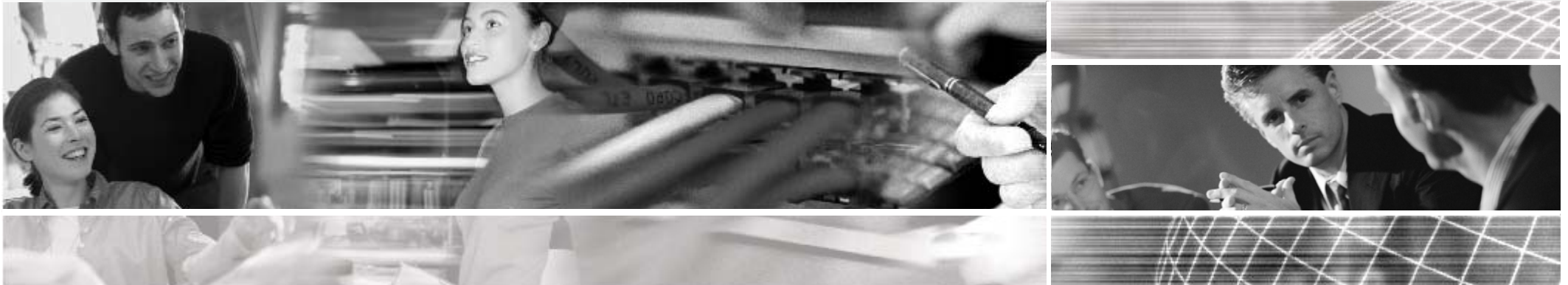


Secondary Market, Pay Per Click, and Online Advertising

INTEROP Tokyo, June 2007



June, 2007



Oversee.net & DomainSponsor

Who is Overseer.net?

Founded:	Early 2000 by Lawrence Ng and Fred Hsu
Business:	Technology-driven online marketing solutions <ul style="list-style-type: none">➤ Domain Services➤ Marketing Services
Proprietary Technology:	Oversee is an established technological innovator
Corporate Headquarters:	Los Angeles, CA
Employees:	160
Key Partners:	Search engines (Google, Ask.com, MIVA, LookSmart), advertisers and Internet domain name owners
Revenues:	\$120m +
Cash flow:	Positive
Investment:	Privately funded to date. Recently established \$60m credit line
Recent News/Awards:	INTERNET AND NEW MEDIA COMPANY OF THE YEAR Best Parking company 2006



Company Overview *(our people make the difference)*

- ◆ Leader and Pioneer in domain monetization
- ◆ Thought leaders with deep knowledge of internet traffic patterns and performance
- ◆ Enabler to maximize earnings for non-revenue producing properties
- ◆ Top notch technology and service
- ◆ Proprietary optimization techniques, search algorithms, business rules, data mining with performance based objectives
- ◆ 3m+ domains under management, 400m+ Unique Visitors/Mo, 3B Page Views
- ◆ Promote Industry Best Practices, ICANN Workshops, Domainfest



ICANN Workshops

- Marrakech
- Sao Paulo
- Lisbon

- Los Angeles
- Barcelona
- Amsterdam
- Hollywood
- Seattle



domainsponsor
A Revenue.net Product

Domain Sponsor

The Leader in Domain Monetization

- Proprietary Optimization Technology
- Semantic and Behavioral Analysis
- Dynamic Landing Pages

- Established Reputation
- Participant in Robust Japanese Market
- Reliable Payouts

- Comprehensive Account Management
- Excellent Partner Support
- Superb Customer Service



Domain Industry Perspective

Total Global Domain Name Registrations

As of April 2007:

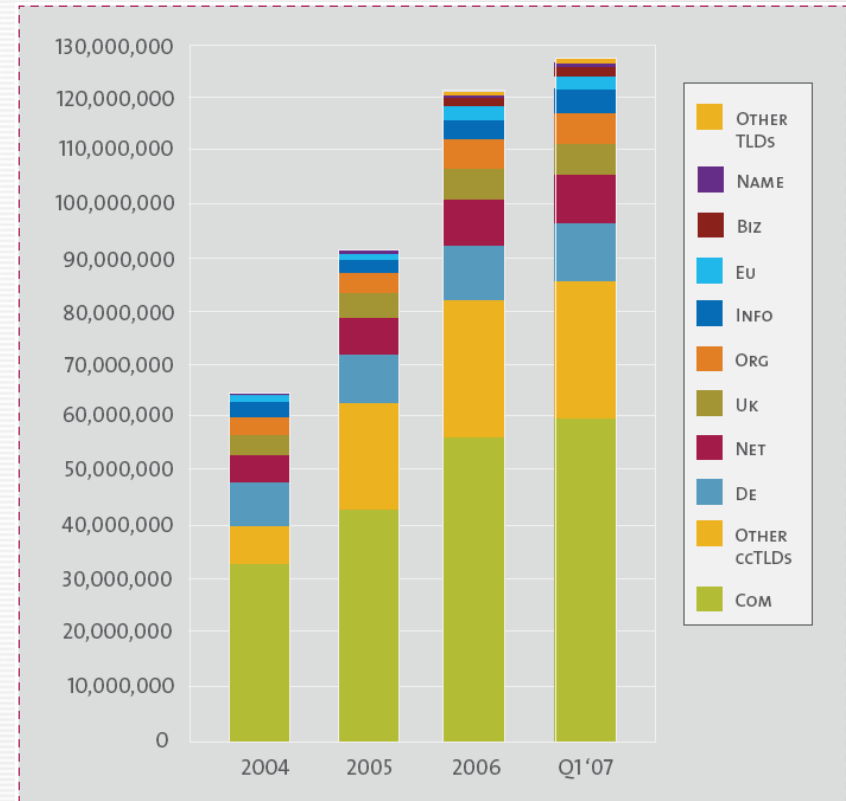
128 Million Domain Names Globally

31% comprehensive increase over April 2006

45.7 Million in ccTLD

33% increase in ccTLD over April 2006

Overall, 10.7 Million Domain Names were registered in first quarter 2007!



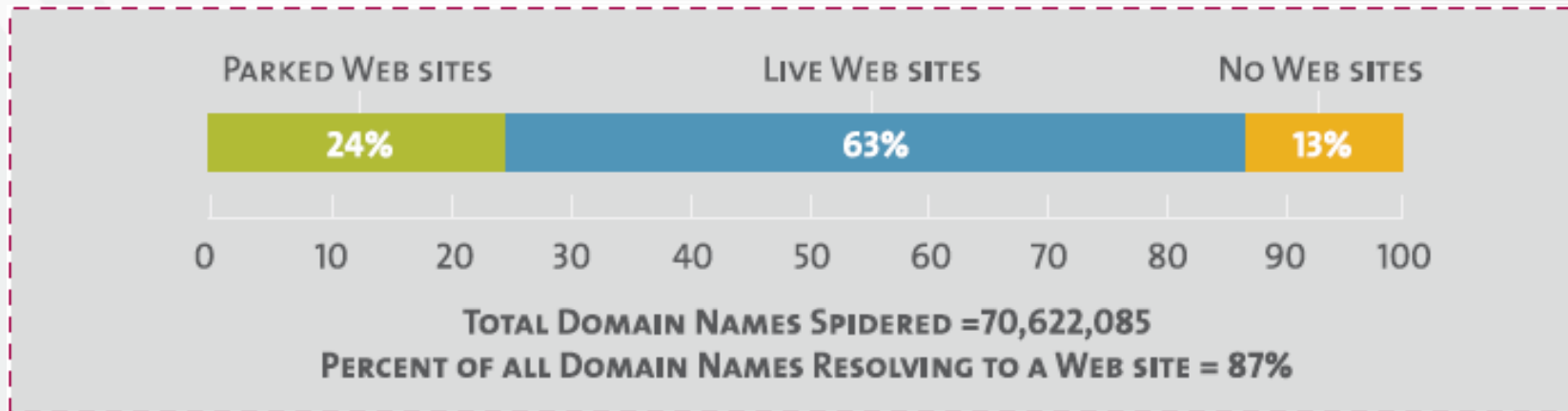
Source: VeriSign, Zooknic.com



domainsponsor
A Revenue.net Product

So, What are web sites doing?

.COM, .NET Web Sites



- ◆ The study reveals that 87 percent resolve to a Web site, meaning that an end-user going to that domain name would find a Web site.
- ◆ These sites can be further broken down
 - **Live sites (63 percent)**
 - Live Web sites are multi-page sites being used by an organization or an individual (Blogs, SMB, eCommerce, Corporate Sites, etc.)
 - **Parked sites (24 percent)**
 - Parked Web sites are defined as one-page Web sites (Under Construction or other)
 - **No web Sites (13 percent)**

Source: VeriSign April 2007; Zooknic.com

Domain Industry Continues to Grow!

- ◆ First time registrations remain strong in .COM, .NET
- ◆ Renewals remain strong (75%+)
- ◆ Despite Strength, Margins very low
- ◆ Registrars Diversifying their business models

The Business Model for Registrars, 1999

Traditional Registrar / Hosting Company

- **Registrar with Hosting / ISP Scenario**
 - Reseller or Wholesale
 - Direct End User
- **Domain Name Consumer**
 - for Website, Blogs, Email, FTP
 - Individual Domain Holder
 - One, maybe two domains per consumer
 - Typically sold paired with hosting service at a discount.

Customer Acquisition Costs : Expensive Loss Situation

**For a hosting company,
Customer Acquisition Trial/Loss
can be expensive prior to breakeven point**

- **Provisioning Costs**
 - **Domain Registration Fees**
 - **Platform Licensing Fees**
- **Colocation or Rack Costs**
 - **Bandwidth Costs**
 - **Power, Servers, etc.**
- **Financial Costs**
 - **Chargebacks**
 - **Merchant Fees**

Domain Provisioning Costs

Domains, once registered past first 5 days are registered for a 1 year term

- **It's paid for until the anniversary date**
- **Typically a unique domain name to individual customer**
- **Often has no re-use purpose**

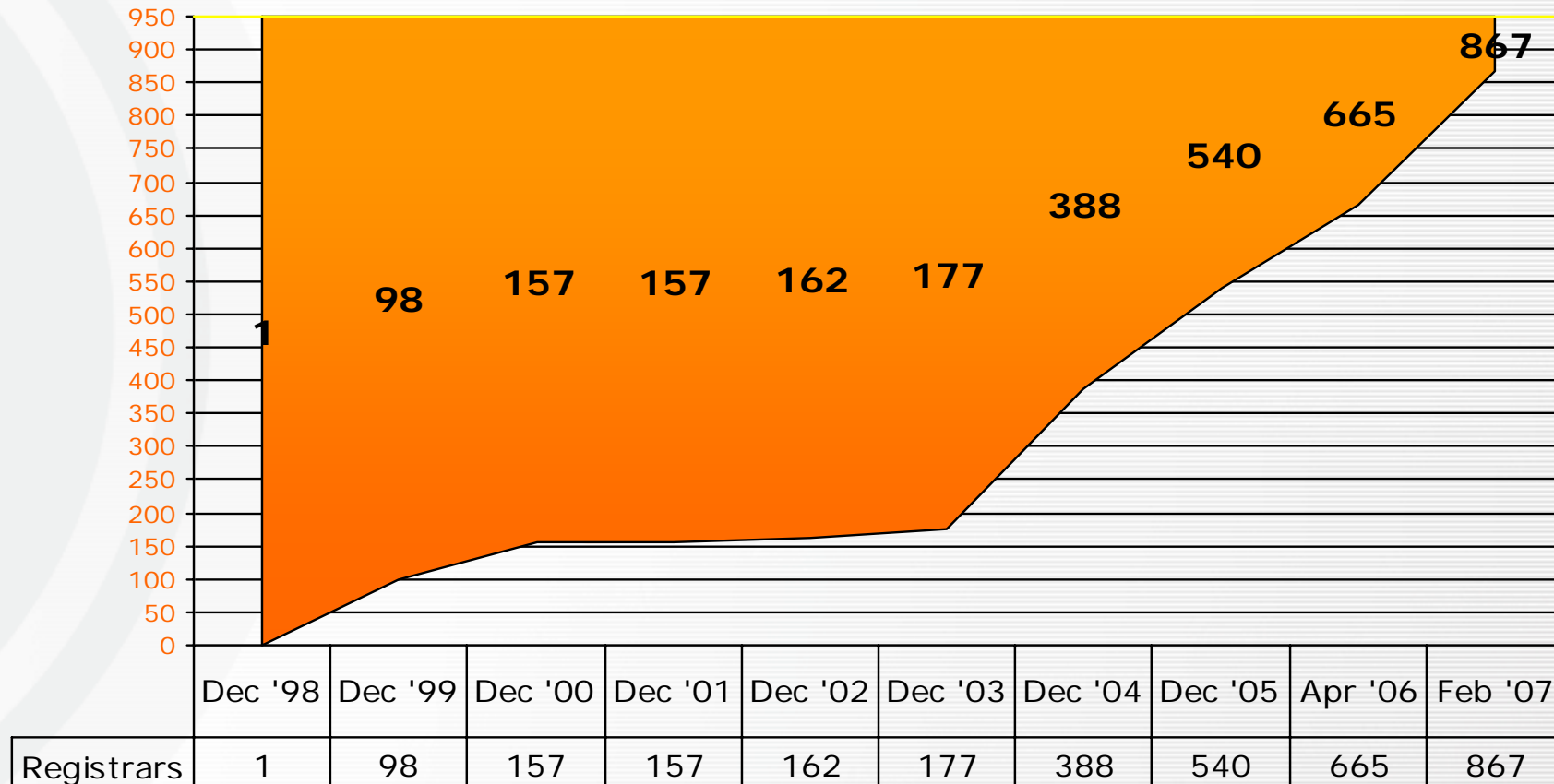
Cost / Benefit

- **76% Average Renewal**
- **Great method of customer acquisition**
- **Expanding customer base**

Growth in number of registrars

ICANN-Accredited Registrars: 1998-2007

Unit: ICANN-Accredited Registrars

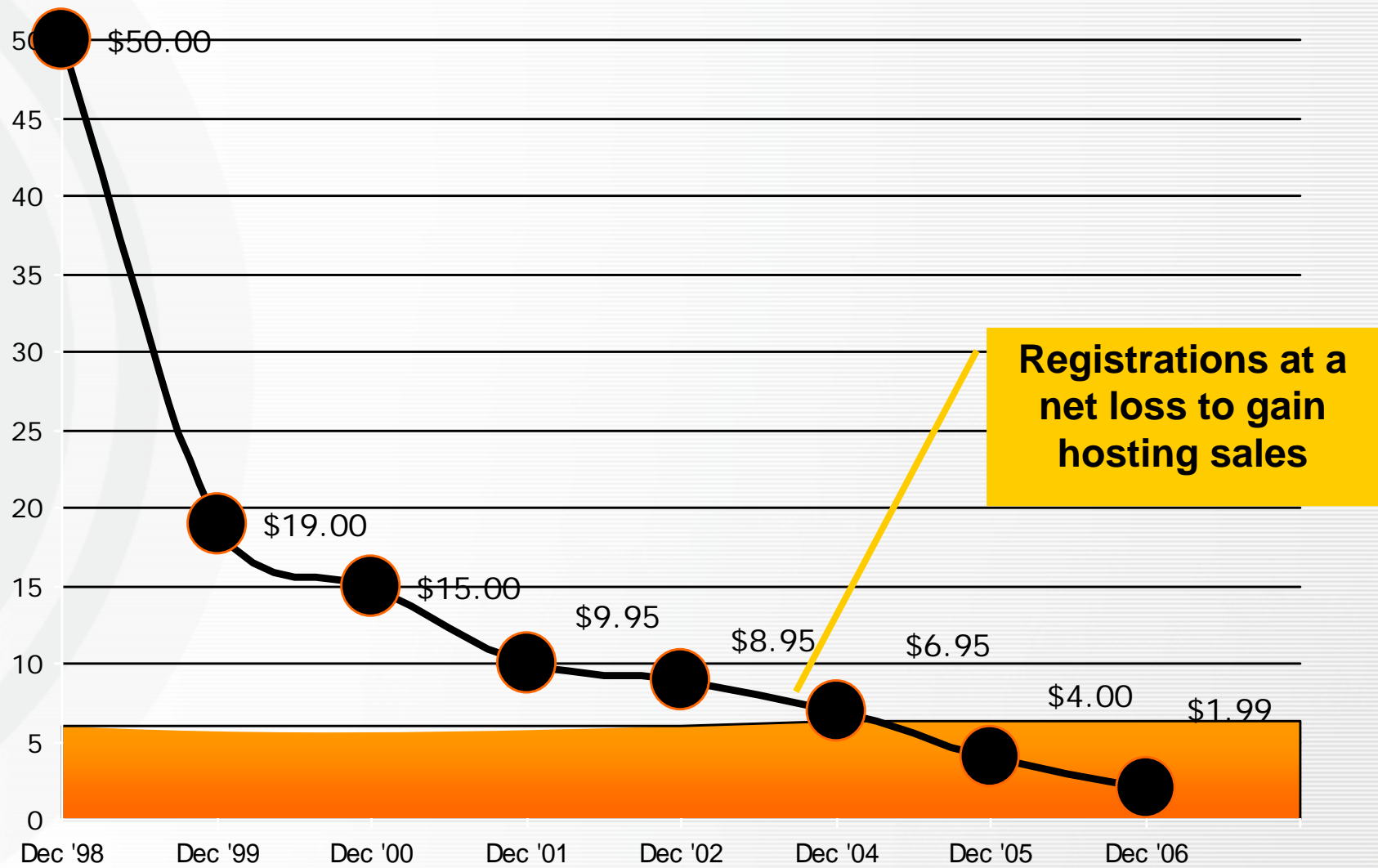


domainsponsor
A Revenue.net Product

The Business Model for Registrars, 2006

- ◆ Competition for customers creates price wars
- ◆ Price competition creates smaller margins
- ◆ Margin decreases mean profitability issues
- ◆ Cost Continuity must be at least met by profit continuity
- ◆ Registrars get creative to revive profitability

Downward trend in registration costs



Competition for Profit results in Registrar Creativity

- ◆ **New Models of Business at Registrar**
 - **Domain Suggestion Technology**
 - Domain Taken? Try these suggestions...
 - Reduced Cart Abandonment, more customers
 - **Back Order and Registrar Drop Catching**
 - Names that are available again once expired and deleted
 - First come, first served, and contractually stipulated equal access to every registrar entity
 - **Registrar Parked Pages**
 - Domains unused by customers are monetized by registrar:
 - “Under Construction”
 - “On-Hold”
 - DNS not set up
 - **Secondary Marketplace Offering**
 - Auctions
 - Appraisals
 - Anonymous Offers
 - **Proxied or Private Whois**

More Changes Happening

◆ Big Company Consolidations, Registrar + Advertising, Content

- **Oversee.net** = Domain Sponsor + Snapnames + Revenue.net + LiveDigital.com + low.com
- **Others:**
 - **Marchex**
 - **Demand Media** = eNom + Bulk Register + eHow
 - **Name Media** = BuyDomains + YesDirect + Active Audience + GoldKey
 - **SeeVast** = Moniker + TrafficClub + Pulse360 + Kanoodle
 - **United** = Sedo + 1&1 + InternetX

All consolidated groups have large secondary market solution provider.

Domains as “real estate”

- ◆ Real Estate reference
- ◆ Generic domain names are those most sought
- ◆ Industry associations and idea leadership driving resale practices with integrity
- ◆ Domain Aftermarket drives new registrations and a healthy registrar/registry environment

- ◆ DomainSponsor is a thought leader
- ◆ Working hard to drive the integrity and best practices of the industry
- ◆ Added SnapNames to Overseer.net family of companies

Definitions

- ◆ **“Secondary Marketplace”**
 - **The active marketplace for Domain Names that are re-sold by the registrant during their active registration term.**
- ◆ **“Valuation or Appraisal”**
 - **A quantitative or qualitative approach to assigning a value beyond the registrars initial registration or renewal price. Can be based upon TLD, length of string, number of words, category of domain, multiples of revenue, etc.**
- ◆ **“Aftermarket Service Provider”**
 - **Can be a forum, or private broker, auctioneer, or service provider, like Afternic, BuyDomains, Dotster, eNom, Fabulouos, NicIT, Sedo, SnapNames.**

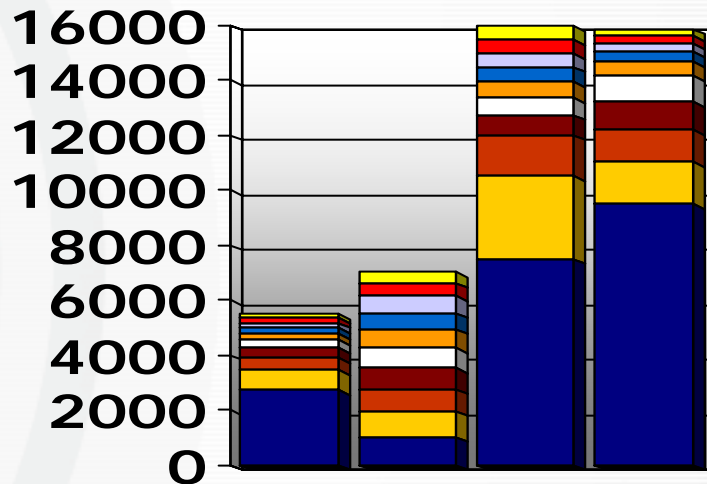
Secondary Market has become Primary Market

There are 68,103,472 .com domains as of 6/10/2007.

- ◆ Finding a good, unregistered .com domain becomes more challenging
Yet there are great domains available in the secondary market.
- ◆ Secondary Market Providers
SnapNames, Sedo, Afternic, Moniker, Nicit, more
- ◆ Different Auction Types
 - Unsolicited, anonymous or proxy offers
Firm contacts current owners of the domains for you to purchase at reasonable price
 - Standard “Highest Bid Wins” Auction Models
 - Make Offer listings of domains for sale

Secondary Market on Domains

DNJournal.com Reported Domain Sales in Thousands(k), 2004 to 2007



	2004	2005	2006	2007(q2)
10	150	400	500	250
9	180	470	500	295
8	186	600	500	300
7	201	600	550	350
6	225	700	550	520
5	300	707	635	940
4	350	750	717	1000
3	460	800	1500	1180
2	700	965	3000	1500
1	2750	1020	7500	9500

Using the top ten reported domain sales at popular reporting center DNJournal.com:

Noteworthy Sales:

Porn.com 9.5M USD (2007)

Vodka.com 3.0M USD (2006)

Tandberg.com 1.5M USD (2007)

Cameras.com 1.5M USD (2006)

Scores.com 1.2M USD (2007)

PPC : Registrars' slice of the Ad Marketplace

PPC is an attractive solution that lets registrars remain profitable while offering their core traditional services.

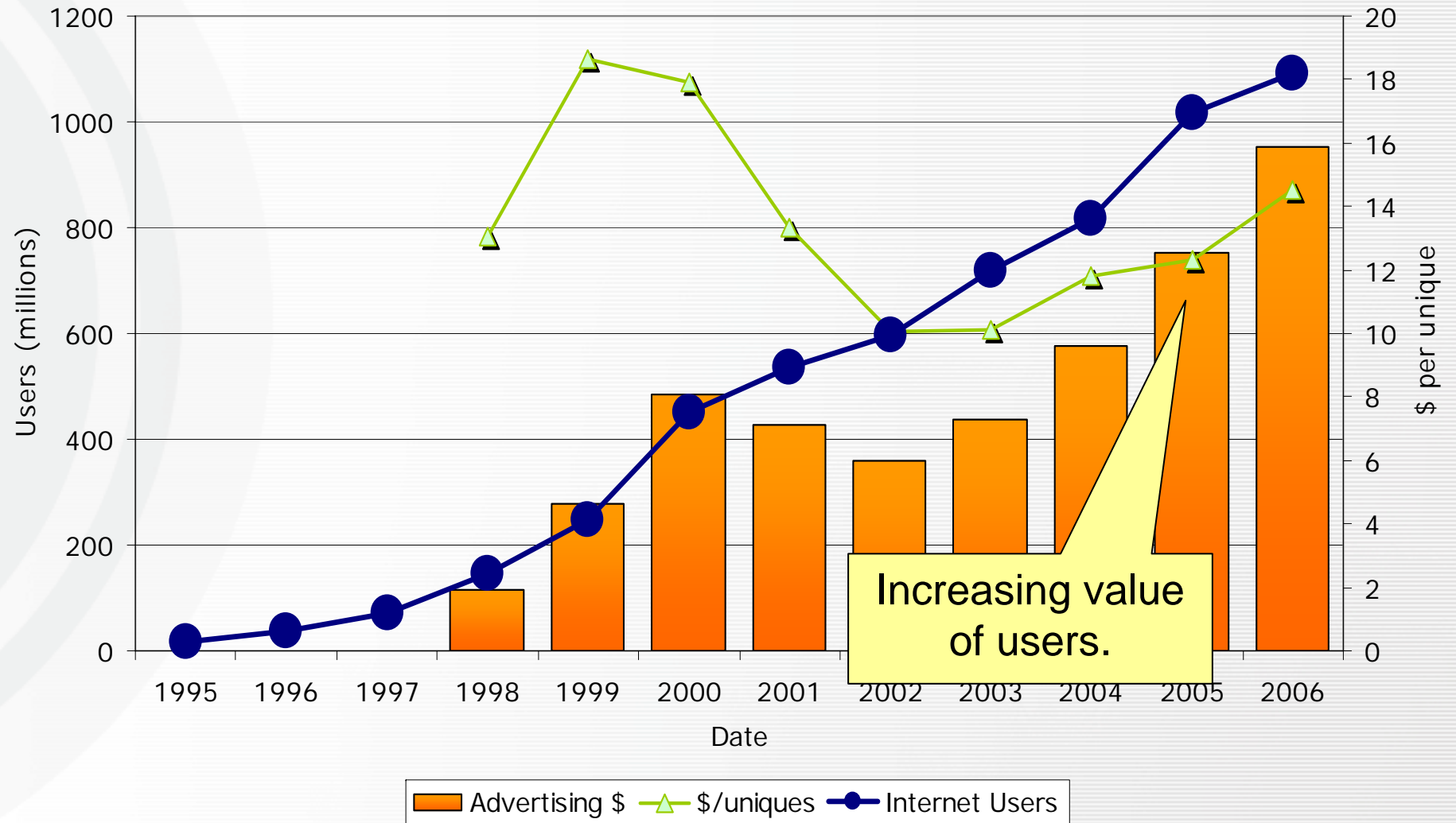
Choosing the correct solution helps you grow the opportunity appropriately:

◆ Direct or Partnering?

- **Partnering tends to be most attractive option for registrars and hosting companies**
 - **Better Rates**
 - **The right PPC provider may benefit you more than establishing a contract directly with Yahoo or Google due to the high volume of traffic that they negotiate**
 - **Optimization Benefits**
 - **An established provider knows the best ways to tune financial performance on PPC as opposed to starting a new program**
 - **Established partners also help mitigate fraud and other bad actors**

Internet Users and Advertising Dollars

Internet Uses and Advertising Dollars

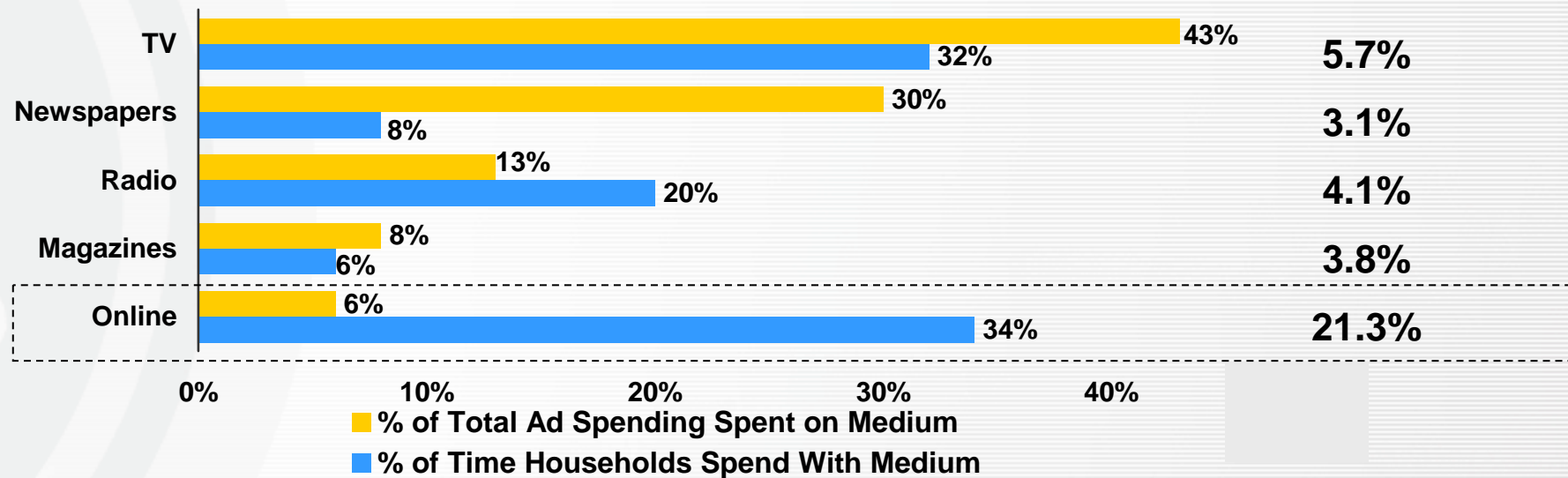


domainsponsor
A Revenue.net Product

Source: PWC IAB Report April 2006

Significant Lag Between Consumer Time Spent And Online Advertising Spend, with Ample Room For Growth

AD SPENDING VS. MEDIA TIME BY MEDIUM **Market Growth**
'06 - '09E CAGR



Source: Figures regarding ad spending and time spent by medium from Forrester Research (May 2005); market growth rates from ZenithOptimedia (December 2006).

Big Growth in Online Advertising

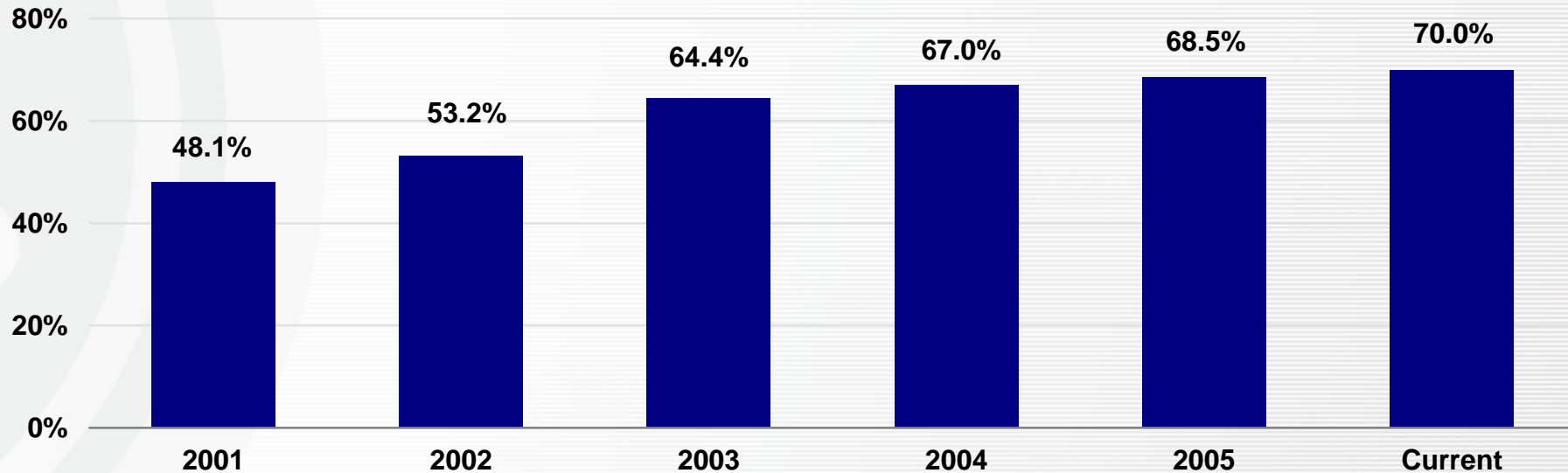
Domains = Advertising

- **Direct Navigation**
 - Users type request into location bar
 - Domains resolve and present semantically relevant material
 - Huge piece of online advertising
- **Sponsored Links and Online Advertising**
 - Big Industry, immense growth
 - Many new companies started to service this
- **Keyword Ad Expenditure**
 - Keyword ad expenditure growing
 - Keyword related domain registration

Growth in Direct Navigation

- ◆ As users gain more experience using the Internet, they rely less upon portals and search engines and are interacting directly with the address bar
- ◆ 54% of domains sold are currently being used for traffic monetization purposes

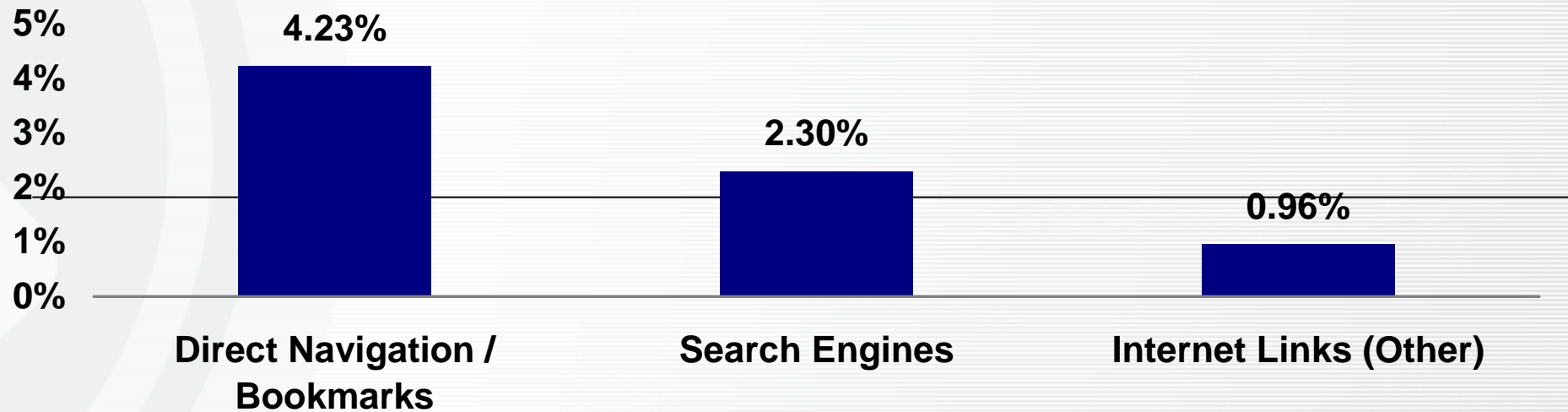
% OF INTERNET USERS ARRIVING AT WEBSITES BY DIRECT NAVIGATION



Source: WebSideStory.

The Power of Direct Navigation (typed in traffic)

Conversion rates for direct navigation are almost twice that of search engines



Source: WebSideStory.

Example of Direct Navigation

- ◆ User types in “careersite.com” in address bar searching for relevant information
- ◆ *DomainSponsor* creates an optimized page of keywords relevant to the user’s search

Targeted keywords refine user search with greater specificity resulting in higher conversion rates

The screenshot shows the Careerseeker.com homepage. At the top left is the logo with the tagline "What you need, when you need it". To the right is a search bar with the label "Search:". Below the search bar are three main content areas: a "Main" menu with links like "Tampa Jobs", "Job Search", and "Virginia Jobs"; a central area with four colored squares; and a "Popular" menu with links like "Medical Job", "Work At Home", and "Part Time Job". At the bottom, there is a "favorites" section and a footer with copyright information.

Example of Direct Navigation (continued)

- ◆ User clicks on “Find a Job” and gets sponsored results

The screenshot shows a website header with the text "search results for: find a job" and the tagline "What you need, when you need it". Below the header is a navigation menu under the heading "Main" with the following links: » Job Search, » Work At Home, » Job, » Employment, » Home Business, » Sales Management, » Data Entry, » Computer Job, » Business Opportunity, and » Accounting Career. To the right of the menu is a "Sponsored Links" section with five entries: "Dice Job Search" (www.Dice.com), "Los Angeles Jobs" (Jobing.com), "Find Local Jobs" (www.Monster.com), "Find A Job Today" (www.Snag4Job.com), and "Make \$10 in 5 minutes." (www.SurveyMonster.net). Each entry includes a brief description and an "Interest" bar.

More search topic links for additional monetization

A click on any of these links generates revenue for you

The Google Contract gives Google the exclusive right to this space on Oversee.net's Direct Navigation Sites

Opportunity - Develop new lines of revenue

Non Revenue Properties Unlock the value in parked page inventory

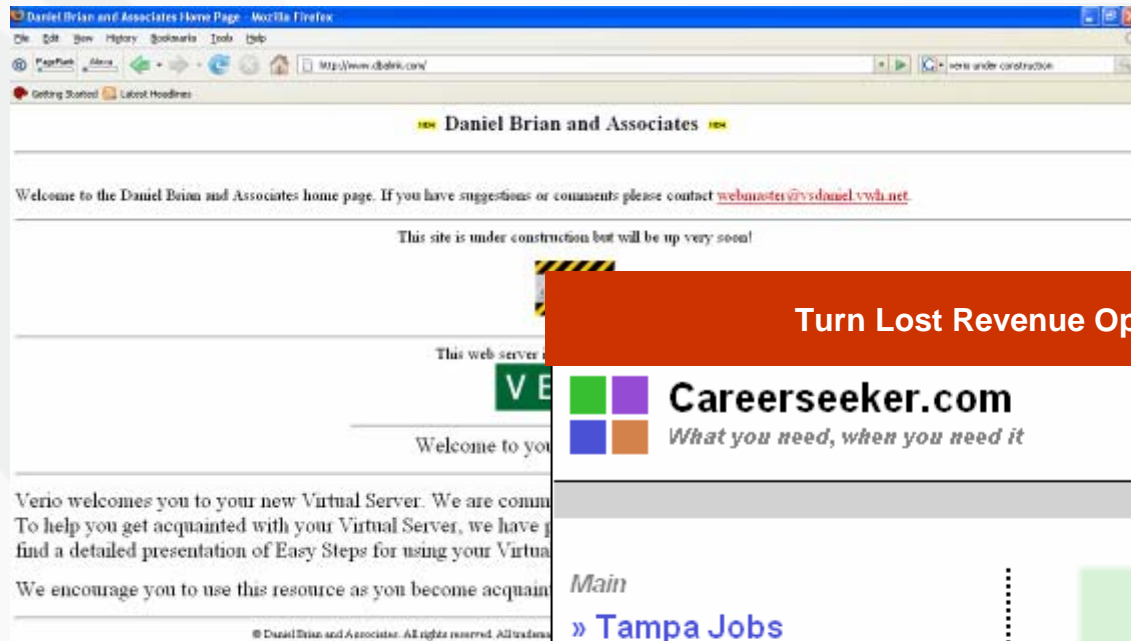
- ◆ House Domains
- ◆ 404/500 Errors
- ◆ Under Construction
- ◆ Page not found/ dead links
- ◆ Coming soon
- ◆ Financial Hold
 - Non Renewal/Payment
 - Suspends/Charge Backs
- ◆ Failed DNS requests

A Powerful Revenue Machine Focused
on Performance



domainsponsor
A Revenue.net Product

Turn Under Construction into Revenue



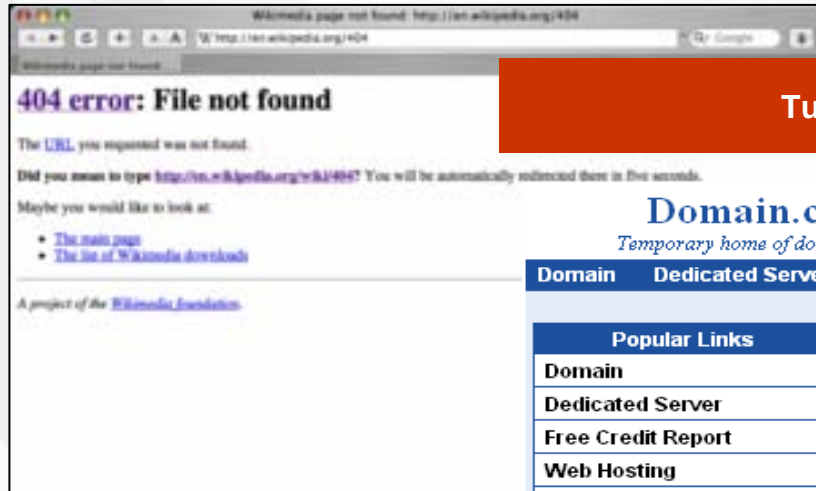
Turn Lost Revenue Opportunities into Revenue Generation

The screenshot shows the Careerseeker.com website. The header features the logo 'Careerseeker.com' with the tagline 'What you need, when you need it' and a search bar. The main content area is divided into three columns: 'Main' with links like 'Tampa Jobs', 'Job Search', 'Virginia Jobs', 'Job Listings', 'Employment', and 'Find A Job'; a central grid of four colored squares (green, purple, blue, orange); and 'Popular' with links like 'Medical Job', 'Work At Home', 'Part Time Job', 'Part Time Employment', 'Work At Home Job', and 'Home Business'. The footer includes 'Careerseeker.com favorites' and copyright information.

Lost Revenue



Turn 404 Errors into Revenue



Turn Lost Revenue Opportunities into Revenue Generation

Lost Revenue Opportunity

404 ERROR
 The Requested File Was Not Found
 Check to Make Sure You've Entered the Correct Address
 Click Here to go Back to the Home Page

Domain.com
 Temporary home of domain.com

January 23, 2007 | [Inquire about this URL](#)
[Bookmark this page](#) | [Make this your homepage](#)

Domain | Dedicated Server | Free Credit Report | Web Hosting | Domain Name | Domain Registration | Website Hosting

Popular Links
Domain
Dedicated Server
Free Credit Report
Web Hosting
Domain Name
Domain Registration
Website Hosting
Merchant Account
Domain Name Registration
Web Site Hosting Service

Popular Categories

Domain	Dedicated Server	Free Credit Report
Web Hosting	Domain Name	Domain Registration
Website Hosting	Merchant Account	Domain Name Registration
Web Site Hosting Service	Hosting	Web Site Hosting
Web Hosting Service	Cheap Web Hosting	Register Domain
Web Site	Buy Domain Name	Web Hosting Company

Favorite Categories

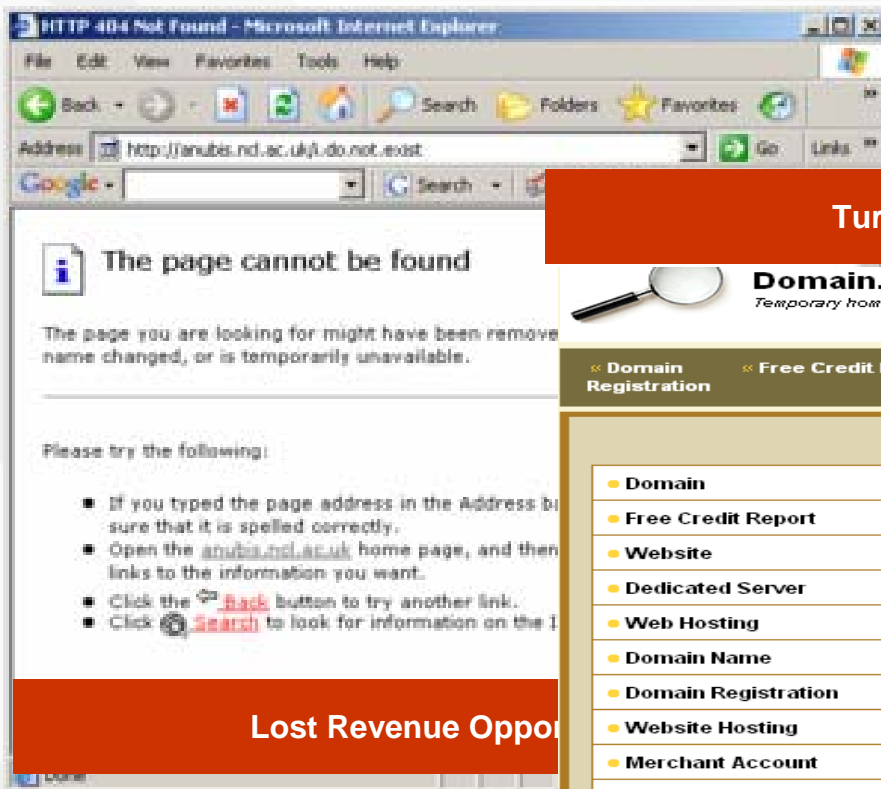
Travel Airline tickets Hotels Car rental Flights South Beach Hotels	Finance Free credit report Online Payment Credit Card Application Car Insurance Health insurance	Home Foreclosures Houses For Sale Mortgage People Search Real Estate Training
Business Employment Work from home Reorder Checks Used Cars Business Opportunities	Entertainment Games Casino Music Cell Phones Ringtones	Lifestyle Dating Christian Singles Jewish Singles Engagement Rings Chat

Search Search

Domain | Dedicated Server | Free Credit Report | Web Hosting | Domain Name | Domain Registration | Website Hosting



Turn Page Not Found into Revenue



Turn Lost Revenue Opportunities into Revenue Generation

Domain.com
Temporary home of domain.com

Make this your homepage | Bookmark this page
January 23, 2007 | Inquire about this URL

[Domain Registration](#)
[Free Credit Report](#)
[Website](#)
[Dedicated Server](#)
[Web Hosting](#)
[Domain Name](#)
[Domain](#)

Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the anubs.nd.ac.uk home page, and then click on the link to the information you want.
- Click the [Back](#) button to try another link.
- Click the [Search](#) button to look for information on the Internet.

Lost Revenue Opportunity

- Domain
- Free Credit Report
- Website
- Dedicated Server
- Web Hosting
- Domain Name
- Domain Registration
- Website Hosting
- Merchant Account
- Domain Name Registration

Popular Categories

- Domain
- Dedicated Server
- Domain Registration
- Domain Name Registration
- Web Hosting Service
- Web Site
- Free Credit Report
- Web Hosting
- Website Hosting
- Web Site Hosting Service
- Cheap Web Hosting
- Buy Domain Name
- Website
- Domain Name
- Merchant Account
- Hosting
- Web Site Hosting
- Register Domain

Favorite Categories

Travel

- » Airline tickets
- » Hotels
- » Car rental
- » Flights
- » South Beach Hotels

Business

- » Employment
- » Work from home
- » Reorder Checks
- » Used Cars
- » Business Opportunities

Finance

- » Free credit report
- » Online Payment
- » Credit Card Application
- » Car Insurance
- » Health insurance

Entertainment

- » Games
- » Casino
- » Music
- » Cell Phones
- » Ringtones

Home

- » Foreclosures
- » Houses For Sale
- » Mortgage
- » People Search
- » Real Estate Training

Lifestyle

- » Dating
- » Christian Singles
- » Jewish Singles
- » Engagement Rings
- » Chat

Search

Turn Under Construction into Revenue

Lost Revenue Opportunity

NetworkSolutions.

This Site Is Under Construction :

 This site is currently under construction. Please check back at a later time.

This Domain Is Registered with Network

Turn Lost Revenue Opportunities into Revenue Generation

Domain.com
Temporary home of domain.com

SEARCH

Bookmark this page | Make this your homepage | Inquire about this URL

domain - Dedicated Server - Free Credit Report - web hosting - domain name - domain registration - website hosting

- ▶ DOMAIN
- ▶ DEDICATED SERVER
- ▶ FREE CREDIT REPORT
- ▶ WEB HOSTING
- ▶ DOMAIN NAME
- ▶ DOMAIN REGISTRATION
- ▶ WEBSITE HOSTING
- ▶ MERCHANT ACCOUNT
- ▶ DOMAIN NAME REGISTRATION
- ▶ WEB SITE HOSTING SERVICE

Welcome January 23, 2007

Need information about computers and technology? domain.com has all everything you're looking for. Whether you're looking for reviews of the latest hardware, information about security and antivirus software, or just a place to chat about technology, you've come to the right place.

Software
Computer software, Free Software, Software Download, Messenger, Email, Free screen saver

Personal Computer
Laptop, Desktop Computer, Wireless Network, Buddy Icons, Drivers, Computer Store

Computer Security
Network Security, Virus Scan Online, Remote Access, Spyware, Spyware Removal, Technical Support

Travel
Airline tickets
Hotels
Car rental
Flights
South Beach
Hotels

Finance
Free credit report
Online Payment
Credit Card
Application
Car Insurance
Health insurance

Home
Foreclosures
Houses For Sale
Mortgage
People Search
Real Estate
Training

Business
Employment
Work from home
Reorder Checks
Used Cars
Business
Opportunities

Entertainment
Games
Casino
Music
Cell Phones
Ringtones

Lifestyle
Dating
Christian Singles
Jewish Singles
Engagement
Rings
Chat

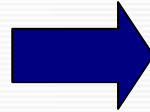
Benefits of Domain Parking – Unlocking the value

- ◆ Domain parking however does not only benefit consumers. Resellers can make use of domain parking for marketing and sales purposes.
- ◆ Domain parking is an excellent marketing tool because it allows Web hosting companies and resellers to propagate their brand identity.
- ◆ domain parking serves as another method to advertise your business but instead of paying for advertising you make money
- ◆ Breadth - If thousands of consumers elect to park their domains with your reseller operation, then you are creating thousands of separate, individual advertisements
- ◆ Revenue can be considerable, thirst for PPC Inventory
- ◆ Domain parking is thus the first step towards establishing an Internet presence.
- ◆ For this reason, domain parking should be integral component of any large scale hosting reseller operation.
- ◆ Looking for ways to increase your bottom line profits without investments in technology or additional employees?
- ◆ Generate significant new revenue while enhancing their end-users' experience.
- ◆ answer Failed DNS requests with the IP of a search engine page with advertisements on it

Challenges and Solutions

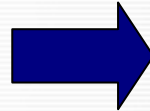
Market Condition Challenges

Need for more revenue margin pressure



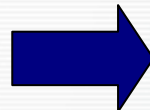
Powerful New Revenue Solutions

(SAC) Escalating subscriber acquisition costs



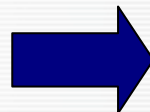
Turn Non-Performing Properties into Revenue Producing

Lack of in-house technical and marketing expertise



Outsourced ASP Solution
(Point, change or refer pages, no technical expertise needed)

Lengthy Implementation/
Integration



Rapid set-up and deployment
Days not weeks to get going

Our Value Proposition



domainsponsor
A Revenue.net Product

What is Domain Monetization?

Domain Monetization - Revenue Flow

Direct Navigation - User types in domain name. click on a book mark or favorite

User Friendly Navigation: Clicks on a Keyword or Performs a Search

Optimized Advertising: User Clicks on Ad

Multi-Source Ad Rev – Search, Ads, PPC



Direct Navigation – Users type in domain name and is redirected to a custom DomainSponsor landing page populated with ads and content relevant to what he’s looking for.

User Friendly Navigation – When arriving at the landing page, a user views relevant links and can click on an ad or a keyword, or perform a search.

Optimized Advertising – Ad clicks take users to the advertiser’s site, generating revenue. We share the revenue generated from these clicks, advertisements and searches with you.

Multi-Source Ad Revenue – Search, Ads, PPC are all areas of maximizing revenue on a landing page

PPC : Hosting's slice of the Ad Marketplace

PPC is an attractive solution that lets hosting companies remain profitable while offering their core traditional services.

Choosing the correct solution helps you grow the opportunity appropriately:

◆ Direct or Partnering?

- **Partnering tends to be most attractive option for registrars and hosting companies**
 - Better Rates
 - **The right PPC provider may benefit you more than establishing a contract directly with Yahoo or Google due to the high volume of traffic that they negotiate**
 - Optimization Benefits
 - **An established provider knows the best ways to tune financial performance on PPC as opposed to starting a new program**
 - Established partners also help mitigate fraud and other bad actors

Domain Sponsor

The Leader in Domain Monetization

- Proprietary Optimization Technology
- Semantic and Behavioral Analysis
- Dynamic Landing Pages

- Established Reputation
- Reliable Payouts

- Comprehensive Account Management
- Excellent Partner Support
- Superb Customer Service



Why Partner with us?

- ◆ Constant Change means you need a partner with deeply pocket resources who has extensive relationships with major partners
 - The Tier 1 Search Companies (Y!, Google, MSN) have had 6 major platform launches in the past 18 months. The evolution and pace of change is dramatic.
 - The Tier 2 Search Companies (AskJeeves / CitySearch, InfoSpace / Switchboard, etc.,) have had at least a dozen major merger and platform changes in the past 12 Months
 - Oversee.net is a Preferred Marketing Partner for each of these companies, tightly integrated with their product, marketing, and sales teams to assure product compatibility and leverage.
 - Technology Leadership - Our Technology Delivers Higher Domain Lifecycle Revenue (DLR)
 - Performance Leadership – From Top to Bottom Oversee.net is focused on performance





Statistics and Reporting on financials

Back End Log In for Reporting/Management – Partner Support

domainsponsor Demonstration Account - 65064 January 19, 2007

DASHBOARD DOMAIN MANAGEMENT REPORTS DOMAIN SALES TOOL REFERRALS MY ACCOUNT

Welcome Demonstration Account [65064]

Daily Revenue for January

Day-by-day Revenue Comparison (Last 3 weeks)

Revenue

2 weeks ago last week this week

Revenue

Mon Tue Wed Thu Fri Sat Sun

Revenue

Visitors Clicks Searches RPM

Top Earning Portfolios Today

Top Earning Portfolios
 Top Earning Portfolios
 Top Performing Domains
 Top Earning Domains
 Highest Traffic Domains

Today
 Today
 Yesterday
 Month to Date
 Last Month
 Last 3 Months

Portfolio	Visitors	Clicks	RPM	Search Revenue	Pop Under Revenue	Total Revenue
Products Portfolio	35,165	9,507	\$130.59	\$4,500.06	\$92.20	\$4,592.27
All Portfolios	35,165	9,507	\$130.59	\$4,500.06	\$92.20	\$4,592.27
All Portfolios	35,165	9,507	\$130.59	\$4,500.06	\$92.20	\$4,592.27

Announcements

Dec 18th 2006
 Registration is currently open for [DOMAINfest Global](#), a seminar and networking event presented by DomainSponsor at the Renaissance Hotel in Hollywood, CA from January 31 - February 3, 2007.

The event will include sessions that examine important issues in the industry today and provide in-depth networking opportunities. There will also be a DomainSponsor user-oriented track which will offer hands-on product training for the new DomainSponsor publisher tools.

Dec 15th

The DomainSponsor system has new features! Publishers now have more control over domains and portfolios. To access the new features, go to the "Manage Portfolios" option under the Domain Management tab and either configure the portfolio settings or drill into a domain. For more information about managing your domains and portfolios, please contact your account manager.

Detailed/Summary/Custom Performance Reports

domainsponsor LOGOUT
 Demonstration Account - 65064 January 20, 2007

DASHBOARD | DOMAIN MANAGEMENT | REPORTS | DOMAIN SALES TOOL | REFERRALS | MY ACCOUNT

domain.com

Domain Report - All Portfolios

Date: January 1st, 2007 - January 20th, 2007

View by: Portfolio Name: Relative Range:

to:

Download to: [Excel](#) | [CSV](#)

1 - 1000 of 22316 < Previous 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 Next >

Domain	Visitors	U.S. Visitors	Searches	Clicks	Clicks per Visit	BPC	RPM	Prg Under Revenue	Search Revenue	* Total Revenue *
Totals	1,181,700	768,687	567,613	318,142	26.92%	\$0.48	\$131.94	\$3,099.36	\$152,818.06	\$155,917.42
<input type="checkbox"/> domainname 1.com	7,278	5,913	4,629	3,834	52.58%	\$4.28	\$2,256.78	\$19.10	\$16,405.74	\$16,424.85
<input type="checkbox"/> domainname 2.com	208,727	171,233	38,963	14,203	6.30%	\$0.24	\$19.16	\$547.91	\$3,451.84	\$3,999.75
<input type="checkbox"/> domainname 3.com	7,616	7,324	4,006	2,743	36.32%	\$0.96	\$348.33	\$19.99	\$2,632.92	\$2,652.91
<input type="checkbox"/> domainname 4.com	5,317	5,214	3,949	2,477	46.59%	\$0.88	\$413.25	\$13.96	\$2,183.30	\$2,197.26

Why Partner with us?

- ◆ We are the largest and most financially sound
- ◆ We paved the way for companies to monetize internet properties
- ◆ Our Technology Delivers Higher Domain Lifecycle Revenue (DLR)
- ◆ Knowledgeable, experienced team
 - Thought Leadership
 - Built by Domainers for Domainers.
 - Technology Leadership
 - We provide the only complete optimization package built on simultaneous execution of semantic, behavioral and landing page optimization to maximize revenue performance.
 - Partnership Leadership
 - Unsurpassed Support with “One-Stop-Shop”: a single point of contact & accountability



Dependable ASP Environment

- ◆ High-speed access
 - Multiple networks
- ◆ Network Operations Center 24 x 7 x 365
 - Onsite network operations and support
- ◆ Security
 - Firewalls, authentication, SSL, secure perimeter
- ◆ Data Integrity
 - Daily backups, offsite storage
- ◆ Onsite / Offsite data centers
 - Carrier grade facility, certified by Top Search Providers
 - Onsite application service level management & IT Staff
- ◆ Monitoring Tools & Features
 - Software package designed to detect and report warning conditions
 - Regular & automated checks on: network services, major server components, and system resources
- ◆ Escalation Procedures

Positioned to Deliver Performance



Customer Ready

Clean Presentation
Simple Design
Relevant Information
Optimized Navigation

Partner Ready

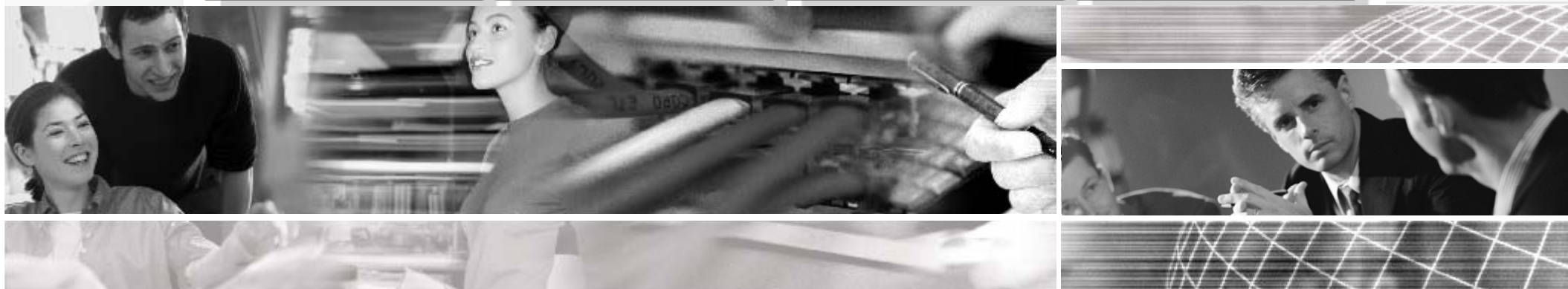
Branding /Reporting
Acct Mgmt Support
Best Practices
Financially Strong
Easy Management

Technology Ready

Proprietary Optimization
Comprehensive
Scalable
Adv. Customization
Leadership

Channel Ready

Wholesale
Retail
ISP
ASP
Hosting/Registrar



Put your Domains to Work for you...

How Does Domain Monetization Work?

User clicks on an ad

User clicks on a keyword

User performs a search

The screenshot shows the website **checkorderexpress.com** with the date **October 19th, 2004**. The navigation bar includes links for **Reorder Checks**, **Order Checks**, **Personal Checks**, **Check Designs**, **Checkbook Covers**, **Personal Check**, and **Designer Checks**. A **Popular Links** sidebar lists: **Reorder Checks**, **Order Checks**, **Personal Checks**, **Check Designs**, **Checkbook Covers**, **Personal Check**, **Designer Checks**, **Checks**, **Wallets**, and **Online Checking**. The main content area features three advertisements:

- Form Life Insurance with SelectQuote**: Lower rates, better choice. At SelectQuote, real licensed agents will find you the term life insurance coverage you need. <http://www.selectquote.com>
- For Currency Trading Risk Free 30 Days**: 24-hour commission-free trading, 100-to-1 leverage of your capital, and Dealbook Fix 2 - our free advanced trading software. Sign up for our free 30-day trial and receive one-on-one training. <http://www.o500x.com>
- IRS Tax Help - We Solve IRS Problems**: Our expert team of ex-IRS agents, tax attorneys and accountants negotiate with the IRS to reduce your back taxes. Settle debt for pennies on the dollar. Get help now! <http://www.irs411.com>

Additional ads include **TimingCube: Up 800% Since 2000... 4 Trades a Year** and **Mortgage Rates Drop to 6 Month Low**. A search bar is located at the bottom of the page.

Sample of DomainSponsor Landing Page



domainsponsor
A Revenue.net Product

Example Partner Pages

The screenshot displays the Macy.com website interface. At the top left is the Macy.com logo with the tagline "What you need, when you need it". To the right is the "net identity" logo and a link to "Get your own macy.com email address". A search bar is located on the right side of the header.

The main content area is divided into three sections by vertical dotted lines:

- Main:** A list of navigation links: » Airline Tickets, » Hotels, » Employment, » Free Credit Report, » Car Insurance, and » Games.
- Center:** Four colored squares (green, purple, blue, and orange) arranged in a 2x2 grid.
- Popular:** A list of popular links: Chat, Work From Home, Cheap Flights, People Search, Houses For Sale, and Used Cars.

At the bottom of the main content area, there is a grey bar with the text "Macy.com favorites: Dating | Mortgage | Ringtones | Mp3 Player | Job Search | Christian Singles".

Below the main content area, there is a footer with the text "© Macy.com 2006 | [Bookmark this page](#) | [Make this your homepage](#)".

Customer Partner Landers

ShanghaiTravel.cn
.CN Accredited Resitbar

Make this your homepage | Bookmark this page

This Domain is Available! [Register Your .CN Domain!](#)

Main

- » Shanghai Travel
- » Health Insurance Quote
- » Holiday Insurance
- » Health Insurance Broker
- » Travel
- » Health Insurance Company

Popular

- Business Travel Insurance «
- Insurance Uk «
- Insurance «
- ed Health Insurance «
- Travel Insurance «
- Insurance Quote «

Co-branded Elements:

- Logo
- Tagline
- "For sale" link with HTML and domain

china

ShanghaiTravel.com favorites: [Cheap Travel Insurance](#) | [Annual Travel Insurance](#) | [Uk Travel Insurance](#) | [Personal Finance](#) | [Discount Travel](#)

© ShanghaiTravel.com 2006 | [Bookmark this page](#) | [Make this your homepage](#)

Customer Partner Landers



dasai.com.ph

The Official Domain Registry of the Philippines

Make this your homepage | Bookmark this page

September 26, 2006 | This Domain is Available! Register Your .PH Domain!

» Chase Credit Card » Credit Card Processing » Online Credit Card » Credit Reports » Online Credit Report » Apply For A Credit Card » Credit Card Merchant Account

- Chase Credit Card
- Credit Card Processing
- Online Credit Card
- Credit Reports
- Online Credit Report
- Apply For A Credit Card
- Credit Card Merchant Account
- Low Rate Credit Card
- Business Credit Card
- Home Equity Line Of Credit

Popular Categories

- Chase Credit Card
- Online Credit Report
- Low Rate Credit Card
- Credit Score
- Equity Line Credit Balance
- Credit Card Processing
- Apply For A Credit Card
- Business Credit Card
- Student Credit Card
- Car Financing
- Pay Day Loan
- Online Credit Card
- Credit Reports
- Credit Card Merchant Account
- Home Equity Line Of Credit
- Student Loan Consolidation
- Credit Check
- Auto Loan

Favorite Categories

Travel

- » Airline tickets
- » Hotels
- » Car rental
- » Flights
- » South Beach Hotels

Business

- » Employment

Finance

- » Free credit report
- » Online Payment
- » Credit Card Application
- » Car Insurance
- » Health insurance

Entertainment

- » Games

Home

- » Foreclosures
- » Houses For Sale
- » Mortgage
- » People Search
- » Real Estate Training

Lifestyle

- » Dating



domainsponsor

A Revenue.net Product

Example Partner Pages

Blacknight.ie



Hosting provided by [Blacknight Internet Solutions Ltd.](#) Ireland's leading provider of quality webhosting and domain registration.

This site has been reserved by a Blacknight client.
Contact us on +353(0)59 9183072 or Locall 1850 927280

Next.ie

February 27, 2007

What you need, when you need it

[Bookmark this page](#) | [Make this your homepage](#)

[Online Credit Report](#) | [Womans Clothing](#) | [Next Fashions Stores](#) | [Clothes Shopping](#) | [Baby Clothes](#) | [Work At Home](#) | [Work At Home Job](#)

Popular Links

Online Credit Report
Womans Clothing
Next Fashions Stores
Clothes Shopping
Baby Clothes
Work At Home
Work At Home Job
Next Shop
Airline Tickets
Houses For Sale

Popular Categories

[Online Credit Report](#)
[Clothes Shopping](#)
[Work At Home Job](#)
[Houses For Sale](#)
[Employment](#)
[Wholesale Clothing](#)

[Womans Clothing](#)
[Baby Clothes](#)
[Next Shop](#)
[Work From Home](#)
[Womens Shoes](#)
[Clothing](#)

[Next Fashions Stores](#)
[Work At Home](#)
[Airline Tickets](#)
[Online Shopping](#)
[Evening Dress](#)
[Discount Shopping](#)

Favorite Categories

Travel

[Airline tickets](#)
[Hotels](#)
[Car rental](#)
[Flights](#)
[South Beach Hotels](#)

Finance

[Free credit report](#)
[Online Payment](#)
[Credit Card Application](#)
[Car Insurance](#)
[Health insurance](#)

Home

[Foreclosures](#)
[Houses For Sale](#)
[Mortgage](#)
[People Search](#)
[Real Estate Training](#)

Business

[Employment](#)
[Work from home](#)
[Reorder Checks](#)
[Used Cars](#)
[Business Opportunities](#)

Entertainment

[Games](#)
[Casino](#)
[Music](#)
[Cell Phones](#)
[Ringtones](#)

Lifestyle

[Dating](#)
[Christian Singles](#)
[Jewish Singles](#)
[Engagement Rings](#)
[Chat](#)

Search

Search

[Online Credit Report](#) | [Womans Clothing](#) | [Next Fashions Stores](#) | [Clothes Shopping](#) | [Baby Clothes](#) | [Work At Home](#) | [Work At Home Job](#)



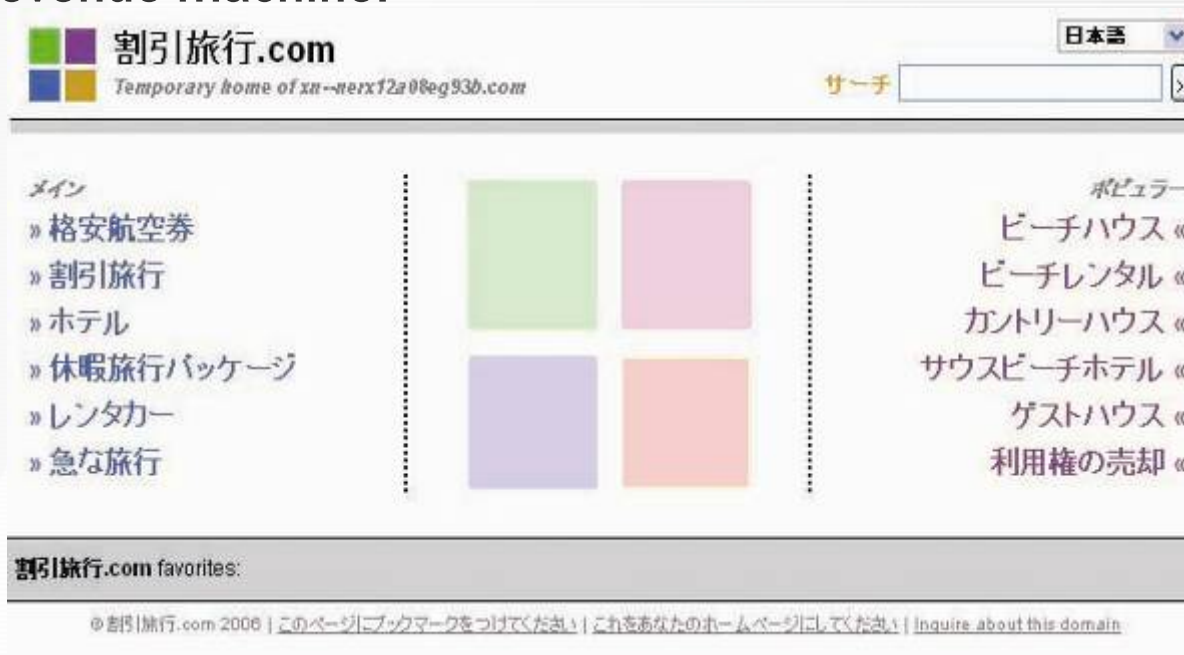
domainsponsor

A Revenue.net Product

International Landing Pages

Take flight with international landing pages.

DomainSponsor now offers international landers with localized content! If you have domains that would benefit from Japanese, Spanish, French, German, or English language support, you now have access to a multi-lingual revenue machine!



The screenshot shows the website 割引旅行.com (Discount Travel.com). The header includes the logo, the text "Temporary home of xn--nerx12a08eg93b.com", a search bar with the text "サーチ", and a language dropdown menu set to "日本語". The main content area is divided into three columns by vertical dotted lines. The left column, titled "メイン" (Main), lists navigation items: 格安航空券 (Low-cost flights), 割引旅行 (Discount travel), ホテル (Hotels), 休暇旅行パッケージ (Vacation travel packages), レンタカー (Rent a car), and 急な旅行 (Last-minute travel). The middle column contains four colored squares: green, pink, purple, and red. The right column, titled "ポピュラー" (Popular), lists items: ビーチハウス (Beach house), ビーチレンタル (Beach rental), カントリーハウス (Country house), サウスビーチホテル (South beach hotel), ゲストハウス (Guest house), and 利用権の売却 (Sale of usage rights). The footer includes the text "割引旅行.com favorites:" and a copyright notice: "© 割引旅行.com 2006 | このページにブックマークをつけてください | これをあなたのホームページにしてください | Inquire about this domain".

International Landing Pages

DomainSponsor's optimization strength remains the same

DomainSponsor's optimization is now even stronger, with multi-lingual optimization to maximize the revenue potential for each language independently.

割引旅行.com
Temporary home of xn--nerx12a08eg93b.com

日本語

サーチ

メイン

- » 格安航空券
- » 割引旅行
- » ホテル
- » 休暇旅行パッケージ
- » レンタカー
- » 急な旅行

ポピュラー

- ビーチハウス «
- ビーチレンタル «
- カントリーハウス «
- サウスビーチホテル «
- ゲストハウス «
- 利用権の売却 «

割引旅行.com favorites:

© 割引旅行.com 2006 | このページにブックマークをつけてください | これをあなたのホームページにしてください | Inquire about this domain

Japanese Language Pages Montetize Best

◆ Strengths

- Localized Customizations
- Language Detection
- Smart Suggestions
- Keyword and Ad
- Better paying

Checkorderexpress.com
Temporary home of checkorderexpress.com

2007年2月27日 [Inquire about this domain](#)
これをあなたのホームページにしてください | このページにブックマークをつけてください

日本語

[チェックを再注文してください](#)
[チェックを注文してください](#)
[個人チェック](#)
[デザインをチェックしてください](#)
[デザイナーチェック](#)
[個人チェックを注文してください](#)
[オンラインのチェック](#)

人気が高いリンク

- [チェックを再注文してください](#)
- [チェックを注文してください](#)
- [個人チェック](#)
- [デザインをチェックしてください](#)
- [デザイナーチェック](#)
- [個人チェックを注文してください](#)
- [オンラインのチェック](#)
- [預入伝票](#)
- [注文をチェックしてください](#)
- [調べます](#)

人気が高いカテゴリー

- [チェックを再注文してください](#)
- [デザイナーチェック](#)
- [注文をチェックしてください](#)
- [チェックを注文してください](#)
- [個人チェックを注文してください](#)
- [調べます](#)
- [個人チェック](#)
- [デザインをチェックしてください](#)
- [オンラインのチェック](#)
- [預入伝票](#)

強く支持されるカテゴリー

旅行	金融	家
<ul style="list-style-type: none"> » 航空券 » ホテル » レンタカー » フライ » 南のビーチホテル 	<ul style="list-style-type: none"> » 無料のクレジットレポート » オンラインの支払い » クレジットカード申請 » 自動車保険 » 健康保険 	<ul style="list-style-type: none"> » 抵当流れ » 売り家 » 抵当 » 人を検索する » 不動産のトレーニング
ビジネス	娯楽	ライフスタイル
<ul style="list-style-type: none"> » 雇用 » 在宅勤務 » チェックを再注文する » 中古車 » ビジネスチャンス 	<ul style="list-style-type: none"> » ゲーム » カジノ » 音楽 » 携帯電話 » リングトーン 	<ul style="list-style-type: none"> » デート » シングルのキリスト教徒 » ユダヤ人のシングル » 婚約指輪 » チャット

サーチ



International Landing Pages

DomainSponsor lets you work smarter, not harder, to maintain and grow your international traffic.

- Support for all TLDs, and multi-byte characters, including Japanese characters.
- Your visitors can easily switch between languages.
- Pairing local advertising partners with the right display language provides highly targeted content for your visitors, promoting repeat visits and higher conversion rates.

Q&A