Business Intelligence and Data Group: leveraging data to drive business decisions

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Overview of business intelligence
European ccTLDs and Registrars

• What is Business Intelligence?
• How can registrars & registries benefit
• Examples
What is Business Intelligence?

Analyze Data

What Data?
Which tools?
Goals vs. Exploratory

Provide actionable information

What information?
Make sure it’s correct!
Provide to whom?

Make (more) informed decisions

Faster decisions
Suggestions
„Ground Truth“ – don’t trust just data!
An Ocean of Data - where do we look?
The three levels of Business Intelligence

- **Descriptive**
  - What has happened?
  - Why did it happen?

- **Predictive**
  - What will happen?
  - And why?

- **Prescriptive**
  - What shall we do?
  - What would it change?
Example I: .at Daily Registration Rates

Daily Registrations (descriptive)

Predicted Registrations (predictive)

Prediction vs. Registration
Example II: Retention Rates

- How’s my performance compared to (which?) peers?
- How is it changing over time? Am I gaining / loosing performance?
- Which season / segment / industry (?) works particularly well / bad for me?

![Retention Rate Chart]
Registry Registrar Data Group

Current Participants:
Afnic, DENIC, Nominet, DNS Belgium, EURid, IIS, nic.at, SIDN, CENTR
1&1, Safebrands, GoDaddy, Knipp, OpenSRS, OVH, Nordreg
About the group

- Collaboration project between registries and registrars to provide greater granularity of data on the domain market in Europe.
- 16 active registry and registrars (inc. CENTR)
- Regular web meetings and semi-regular face to face meetings
- Contact/collaboration with Registry Data Nerds (RDN) group
- More details [https://stats.centr.org/rrdg#about](https://stats.centr.org/rrdg#about)

Key Objectives

- Standardised approach to industry classifications
- Domain usage (also RDN) by industry and market size/potential
- Registration statistics for Registrars grouped by business models
- Standardisation of Key Performance Indicators
Why should registrars participate?

- Because the market is slowing
- Because we need the registries to understand us better

We need to target our markets with more accuracy
We need to improve our ROI
We need to get personalised marketing from the registries.

We need to act together!
Why should we even give more participation?

- Taking the survey will help the registries to adapt promotions and account management to your / our business models.

- The data from the survey will be used to create trends and patterns.

- We will be able to use this data, for our mutual benefit.

- Predicting renewal rates will help us, comparing ours stats too.
One example

• Finding the right target ... with Domain Industry Taxinomy
Key areas of work

1. Standardised Registrar business models
2. Domain Industry Taxonomy (DIT)
1. Registrar Business models

- Standardised Registrar grouping by core business type
- To assist trend and performance benchmarking for registrars

**Domain Investor** - Registrar selling domains to Domain Investors/Domainers (Main focus) and/or register domains for own investment purposes (Selling, parking, renting)

**Corporate** - Entities registering domains for own use: Corporations, gov. Organisations, registries’ own domains

**Brand Protection** - Registrars providing services to corporate entities for brand protection and own usage.

**Retail and Hosting** - Registrar providing Domain Names and/or hosting services to end customers as primary sold service and/or Registrar providing website and marketing services as primary sold service (E.G. Web design, SEO, Advertising)

**Access Provider** - Telco providing predominantly Access Services

**Wholesale** - Providing registrar services for resellers. B2B only

**IT Infrastructure** - Infrastructure, Security, Systems Administration, Managed Service Providers
Open survey for Registrars

Objectives:
- Allow Registrars to self-classify by business model
- Feedback on how registries should share registration data with registrars

Please complete the survey (3-4 minutes)

https://www.surveymonkey.com/r/rrdg_busmodels
(or from within RRDG page https://stats.centr.org/rrdg#businessmodels)
Domain Industry Taxonomy (DIT)

Hierarchy of industry classifications based on European ‘NACE’ codes

To assist developing a web crawler to have a standardised classification breakdown of relevant and standardised industry types (2 levels)

<table>
<thead>
<tr>
<th>Unified Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing</td>
<td></td>
</tr>
<tr>
<td>Automotive</td>
<td></td>
</tr>
<tr>
<td>Maintenance and Repair of Motor Vehicles</td>
<td>Maintenance and repair of motor vehicles including breakdown recovery, car repairs, car servicing, mechanics, auto engineers and petrol stations.</td>
</tr>
<tr>
<td>Other (Automotive)</td>
<td>Other automotive services not included in another category.</td>
</tr>
<tr>
<td>Rental of Motor Vehicles</td>
<td>Rental of motor vehicles (including cars, trucks and recreational vehicles) without a driver.</td>
</tr>
<tr>
<td>Sale of Motor Vehicles</td>
<td>Sale of motor vehicles (e.g. car dealerships).</td>
</tr>
<tr>
<td>Sale, Maintenance and Repair of Motorcycles and Related Parts and Accessories</td>
<td>Motorcycle sales, repairs &amp; services including sale of parts and accessories.</td>
</tr>
<tr>
<td>Trade of Motor Vehicle Parts and Accessories</td>
<td>Wholesale &amp; retail trade of car accessories, parts &amp; electrics (excludes retail of fuel).</td>
</tr>
<tr>
<td>Beauty and Perfume</td>
<td></td>
</tr>
<tr>
<td>Cleaning and Facility Management Services</td>
<td></td>
</tr>
<tr>
<td>Community Groups, Social, Political and Religious</td>
<td></td>
</tr>
</tbody>
</table>
Demo

1. Market Potential (using DIT)
https://stats.centr.org/rrdg#sample1

2. Registration statistics (by registrar business models)
https://stats.centr.org/rrdg#sample2
Screenshots

**Total Business ordered by market potential**

Country: Country 12

Construction
Real Estate
Trade
Project Management, Marketing and Admin
Restaurants, Bars, Cafes, Catering
Transportation
IT
Manufacturing
Cleaning and Caretaking Services
Automotive
Tourism and Accommodation
Publishing, Printing, Photography
Science and Engineering
Legal, Public Order, Security
Energy and Utility Suppliers
Leisure
Financial Services and Insurance
Publishing, Printing and Photography
Employment, Recruitment, HR
Healthcare
Mining and drilling
Agriculture, Forestry, Fishing

- **Market Potential (no assoc domain)**
- **Domain associated**
Screenshots
Compare against your business model OR the registry as a whole
RRDG Roadmap

- Registrar classification by business model
  - Self-classification (ongoing, survey)
  - Adoption by registries to use business models (ongoing)
- Testing DIT Data with Pilot Marketing Campaigns
- Data Nerds Group (crawler)
- Data sharing (how/what)
- Standardisation of industry KPIs (eg. renewal rate)
Registry Data Nerds Group (RDN)

- Crawling domains gives better data on usage than registrant data.
- **Objective**: “..to develop techniques & methods to categorize the usage of domain names..”
- Moving towards to standardized methods and definitions
Registry Data Nerds Group (RDN)

• Current work:
  – Redirects during crawling
  – Training sets for a crawler,
  – Definition of „Low Content Domains“ (Parking Pages, Pay per click....),
  – Data Dictionary (classifications of domain by usage type)

• Next meeting: 19 October 2017, Vienna (nic.at)
Q&A
Thank you

Comments / Question

RRDG email: rrdg-support@centrlists.org