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)

1. www.stuff.co.nz
2. www.expedia.co.nz
3. www.nzherald.co.nz
4. www.trivago.co.nz
5. www.vistaprint.co.nz
6. www.seek.co.nz
7. www.yelp.co.nz
8. www.trivago.co.nz
9. www.google.co.nz
10. www.odt.co.nz
11. www.intel.co.nz
12. www.asics.co.nz
13. www.tui.co.nz
15. www.whispir.co.nz
16. www.anzcricketworld.co.nz
17. www.business.govt.nz
18. www.radionz.co.nz
19. www.bite.co.nz
20. www.neighbourly.co.nz
21. www.azdirect.co.nz
Top Banks – March 2015

Relative domain ranking (Banks)

1. www.anz.co.nz
2. www.bnz.co.nz
3. www.westpac.co.nz
4. www.hsbc.co.nz
5. www.asb.co.nz
6. www.kiwibank.co.nz
7. www.rabobank.co.nz
8. www.tsbbank.co.nz
9. www.co-operativebank.co.nz
10. www.bankdirect.co.nz
11. www.city.co.nz

Mar 02 | Mar 09 | Mar 16 | Mar 23 | Mar 30
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?
• 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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