

DATASHEET

# Domain Consulting Services: Strategic Foundation and Expert Guidance for a New Era

In an evolving and rapidly expanding digital world, optimizing and protecting your domain portfolio's business value requires unique expertise. The new gTLD era poses additional challenges, as yesterday's defensive registration strategies may no longer be cost-effective or make practical business sense. A new strategy, based on business value and business impact, is the best way to build and strengthen your brand online.

## Expert, Data-Driven Strategies for Maximum Success in a New gTLD World

*MarkMonitor Domain Consulting* services are customized engagements designed to inform, create and execute corporate domain portfolio strategies. These strategies address the entire domain management lifecycle—from current portfolio and risk analysis through strategy development and portfolio optimization. Focused on maximizing the business value of global domain portfolios, these services carefully size and weigh the potential business impact posed by threats and opportunities in the digital world.

What makes these consulting services unique is the technology-enabled, data-driven team that delivers them. Leveraging in-depth knowledge of enterprise-aligned domain management best practices and rigorous analysis techniques, these professionals

also possess industry-leading new gTLD know-how, gained through years of monitoring and directly influencing the program's development.

While every *MarkMonitor Domain Management* client benefits from direct access to our domain experts and a complimentary suite of consulting services, Domain Consulting Services are available when companies require a more thorough needs assessment, deeper analysis and greater customization.

## Domain Consulting Services Benefits

- Recommend a competitive, cost-effective domain portfolio—one that delivers maximum value on domain registration investments
- Maximize efficiency and results with customized portfolio management guidelines and procedures reflecting the new gTLD landscape
- Align global domain strategies with your corporate goals
- Identify and evaluate real and potential risks to your brand

## Domain Consulting Services Practice Areas

Features	Highlights	Benefits
Domain Portfolio Optimization	Leverages proprietary domain scoring methodology and unique client requirements to right-size domain portfolios. Assesses the relative value of each domain, identifying (low-value) candidates for registration lapse and (high-value) domain names for recovery and/or registration; then optimizes recommendations in light of a client's risk tolerance.	<ul style="list-style-type: none"> <li>Intelligently reduces costs by identifying lower-risk portfolio reductions</li> <li>Optimizes portfolio value by registering and/or recovering high-value domains</li> <li>Minimizes efficiency and resource drains associated with unnecessarily large portfolios</li> </ul>
GAP Analysis	Thoroughly reviews all corporate domain holdings and unauthorized third-party registrations. Examines business rationale, domain name utilization and relationships of unauthorized parties, while exposing defensive registration gaps, security vulnerabilities and most-threatened brands.	<ul style="list-style-type: none"> <li>Informs updates to domain strategies to maximize portfolio value</li> <li>Enables targeted, cost-effective closure of registration gaps</li> <li>Informs policing and remediation strategies for unauthorized registrations</li> </ul>
New gTLD Advisory Service	Thoroughly examines all company brands, trademarks and the new gTLD landscape to help companies arm themselves with a strategic understanding of the impact of new gTLDs on a corporate domain portfolio, enabling them to confidently and proactively protect valuable brands and trademarks as the tableau evolves.	<ul style="list-style-type: none"> <li>Understand the unique impact of new gTLDs on your business, brand and domain portfolio</li> <li>Leverage a tiered plan to proactively protect brands and trademarks in specific, business-related gTLDs</li> <li>Establish a customized registration strategy that reflects your brands and markets</li> </ul>
Brand Launch Advisory Service	Connect siloed stakeholders and minimize the opportunities and impact of bad actors. Make certain domain portfolio managers coordinate as needed with legal, external agencies and marketing and product teams to implement a domain and social media strategy/scope appropriate to the launch.	<ul style="list-style-type: none"> <li>Keep brand/product/service launches confidential by minimizing visibility of run-up activities</li> <li>Align domain and social media coverage with launch significance and geographic scope</li> </ul>
Private Consultations	For requests outside the standard Optimization report, GAP analysis report and standard research reports, MarkMonitor may provide a custom, billable consultation depending on resources needed and overall scope of special project.	<ul style="list-style-type: none"> <li>Facilitates additional resources to clients where domain industry expertise may not currently be available<sup>1</sup></li> </ul>

## Strategic Guidance, Superior Expertise

Uniquely positioned to provide unsurpassed brand protection services and the industry's leading ICANN-accredited and corporate-only Registrar, MarkMonitor manages global domain portfolios for more than half of the Fortune 100, including the most highly trafficked websites in the world. Unrivalled expertise—coupled with technology-driven intelligence, best-practice focus and unparalleled access to global trademark data and proprietary domain research tools—enable us to more effectively protect revenues and reputation, driving measurable business value in the digital world.

<sup>1</sup> Does not include client domain policy and procedure creation.

## Protecting Revenues and Reputations

As the global leader in online brand protection, MarkMonitor provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust.

## About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. For more information, visit [markmonitor.com](http://markmonitor.com) or call us at (800) 745-9229.

## About Clarivate Analytics

Clarivate Analytics accelerates the pace of innovation by providing trusted insights and analytics to customers around the world, enabling them to discover, protect and commercialize new ideas faster. Formerly the Intellectual Property and Science business of Thomson Reuters, we own and operate a collection of leading subscription-based services focused on scientific and academic research, patent analytics and regulatory standards, pharmaceutical and biotech intelligence, trademark protection, domain names, brand protection and intellectual property management. Clarivate Analytics is now an independent company with over 4,000 employees, operating in more than 100 countries and owns well-known brands that include Web of Science, Cortellis, Thomson Innovation, Derwent World Patents Index, CompuMark, MarkMonitor and Techstreet, among others. For more information, visit [clarivate.com](http://clarivate.com).

More than half the Fortune 100 trust MarkMonitor to protect their brands online.  
See what we can do for you.

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