- Domain Classification

Classify all domains by ANZSIC (businesses), NZSCNPO (not for profits) or Personal.

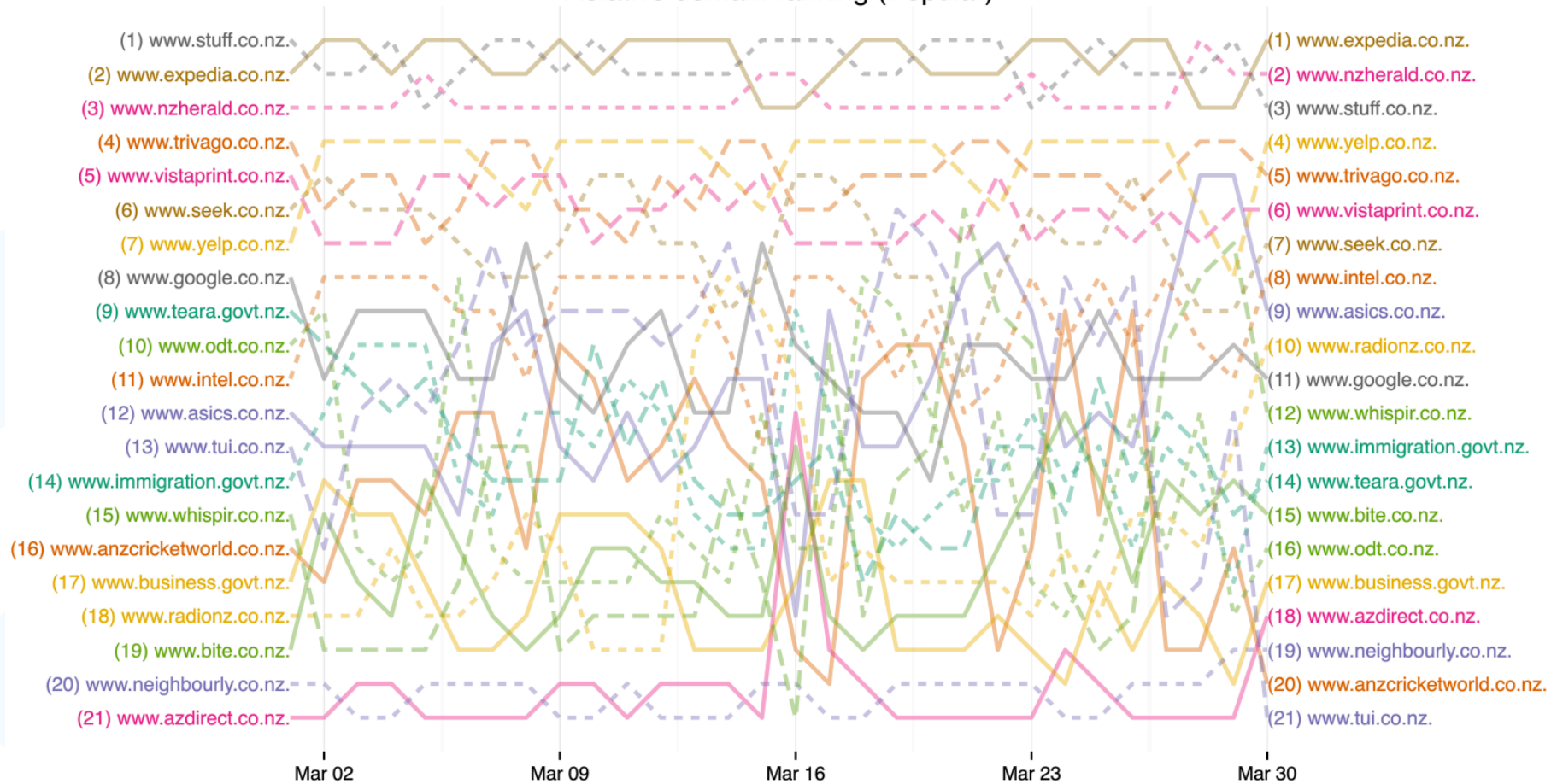
Started with human-classified data sets

Used to train a machine learning classifier

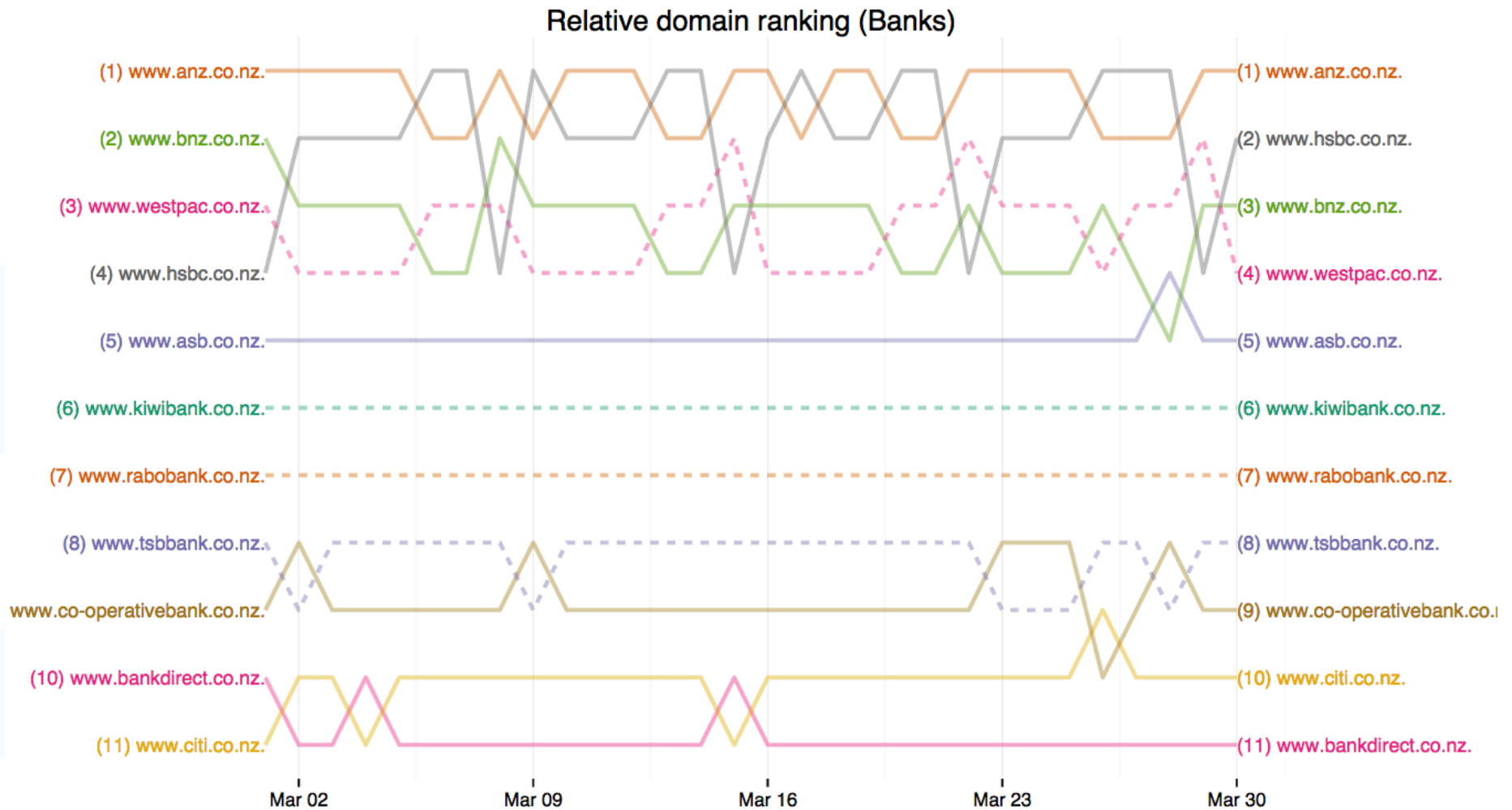
Supplemented/checked with more human classification

# Top 20 - March 2015

Relative domain ranking (Popular)



# Top Banks - March 2015



# Value for Registrars

- Penetration by vertical  
Specialise in specific verticals (accidentally)?  
Repeat business in same vertical?
- Potential of verticals  
How does overall registry penetration compare to industry size?  
Has a vertical been fully mined?  
What are the most untapped verticals?
- Value of verticals  
Do some verticals bring more repeat business?  
Buy more add-on products?



# Peak Domain Analytics

The Product





# Product Strategy

- **Goals**
  - Retain registrants / deepen engagement with .nz
  - Evolve our service
  - Increase value to registrars
  - Improve the .nz namespace
- **Strategy**
  - Make value of a domain visible to the registrant
  - Provide actionable insights
  - Influence registrant behaviour
- **Plan**
  - Launch MVP then refine to a slick product
  - Introduce new plans – Portfolio, Enterprise
  - Add new features



# Minimum Viable Product

- Two features
  - Health Check
  - Popularity
- Integration
  - Build on a case-by-case basis
- Next steps
  - Refine user experience (some clear issues)
  - Integrate more registrars



# Live Demonstration





# Future development

- New plans
  - Portfolio – multiple domains
  - Enterprise – wide range of classifications, maybe custom comparison sets
- Possible new features
  - Similarity?
  - Web site security scanning?
  - WHOIS lookup?

# Finally

- How do we integrate with Registrars?
- Option 1
  - Registrar manages user
  - Embeds site
  - We charge wholesale fee
- Option 2
  - We manage user
  - Public site
  - We charge retail fee
  - We pay registrars a commission per customer
- Registrars are split
  - Not sure the two options are compatible

# Thanks

Contact: [Jay Daley, jay@nzrs.net.nz](mailto:jay@nzrs.net.nz)  
[www.nzrs.net.nz](http://www.nzrs.net.nz)

**NZRS**   
an  InternetNZ company

