

# Markmonitor Portfolio Insights:

## **Comprehensive Data Monitoring for Ongoing, Actionable Insights**



Gaining full visibility into your brand's online presence is essential for safeguarding and optimizing the impact of your strategic domain portfolio. Whether it's identifying security risks, viewing the response status of domain assets, spotting trends or accessing detailed hosting views, **Markmonitor Portfolio Insights powered by Dataprovider.com provides comprehensive insights for greater control and better decisions about your brand's digital footprint.**

Our solution analyzes your entire domain portfolio through a custom crawl, serving up visual summaries in easy-to-understand and interactive views of behind-the-scenes technical website information and security gaps to help you review and act on key data. In partnership with web data insights company Dataprovider.com, we bring you this first of its kind domain management tool.

### ✓ **Strategic Decision-Making**

The Markmonitor Portfolio Insights dashboards offer interactive infographics for identifying opportunities and risks within domain portfolios.

These tools allow for deep data analysis with advanced filters, enabling users to save and export reports. They help gain insights into domain, DNS, and SSL certificate portfolios, facilitating timely actions, sharing of key information with stakeholders, and preparing for domain management projects to optimize investment returns.

### ✓ **Navigate with Ease**

- Get tailored summaries and interactive visuals of critical business metrics.
- Access overall census data for domain holdings, including TLDs by brand and location.
- Check websites for response types and SSL certificate status, including issues.
- Examine hosting data for insights into external infrastructure and email security.
- Explore e-commerce configurations and CMS details.
- Generate reports on essential website security metrics, such as open database ports and cross-site scripting vulnerabilities.

## Homepage At a Glance:

From this overview page, you can easily access separate dashboards related to specific data topics.

**1. Domains:** A full list of domains in your portfolio, with intuitive filters for every data point.

**2. Top-Level Domains (TLDs):** Breakdown of TLD type, geography, and internationalized domain names.

**3. Response:** Summarizes responses to queries for active sites, referring to the replies the spider gets.

**4. SSL Certs:** Offers a comprehensive view of SSL certificates installed.

**5. Hosting:** Access the full list of domains in your portfolio, with intuitive filters for every data point.

**6. Email:** Overview of DNS MX settings, SPF, DKIM, and DMARC security, plus extra email services.

**7. CMS and SEO:** Information on websites with CMS, e-commerce, and SEO.

**8. Security:** Key security concerns including outdated web servers, exposed open ports, and phishing protection.

**9. Ecommerce** Information about websites that are classified as having some type of payment system.

**10. Markmonitor Data:** Overview of domain settings, including brand labels, DNS, and TLD automation.



For additional information, contact your Account Manager or visit [markmonitor.com](https://markmonitor.com)