

Peak Domain Analytics

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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.

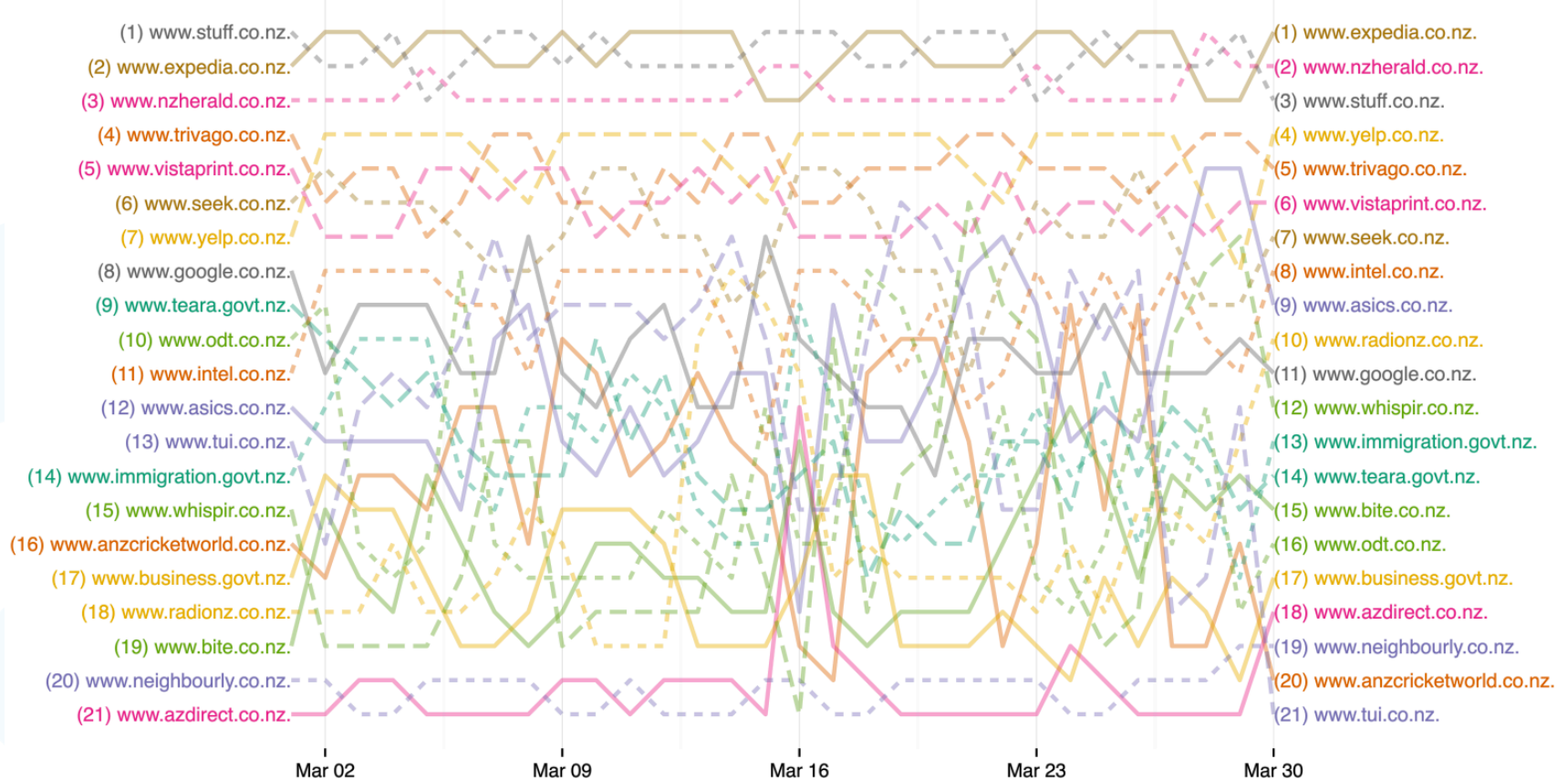
Started with human-classified data sets

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

Relative domain ranking (Banks)



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

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