

MarkMonitor protects 7 of the 10 most highly trafficked sites in the world.

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 prepare.

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

MarkMonitor® Domain Consulting Services are customized consulting 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

	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, and then optimizes recommendations in light of a client’s risk tolerance.	Intelligently reduces costs by identifying lower-risk portfolio reductions Optimizes portfolio value by registering and/or recovering high-value domains Minimizes efficiency and resource drains associated with unnecessarily large portfolios
Domain Portfolio Audit and Risk 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.	Informs updates to domain strategies to maximize portfolio value Enables targeted, cost-effective closure of registration gaps Informs policing and remediation strategies for unauthorized registrations
Domain Strategy, Guidelines and Procedures	Provides a comprehensive domain strategy reflecting the new realities in the domain name landscape. Includes complete domain name planning and budget modeling, plus comprehensive, customized guidelines and procedures reflecting corporate business goals and risk tolerance.	Provides the where, when and how for registering domains Ensures that ongoing domain registrations support corporate business objectives Facilitates planning and budgeting processes

Strategic Guidance, Superior Expertise

Uniquely positioned to provide unsurpassed brand protection services.

As the industry’s leading ICANN-accredited and corporate-only Registrar, MarkMonitor manages global domain portfolios for more than half of the Fortune 100, including 7 of the 10 most highly trafficked websites in the world. Our unrivaled expertise—coupled with technology-driven intelligence, best-practice focus and unparalleled access to the global trademark data and proprietary domain research tools of Thomson Reuters—enable us to more effectively protect revenues and reputation, driving measurable business value in the digital world.

Protecting Revenues and Reputations

As the global leader in online brand protection, MarkMonitor, a Thomson Reuters Intellectual Property & Science business, 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.

For additional information on Domain Consulting Services and other MarkMonitor service offerings, visit markmonitor.com or call us at **1-800-745-9229**.

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

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