



## DATA SHEET



### KEY BENEFITS

- *Better segment customers for marketing and customer retention programs*
- *Enhance current data analysis with easily integrated reports*
- *Quickly identify new domain name registrations and activity*
- *Identify new domain name industry trends and business opportunities*

## VeriSign® Internet Profile Service for Registrars

The VeriSign® Internet Profile Service for Registrars provides valuable intelligence about millions of .com, .net, .cc and .tv domain names, helping registrars reach existing and prospective customers with timely, targeted offers.

With more than 162 million domain names registered worldwide by early 2008—including more than 75 million .com domain names and more than 33 million new registrations in 2007 alone—the pace of domain name growth is at a record high.<sup>1</sup> However, information about how these domain names are being used has often been difficult to find or analyze.

The Internet Profile Service for Registrars provides information based on Web site and domain name attributes, such as rich media content, business classification and domain name resolution status, to deliver relevant, actionable reports that help registrars identify specific domain names and audiences for marketing campaigns.

By better segmenting and targeting customers and prospects, registrars can improve domain name registration and renewal rates, and identify new business opportunities.

### + Valuable Customer and Business Insights

The VeriSign Internet Profile Service for Registrars can help identify Web sites and domain names with specific attributes, which registrars can in turn use to develop customized programs. Over time, registrars can learn more about their customers by analyzing historical report data to identify emerging trends and business models.

In addition, registrars can gain valuable insights into new markets and business opportunities by learning which content and business categories are growing fastest online, and which categories are underserved as new attributes are identified and added on a regular basis.

### + Easy Integration with Existing Systems

Reports can be retrieved by downloading a file from a secure FTP server. The file formats are designed to integrate easily with existing registrar tools. Registrars can also work with their VeriSign Account Manager or the Registrar Customer Support Team for custom reporting needs.

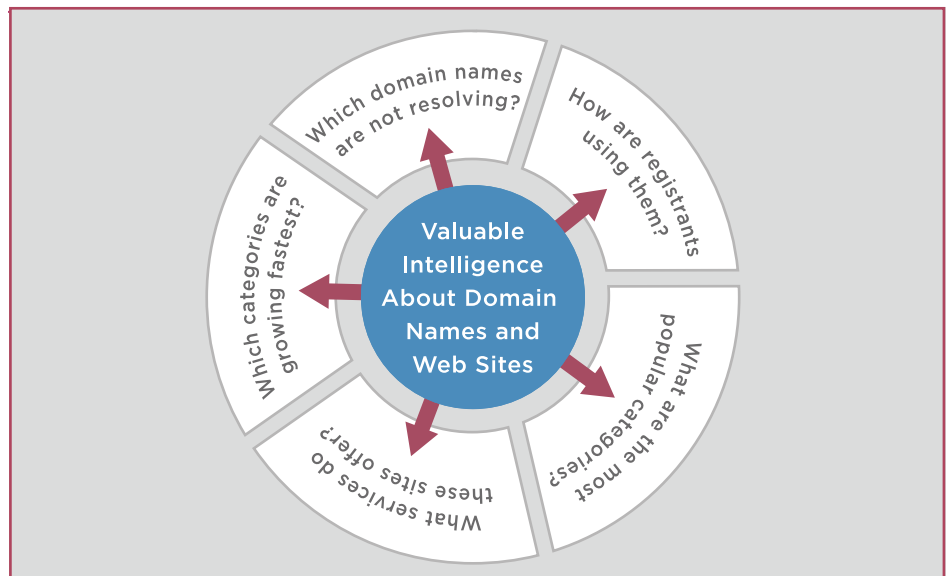
<sup>1</sup> Source: VeriSign Domain Name Industry Brief  
June 2008



## KEY FEATURES

- Analysis of more than 75 million domain names
- Detailed information on domain name resolution status
- FTP delivery option
- Regular updates to entire database

## Internet Profile Service Attributes



The Internet Profile Service for Registrars uses proprietary algorithms to analyze domain name and Web site attributes, including:

- If and how a domain name resolves, including whether the Web site is under construction or parked
- Whether a Web site has multiple pages of content
- Whether a Web site has rich media content, including links to online video, embedded content and other indicators
- Particular keywords within domain names that indicate opportunities for targeted offers
- Business classifications

Registrars can use the resulting reports to develop tailored marketing programs to reach specific audiences.

### + About VeriSign

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence. Visit us at [www.verisign.com](http://www.verisign.com) for more information.

### + Learn More

To learn more about the VeriSign Internet Profile Service for Registrars, please contact your VeriSign Account Manager or the Registrar Customer Support Team, or email [namingmarketing@verisign.com](mailto:namingmarketing@verisign.com).