

Understand your customers and the latest TLD trends in your country

Tracking the health and growth of your zone files





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“Dataprovider.com gives us in-depth insights into our growth (or decline) and our customers. Above all, it helps us understand why our customers have chosen .mx over another TLD or why they have left us after the first year: we can’t gain these insights from our zone files. Dataprovider.com complements the data we have, creating a very powerful tool to track TLD trends in Mexico.”



José Ernesto Grimaldo Tijerina,
NIC.MX Manager

The Network Information Center Mexico (NIC.MX) that is in charge of the registry for the .mx ccTLD has been using Dataprovider.com for more than two years and we’d definitely recommend it to other stakeholders in the domain industry.

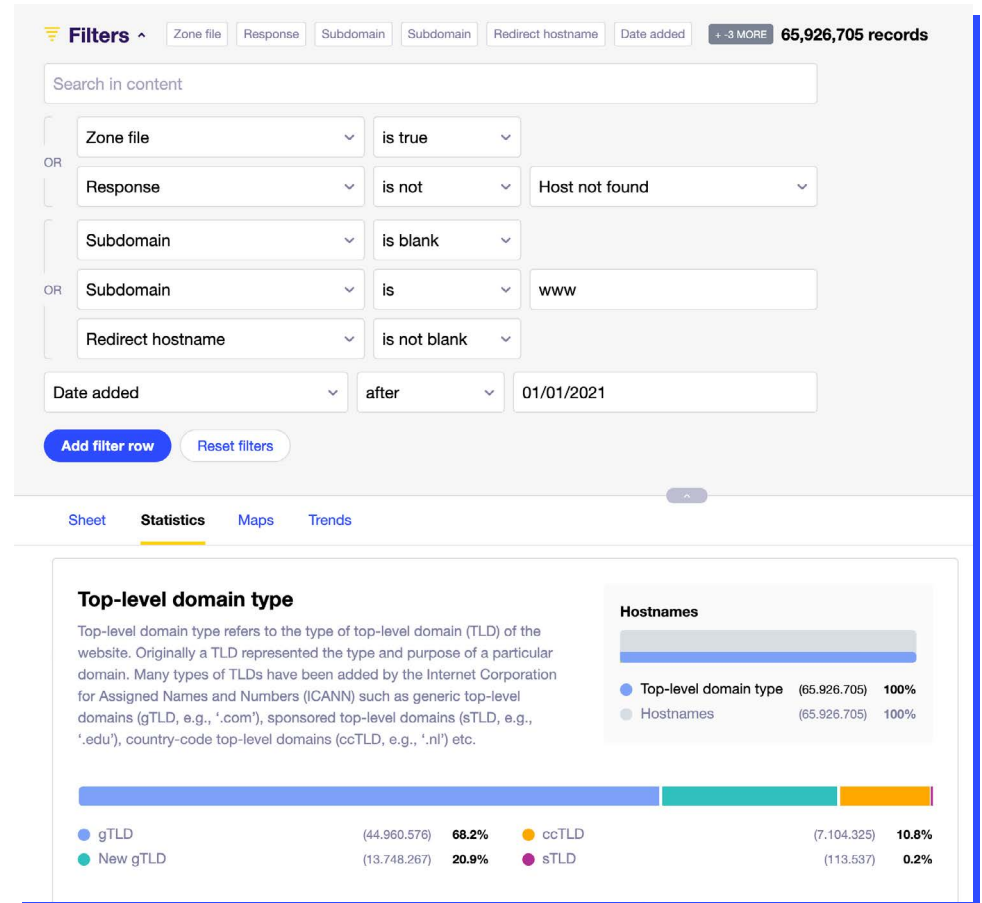
With Dataprovider.com we can easily measure the percentage of .mx domains and gTLD domains in Mexico, oversee which gTLD is growing the fastest in our country and analyze why it is so. Also, we can see who the other market players are: this is a real game changer for us. Dataprovider substitutes all our market share efforts and makes the whole process much easier and more effective.

What’s more, thanks to Dataprovider.com we can provide our channel partners with insights such as “80% of your customers aren’t using SSL certificates” or “50% of your customers don’t have email addresses.” That’s a real eye-opener for them: this is something they want to measure but don’t know how. We can give them the answers they need, so they can increase their renewal rates by offering their customers the right services at the right time.”

Tracking the health and growth of your zone files

Since the Covid pandemic forced local businesses to go online, domain registrations have been on the rise. A quick breakdown of the newly registered domains since the beginning of 2021 shows that about 68,2% of all registered domains are general top-level domains (gTLDs), 20,9% are new top-level domains (nTLDs) and 10,8% are country code top-level domains (ccTLDs). So gTLD domains are taking the lead over ccTLDs. How can you ramp up your domain name portfolio strategy, so you can expand awareness of your country code and support your business growth in a measured way?

Understanding who your customers are (by industry, region, and technology stack such as website builders and hosting) is the first and most important step for effective growth. Without granular actionable intelligence, how can you measure the performance of your campaigns?



The dataset that we used for this analysis contained 65.926.705 domains from registries whose zone files we received in the period after 1 January 2021. Additionally, it also contained all ccTLD domains that we first discovered after 1 January 2021. Dataprovider.com does not receive all zone files from all ccTLDs, so our overview is limited here and the actual numbers are higher.

Dataprovider.com helps you monitor the health of your zone files, so you're always in the know who is in your user base, how it has changed and why. For instance, if you get 1000 new registrations but no content is created early in the registration period, this isn't healthy growth. Registration volumes cannot – and shouldn't – be your only way to gauge the success of a campaign. Instead, you should apply a data-driven niche marketing campaign with a customized message to increase usage of these registrations. Once you understand who your ideal end users are and why they have registered the domains, the story will unfold and you'll be able to attract more of them and grow your country code.

About Dataprovider.com: Access actionable customer insights and TLD trends in your country

Dataprovider.com indexes and structures the global web, so you can explore actionable domain insights to understand your customers, make better forecasts and support your localized marketing efforts.

Use our Know Your Customer (KYC) tool to get in-depth insights into who your end users are, what products and services they're using and what they need, who has left your user base and why. Get alerted to any changes to your zone files and track trends in usage over time. Be the first to see newly registered domains within the past 24 hours and monitor if they've created a website, installed an SSL certificate, CMS and more.

Find the healthy type of persona you want to keep and use our Search Engine to discover and attract more of them. Our Search Engine helps you navigate the web in a structured way and gain insights into growth opportunities for your ccTLD. Explore competitive intelligence on other TLDs and global growth trends of registrars and hosting companies.

The more you know about their customers and the industries in which they serve, the better insights you can share with them, so you can increase the renewal potential of registered domain names in your ccTLD.

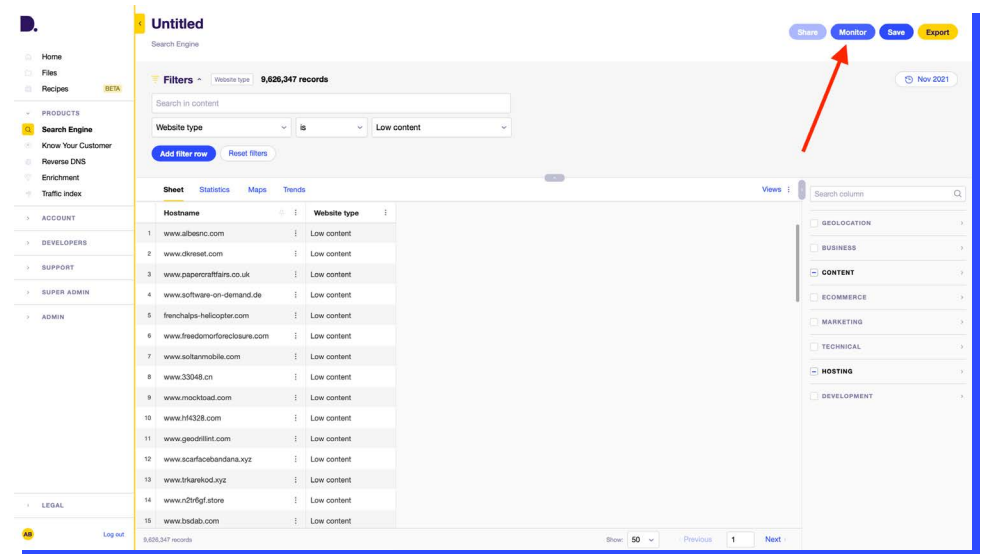
- Understand TLD trends in your country. Gain competitive insights into registrars and resellers in your country. Track the decline and growth of TLDs and find growth opportunities
- Engage your channel partners by sharing actionable insights that will help them grow and improve renewal rates by upselling the right products or services at the right time
- Use Monitoring to oversee queries of interest that will help you maintain the health of your zone files and increase the amount of usage and renewal probability

1. Understand who is using your ccTLD with Know Your Customer and Monitoring

Our KYC tool indexes every domain name uploaded to your ccTLD files. That way you can monitor incremental new registrations and track their activity to determine the success of your campaigns. For instance, if you've got 1000 new registrations but no websites have been created, this isn't healthy. If you have the data to understand why these customers have chosen your country code over another TLD, then you'll be able to assess the renewal probability after the first year: for instance, how regularly have these domains been updated in the past three months? Share this actionable intelligence with your channel partners, so they can upsell and cross-sell the right product at the right time: hosting, email address, SSL certificate, website builder, e-commerce platform, CMS and more.

KYC provides you with structured insights, so you get a deep understanding of who your customers are (for instance, if they've registered placeholders or full-fledged websites, in what language the content is and in what industry they're operating), how they use the domain names and products or services you offer them (are they using CMS, CDN, shopping carts, payment providers and other web technologies), predict trends based on the data (for instance, a low rate of SSL certificates) and share these actionable insights with your channel partners.

Utilize our Monitoring feature to track changes within your zone files right as they happen, so you can immediately alert the registrar to take the appropriate action. Receive automatic alerts once anything on the domains in your portfolio changes: new domains get registered, domain names move to another registrar, a website becomes an online store, domains reach a certain amount of traffic, a website gets hacked and more.



Be the first to find low content websites.

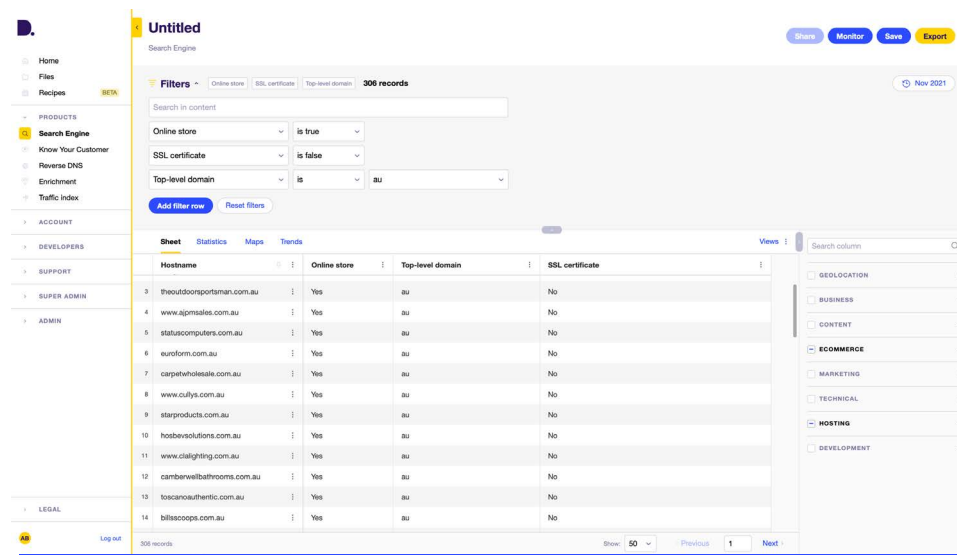
2. Oversee and prevent cybersecurity threats

As bad actors are aggressively targeting both individuals' and companies' websites, it's becoming essential for registries to find ways to combat the flood of emerging cyber threats. With Dataprovider.com you can monitor malicious domain registrations and take action right away.

Get alerted to open ports on domains in your zone files. Cyber criminals can exploit some open ports to gain sensitive information, such as passwords. As we make monthly scans of open ports on all domains we index, you can leverage this data to warn your channel partner about the number of websites with open ports, so they can take the necessary measures to prevent security breaches and hacks into the end users' websites (for instance, by warning the end users to configure their firewall).

Identify all websites with outdated content management systems (CMS) or SSL certificates and share this important information with the registrar. Outdated SSL certificates are no longer secure and both the website and the users

are susceptible to cyber attacks. Also, an outdated CMS is a common target for hackers, malicious code distributors and data thieves. Support your channel partner with an in-depth overview of all websites that are running a risk of getting hacked and prevent data breaches on domains with your ccTLD.



The screenshot shows the Dataprovider.com search engine interface. The main content area displays a table of search results for domains with the following filters: Online store is true, SSL certificate is false, and Top-level domain is .au. The table lists 14 domains, all with .au top-level domains and no SSL certificates. The interface includes a sidebar with navigation options like Home, Files, Recipes, and a main menu with categories like PRODUCTS, DEVELOPERS, and SUPPORT. The bottom of the interface shows a 'Log out' button and a 'Show 50' dropdown menu.

Hostname	Online store	Top-level domain	SSL certificate
theoutdoorsportsman.com.au	Yes	au	No
www.apmsales.com.au	Yes	au	No
statuscomputers.com.au	Yes	au	No
euroform.com.au	Yes	au	No
carpetwholesale.com.au	Yes	au	No
www.culys.com.au	Yes	au	No
starprouds.com.au	Yes	au	No
hoobesolutions.com.au	Yes	au	No
www.ctalighting.com.au	Yes	au	No
cambarnvalbathrooms.com.au	Yes	au	No
toscariothermic.com.au	Yes	au	No
biliscopps.com.au	Yes	au	No

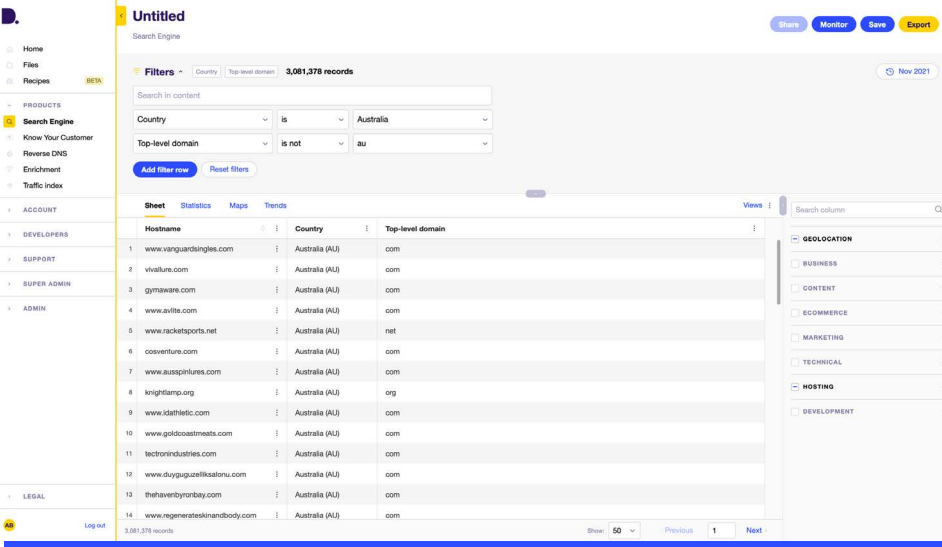
Find all online stores with an .au extension that don't have an SSL certificate.

3. Explore ways to maintain and grow your market share

As a ccTLD registry operator and a channel partner, it's crucial to understand how the latest TLD trends impact your ccTLD locally and globally. Applying a data-driven approach to monitor TLD trends in your country helps you make well-informed decisions to grow your registrations but also to increase the average lifespan of new and existing registrations.

Use our Search Engine to explore fresh actionable insights from more than 600 million unique domains across the world, so you can stay on top of global and local trends and identify growth opportunities as they occur. Identify registrars and hosting providers that are growth drivers in your country, the industries from which most registrations are coming, the gTLD that is growing the fastest in your country - and why - and more.

Use our Monitoring tool for competitive intelligence on all other TLDs: monitor new daily registrations with other TLDs in your country. That way, you'll know where to focus your efforts and investments: for example, if a registrar is driving more growth for a particular gTLD instead of for .au in Australia, you can collaborate and convert these into your customers.



The screenshot shows a web application interface for a search engine. The main content area displays a table of search results with columns for Hostname, Country, and Top-level domain. The filters are set to Country: Australia and Top-level domain: .au. The table lists 14 domains, including vanguardingles.com, vivaure.com, gymaware.com, www.aville.com, www.racketsports.net, cosventure.com, www.auspirifures.com, knightamp.org, www.idathetic.com, www.goldcoastmeats.com, tectronindustries.com, www.duyguzelikatonu.com, thehavenbyronbay.com, and www.rsgenerateskinandbody.com.

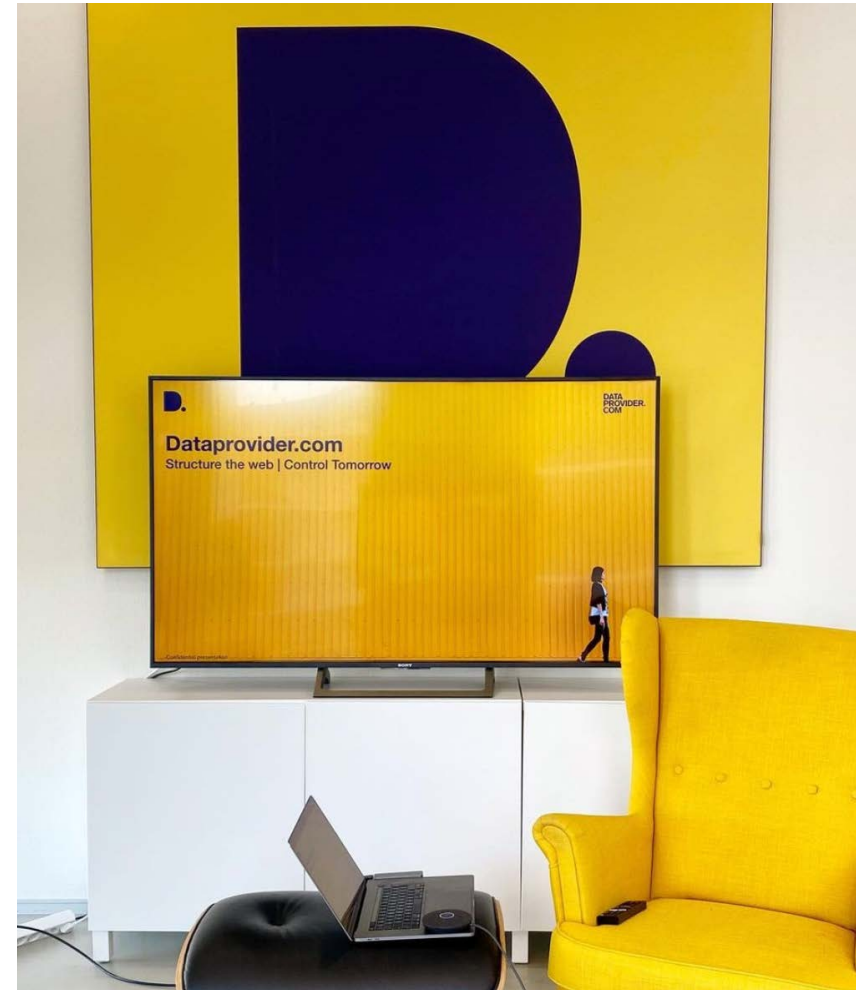
Hostname	Country	Top-level domain
1 www.vanguardingles.com	Australia (AU)	com
2 vivaure.com	Australia (AU)	com
3 gymaware.com	Australia (AU)	com
4 www.aville.com	Australia (AU)	com
5 www.racketsports.net	Australia (AU)	net
6 cosventure.com	Australia (AU)	com
7 www.auspirifures.com	Australia (AU)	com
8 knightamp.org	Australia (AU)	org
9 www.idathetic.com	Australia (AU)	com
10 www.goldcoastmeats.com	Australia (AU)	com
11 tectronindustries.com	Australia (AU)	com
12 www.duyguzelikatonu.com	Australia (AU)	com
13 thehavenbyronbay.com	Australia (AU)	com
14 www.rsgenerateskinandbody.com	Australia (AU)	com

Find all domains in Australia that aren't using the .au extension.

The trusted data provider for ccTLD registries

"The data we acquire with Dataprovider.com helps us serve our community. If you need answers to your most pressing market share questions, in-depth insights into what your end users need and if you want to understand what is really happening on the web in your country, start using Dataprovider.com."

Explore the limitless opportunities of Dataprovider.com to boost the health and growth of your zone files. [Contact our sales team for more information:](#) we're here to ensure the best results for you.



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