

Registrar Portal v2

Jay Daley, Registrar Conference 2015



Domain Insight

- **Domain Value**
Historical lifetime value of domain names.
Value of domains transferred in and out
- **Projected Value**
Projected value of recently acquired domains/registrants (if we can build model)
Comparison over previous billing periods
- **Term**
Spread of terms for new registrations during a billing period
Comparison to previous periods
Overall spread of terms

Registrant Insight

- **Registrant Value**

Historical lifetime value of registrants

Compare with registry - indicator of how successful a registrar is in acquiring high value registrants.

Value of registrants transferring out.

- **Portfolios**

Understand portfolio customers

Transactions by portfolio customer

Registrants with growing portfolios

Registrants with falling portfolios

Quality

- Domains

Understand technical quality of your domains

Impact of any tidying up that you may do

Spot any correlation between quality of domain and quality of registrant?

- Registrars and registrant data quality

What percentage of errors are you responsible for



Other

- Popularity
Not sure – ideas welcome
- Cross-sell lists
.co.nz registrants who might want .nz
1 year terms that might want 10 year
- Non-.nz registrars
Better visibility of bank accounts

Thanks

Any questions?

Contact: jay@nzrs.net.nz
www.nzrs.net.nz