

Domain Aftermarket Services in 2010 and beyond...

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Domain aftermarket services today

Today's domain aftermarket services:

- Domain dropcatching
- Domain monetization
- Domain marketplaces

How will they evolve in 2010?

Domain dropcatching today

- **Today:** very competitive market with several active players.
 - Global: Enom.com, SnapNames.com, Pool.com
 - In Poland: Dropped.pl (over 80% market share), several other websites
- Despite overall economic crisis, dropcatching market is booming.
 - NASK 2008 domain registration promotion resulted in 100% market growth in 2009.

Domain dropcatching in the future

- **In the future:** As more and more domains are registered, dropcatching will play increasingly important role in the aftermarket.
- Average domain price will decrease, while the number of caught domains will increase significantly.
 - Dropped.pl caught domain statistics:
Jan 2008: 1080, Jul 2008: 2233, Jan 2009: 3750

Domain dropcatching in the future

- **In the future:** New ccTLDs markets will open to public dropcatching:
 - .sk domains currently being caught by Dropped.pl
 - Opheffingen.nl being open right now to catch .nl domains
 - .cz, .fr and other markets will follow.

Domain dropcatching in the future

- **In the future:** new NASK regulations with regard to domain dropcatching (Q4 2009)
- Expected result – higher dropcatching prices, dropcatching volume will stay the same.
- Some websites will need to alter their business strategy to adopt to new rules.

Domain dropcatching in the future

- **In the future:** .pl option dropcatching.
- Option (Waiting List Service) mass registration from February 2008 will result in huge dropcatching market in 2011.

- Dropped.pl will be there :-)

Domain monetization today

- **Today:** the market is dominated by traditional parking services.
- Very limited services: only a single page with ads.
- No promotion allowed, no content, no interactivity, no linking, no search engine traffic, no return visitors.

Domain monetization today

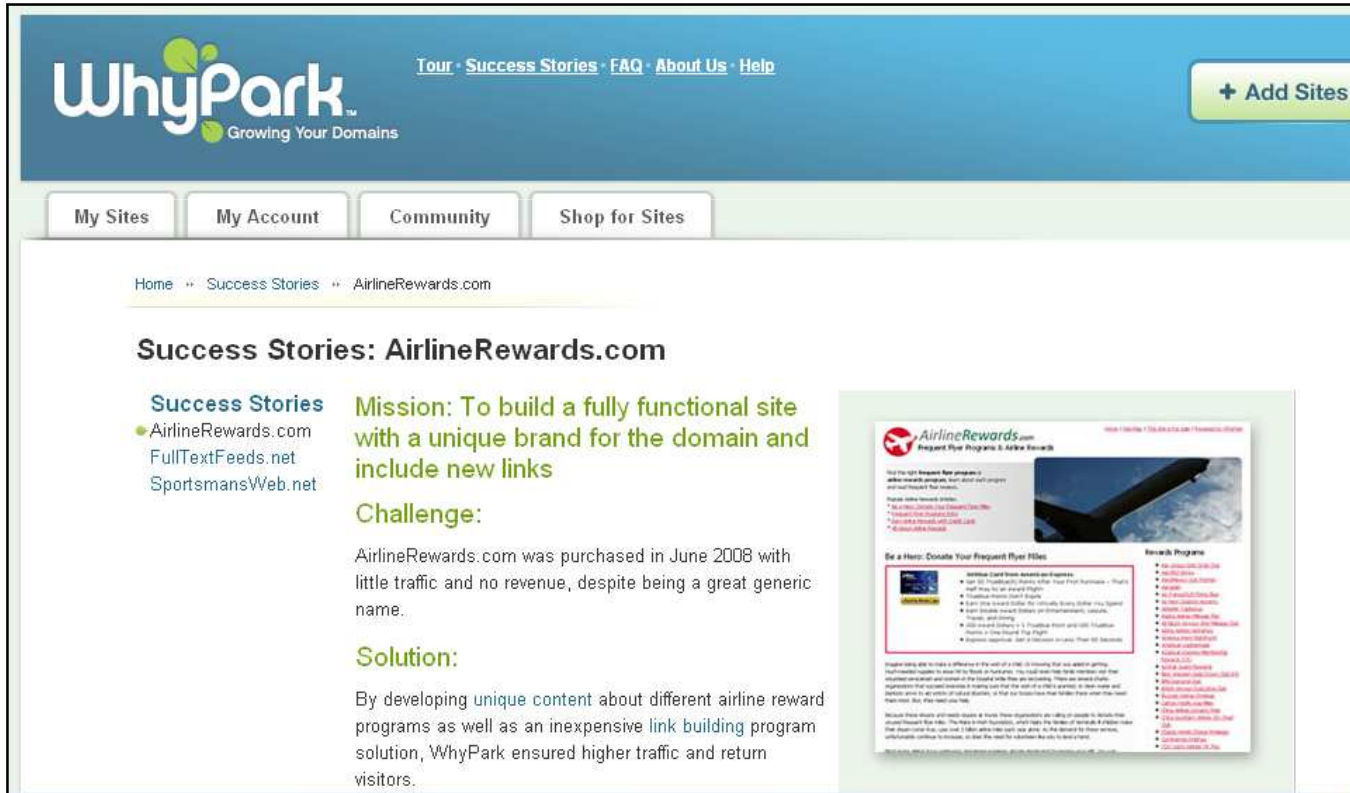
- **Today:** manual domain development (create a functional mini-site under a domain).
- High investment per domain: script installation and customization, article selection, moderation, etc.

Domain monetization in the future

- **In the future:** automated website development.
- Whole content websites created basing on user-specified criteria or keywords.
- Allows rapid development of domains with very little time and money investments.

Future domain monetization examples

Existing implementations: WhyPark.com



The screenshot shows the WhyPark.com website interface. At the top, there is a navigation bar with the WhyPark logo and the tagline "Growing Your Domains". The main content area features a success story for "AirlineRewards.com". The story is titled "Success Stories: AirlineRewards.com" and includes a mission statement, a challenge, and a solution. A thumbnail image of the AirlineRewards.com website is also displayed.

WhyPark
Growing Your Domains

Tour · Success Stories · FAQ · About Us · Help

+ Add Sites

My Sites | My Account | Community | Shop for Sites

Home » Success Stories » AirlineRewards.com

Success Stories: AirlineRewards.com

Success Stories

- AirlineRewards.com
- FullTextFeeds.net
- SportsmansWeb.net


Mission: To build a fully functional site with a unique brand for the domain and include new links

Challenge:

AirlineRewards.com was purchased in June 2008 with little traffic and no revenue, despite being a great generic name.

Solution:

By developing unique content about different airline reward programs as well as an inexpensive link building program solution, WhyPark ensured higher traffic and return visitors.



The thumbnail image shows the AirlineRewards.com website. It features a header with the site name and a navigation menu. The main content area is titled "Be a Hero: Donate Your Frequent Flyer Miles" and includes a list of frequent flyer programs with their respective logos and names. The list includes programs like Delta SkyMiles, United Mileage Plus, and American AAdvantage.

Future domain monetization examples

Sample WhyPark.com website (article directory):

Vegan Living & Vegetarian Diets

[Home](#) [Site Map](#) [Develop Your Domain Names](#) [This Site Is For Sale](#)

Enter Your Search

Related Searches

- [Diabetic Diets](#)
- [Restaurant Recipes](#)
- [Vegan Restaurants](#)
- [Weight Loss Plan](#)
- [How To Eat Healthy](#)
- [Rice Diet](#)
- [Diet](#)
- [Vegetarian Recipe](#)
- [High Protein Diet](#)
- [Low Fat Diet](#)

Internet is Chock full of Great Recipes for Tofu-Cooking Beginners!

If you are a Vegan, are considering becoming a Vegan, or know or love somebody who already is a Vegan, you probably have some idea of how important tofu is in the Vegan diet. Many people think that cooking tofu for Vegans is difficult to do, and many others still think that tofu doesnt taste good but there are plenty of people out there that would choose to differ.

<http://www.netvegan.com/>



Vegan Oscars and Academy Awards at International Vegan Festival

As the season for Oscar nominations and Academy Awards kicks off a Bristol based businessman Tim Barford from Yaoh has launched the vegan equivalent. Just who are the people, products and the companies that are helping change the way we live and the world we live in, and in a positive way rather than a destructive and nihilistic way? Who is making it easier to

Future domain monetization examples

- Automated website development characteristics:
 - High visitor interest – interesting content, many pages viewed per visit.
 - AdSense or affiliate ads.
 - Good search engine traffic.
 - Unlimited earnings potential (depending on linking and promotion).
 - Works with non-traffic domains.

Domain monetization in the future

- Automated development will not replace, but supplement traditional parking programs.
- Existing parking companies will try to offer some development options too.
- Traditional parking will not disappear, but its market share will be decreasing.

Domain marketplaces today

- **Today:** Several websites already exist:
 - Global: Sedo.com, AfterNic.com, etc.
 - In Poland: AfterMarket.pl
- Other domain sale methods:
 - Domainer forums
 - Direct mailing
 - Brokerage services

Domain marketplaces today

- **Today:** Many end-users do not know about domain aftermarket.
- If a domain is unavailable, end-users do not know how to get it back, or how to acquire a similar domain.
- Only educated end-users browse domain marketplaces – which is a very small percentage of potential buyers.

Domain marketplaces in the future

- **In the future:** tight integration between primary market and secondary market services.
- People looking to register a domain will be offered a choice of domains from secondary market.

Future domain marketplace examples

Integration example: AfterMarket.pl

The screenshot displays the AfterMarket.pl website interface. At the top, there is a navigation bar with links for 'Strona główna', 'Domeny na sprzedaż', 'Aukcje domen', 'Program partnerski', 'Pomoc', and 'Kontakt'. The main content area is divided into several sections:

- Left sidebar:** Contains a login form with fields for 'Twój email:' (filled with 'kontakt@michau.name') and 'Twoje hasło:' (filled with '*****'), a 'Logowanie' button, a 'Zapamiętaj mnie' checkbox, and a 'Rejestracja' link. Below this are three informational links: 'Jak kupować domeny? »', 'Jak sprzedawać domeny? »', and 'Bezpieczeństwo transakcji »'.
- Search section:** Titled 'Wyszukiwanie domen', it prompts the user to 'Wpisz nazwę domeny, którą chciałbyś zarejestrować lub kupić:' and features a search input field with 'WWW. domeny' and a 'Szukaj domen' button.
- Registration section:** Titled 'Rejestracja nowych domen', it lists several domain extensions with their respective prices and availability status:

Domain	Price	Status
domeny.pl	15 PLN	Zajęta
domeny.com.pl	10 PLN	Zajęta
domeny.info.pl	10 PLN	Zajęta
domeny.biz.pl	10 PLN	Zajęta
domeny.net.pl	10 PLN	Zajęta
domeny.org.pl	10 PLN	Zajęta

Below the registration list is a 'Zarejestruj zaznaczone domeny' button. The final section is 'Bieżące aukcje domen', which displays a list of active auctions:

Domain	Price	Action	End Time
sklepdomena.pl	30 PLN	Licytuj	2009-04-02 20:00:00
sklepdomeny.pl	30 PLN	Licytuj	2009-04-02 21:00:00
domeny sklep.pl	30 PLN	Licytuj	2009-04-02 21:00:00
domena sklep.pl	30 PLN	Licytuj	2009-04-02 22:00:00
domeny kobiet.pl	30 PLN	Licytuj	2009-04-02 22:00:00
domeny aukcje.com.pl	20 PLN	Licytuj	2009-04-02 23:00:00

Future domain marketplace examples

- AfterMarket.pl will launch its primary market domain registration service in July 2009.
- It will be the first combined primary/secondary market service in Poland.
- Watch us for future announcements!

Domain marketplaces in the future

- Domain registrars will team up closely with aftermarket providers to offer a combined domain registration experience.
- Integration will become so close, that the end-user will not even realize the source of purchased domain (primary or secondary market).

Domain marketplaces today

- **Today:** most domain sellers try to find buyers themselves (by direct mailing, contacting previous customers, etc.), or simply put the domains on a marketplace in the hope of a sale.
- Domain brokerage is uncommon, and rarely used.

Domain marketplaces in the future

- **In the future:** Domain brokerage services will become much more common.
- Brokers will compete for domain sellers (lower fees, dedicated brokerage websites, etc.).
- [AfterMarket.pl](#) to offer brokerage services in Q3 2009.

Thank you for your attention!

