



## DATA SHEET



### KEY BENEFITS

- Drives additional domain name registrations
- Next-generation linguistic technology
- Accepts keyword and domain name strings
- Leverages real-time content to optimize suggestions
- Extensible API with multiple settings for focused results
- Easy implementation from Name Store Platform

*Domain Name Suggestions are currently available in the following Top Level Domains (TLD):*

- .com
- .net
- .cc
- .tv

More inventory will be added in future releases.

## VeriSign® Domain Name Suggestion Service

To maximize revenue potential, domain name registrars need to convert more of their site visitors into customers. VeriSign Domain Name Suggestion Service allows registrars to offer their site visitors an optimized list of domain name suggestions based on their input, availability and relevance, thus resulting in more conversions and more multiple domain name registrations.

### + Advanced Language Technology

Generating effective domain name suggestions starts with a technical process that has a better understanding of the words and terms for which users are searching. Domain Name Suggestion Service uses next-generation linguistic methods to sort and split each query into the most likely concepts, drawing from a broad range of the latest references, content and language tools. The methodology and sources are constantly being refined so users can expect the most appropriate and creative suggestions.

### + Factoring in Real-Time Content

The Internet's ability to spread information across the globe almost instantly also drives a demand for what users are looking for in domain name registration choices. New concepts and terms come into our lexicon daily and are immediately reflected in online content. Domain Name Suggestion Service scours content from thousands of online sources every few minutes to incorporate the latest trends and topics into the suggestions it provides. If it has entered the public's consciousness, it is factored into their domain name requests.

### + Advanced Control Options Allow for Targeted Suggestions

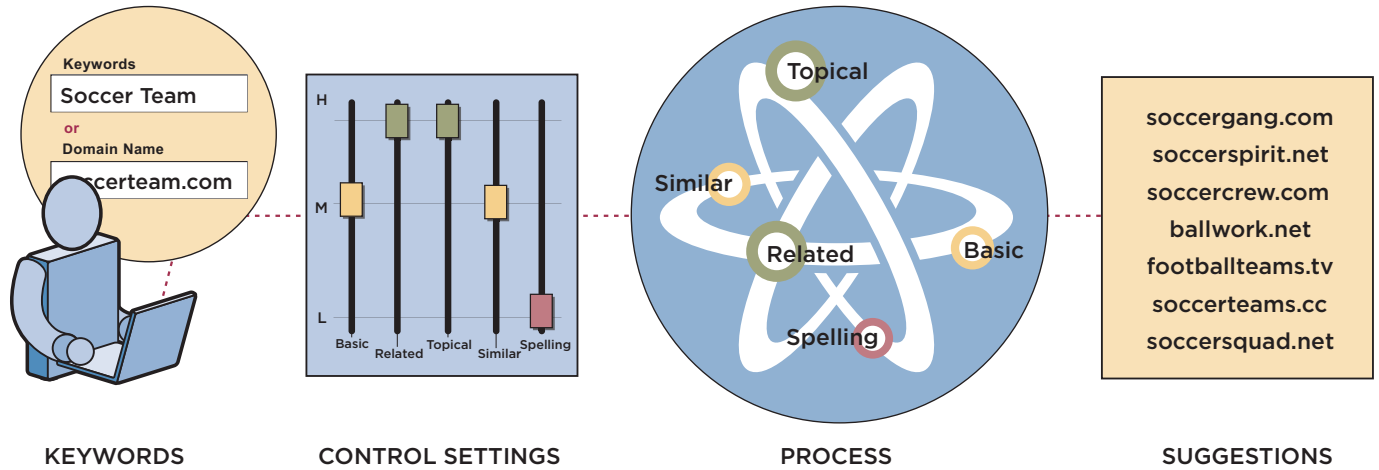
Individuals and businesses have unique requirements for their domain name selections and VeriSign understands that. Domain Name Suggestion Service provides an extensible application program interface (API) to give advanced control settings to registrars, and even to users, to customize suggestions based on their needs. The control settings serve as levers to optimize and customize the types of suggestions including basic, related and topical as well as the formatting of those suggestions. Domain Name Suggestion Service also offers a sensitive content filter. All of the control settings can be toggled for every query if desired.



Where it all comes together.™

## Domain Name Suggestion Service Process

The registrar or user selects their control settings. The user then, enters keywords or a domain name and the service gets to work, providing the most relevant and effective domain name suggestions.



## FEATURES

- Highly extensible API
- Multiple display formats for suggestions
- Daily, weekly and monthly performance reporting
- Product guidebook
- SDK and implementation tools
- Suggestions for Multiple TLDs
- Name Store Platform
- Uses Name Store merchant account
- Checks availability of suggestions prior to display
- Robust testing environment
- Sensitive content filter
- Benchmarked by independent third-party evaluator
- 24/7 account and technical support

**Sign up for the no-risk beta trial where you can experience the power of Domain Name Suggestion Service for no cost. Hurry, the beta will end in November 2006.**

### + Accepts Queries in Any Form

The Domain Name Suggestion Service technology looks at queries from both a meaning and data perspective and therefore, it can accept multiple words, characters and domain name strings. Thus, registrars can ensure a positive user experience no matter what the user enters. There is no longer a need to display an error to users who do not follow a specific entry format. In addition, users can leverage advanced search options to specifically include or disallow words or phrases from the resulting suggestions. Domain Name Suggestion Service enables registrars to offer a more convenient process to their users and a better experience.

### + Developed to Seamlessly Integrate into Your Processes

Domain Name Suggestion Service is offered through the VeriSign Name Store platform thereby offering registrars a single interface and easy implementation. As with all VeriSign products, registrars can be assured of the stability, response time and scalability of Domain Name Suggestion Service. To ease implementation, VeriSign provides registrars with comprehensive documentation and tools including a product guidebook, software developers kit (SDK) and EPP tool as well as our 24/7 customer support team who is available to assist at any stage pre- or post-implementation.

### + For More Information

Start today with VeriSign Domain Name Suggestion Service and start driving more domain name registrations! Visit our Web Site at [www.verisign.com/domainnamesuggestion](http://www.verisign.com/domainnamesuggestion) or send an email to [info@verisign-grs.com](mailto:info@verisign-grs.com) to learn more about Domain Name Suggestion Service as well as try our Web-based product demo.

**Visit us at [www.Verisign.com](http://www.Verisign.com) for more information.**