

DomainPower's Monetization Decision Engine

Domain Holdings Group: The Company Behind DomainPower

Located in Delray Beach, FL, Domain Holdings is a VC-backed private technology company that specializes in domain monetization and brokerage. Started by John Ferber, who grew and eventually sold Advertising.com to AOL in 2004 for \$500 million, and Chad Folkening, a long-time domain industry pioneer, Domain Holdings is a company founded on technological innovation in the evolving domain monetization landscape. DomainPower is its flagship platform monetization solution.

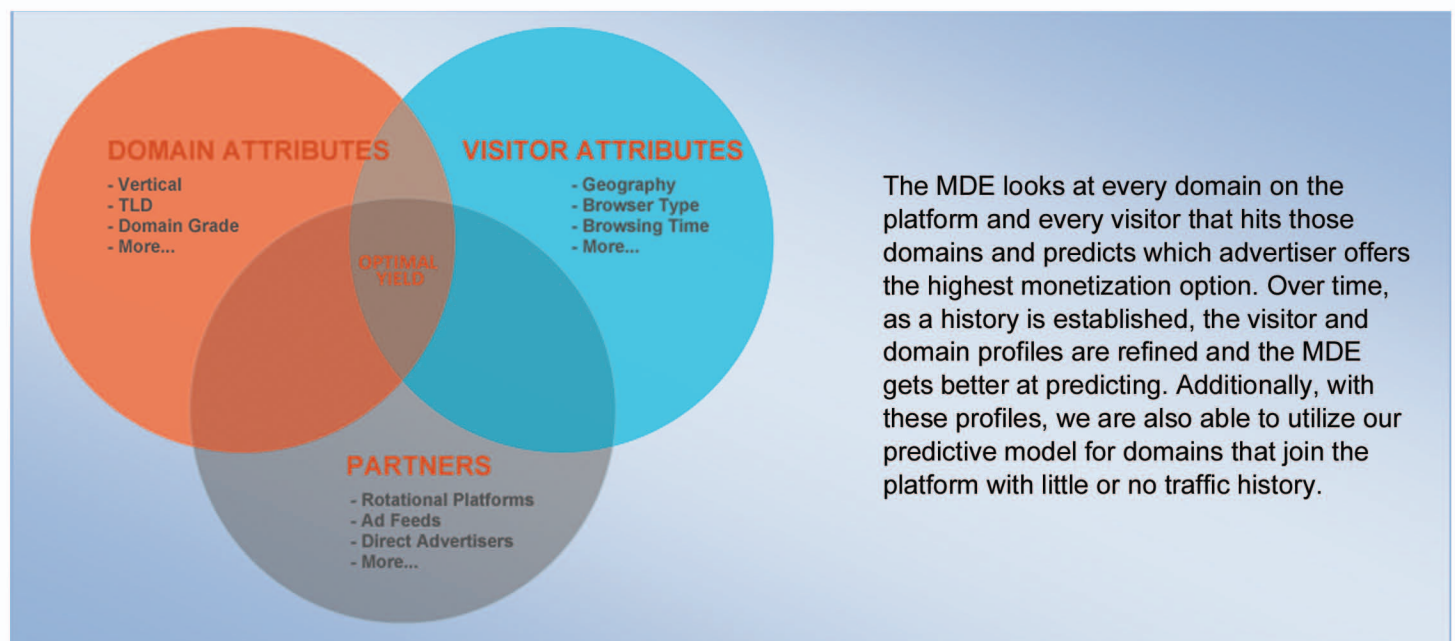
Disruption in Domain Parking Creates Demand for Innovation

Starting in 2008, domainers began to notice traditional parking revenues drop significantly. In 2012, this trend has not abated, and has punctuated the need for innovation in the domain parking space.

As you read on, you'll learn about the driving force behind DomainPower, known as the Monetization Decision Engine (MDE). The MDE was designed with the evolving domain parking industry in mind, removing reliance on a single monetization solution. DomainPower users are able to leverage monetization options from a network of over 35 advertisers.

How the MDE Works: Predict, Measure, Adjust, Repeat

As the cornerstone of the DomainPower platform, the MDE is designed with a single purpose in mind: produce the highest yield for publishers. With over 35 advertising partners, including parking platforms, zero-click and direct advertisers, we use the power of science to create an engine that routes the traffic of your domain to the highest possible payout. Simply put, decisions are made based on one thing – more revenue for you.



The MDE is a predictive monetization engine that optimizes over time.

Prediction - As soon as your domain is added to our platform, the MDE builds a predictive model for your domain and its visitors using the historical performance of similar domains and visitors.

Optimization – No domain monetizes the same, so as traffic history is established, we are able to test real data against predictions. This serves two purposes: optimizing individual domains as well as optimizing the predictive model.

Why the MDE Works: Objective Decisions, Advertiser Relationships

With many parking options available and each offering the next big thing, why choose DomainPower? Because it's an engine that leverages analytics and over 35 advertising partners to deliver the highest revenue possible.

Predictive Analytics: We leverage the power of a predictive model with over 35 advertisers to route your domain's traffic to the highest possible monetization option. Our predictions are based on ongoing optimization designed to consistently sustain the highest yield.

Objectivity: We are not obligated to pass your traffic through a single upstream provider. Whether it's a single PPC provider, Zero-Click or Direct Advertiser, DomainPower's MDE will choose based on the best monetization option.

Real-Time Decision Making: DomainPower is a technology solution that enables monetization decisions to be handled in real-time and passed to the advertising partner offering the best monetization option. We are also able to determine secondary monetization options in the event of blocked traffic or other advertising restrictions at the domain level.

Bargaining Power: Your bargaining power to attract advertisers and favorable revenue is only as strong as the size of your portfolio. As a publisher on DomainPower, your bargaining power is as strong as all portfolios on our platform.

Disintermediation: When possible, we operate on a direct-to-advertiser basis, removing middle men. By limiting the hands in the pot, we are able to create a more lucrative payout for our publishers.

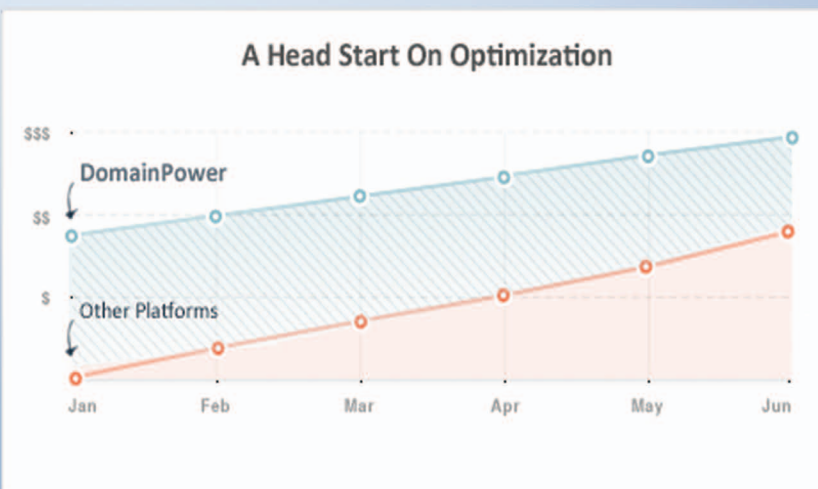
Analysts: Utilizing the results of hundreds of thousands of domains on the DomainPower platform, our team of domain portfolio analysts are using the data to constantly shape and improve the MDE technology to adapt to the constantly evolving parking industry.

DomainPower vs. Traditional Parking

Compared to traditional PPC Parking, which uses single upstream providers, DomainPower uses multiple advertising partners, including:

- CPM/CPC Advertisers
- Lead Aggregators
- Direct Advertisers
- Zero-Click Advertisers
- Cost Per Action Offers

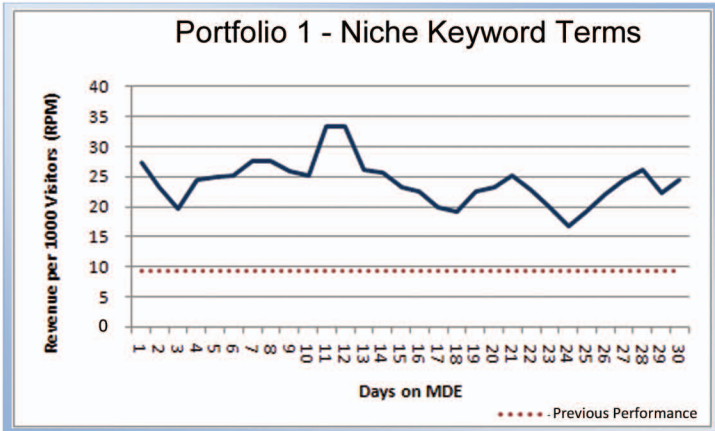
DomainPower vs. Other Rotational Platforms



Predictive Analytics start your domain at a higher yield than traditional rotational platforms until a traffic history is established.

If there is marginal traffic volume, we can leverage similar domain learnings to maximize the yield of your domain.

DomainPower vs. Previous Platforms

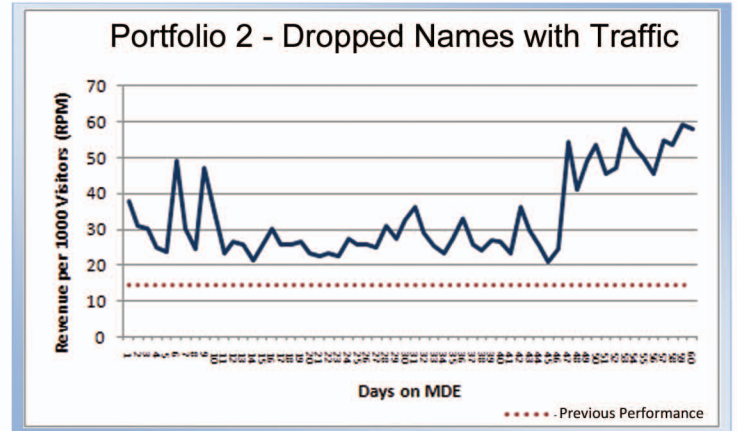


Previous RPM: \$9.24 DomainPower RPM: \$24.16

Before: Portfolio 1 was on a parking platform that used a leading paid search network as its primary monetization option. Zero-click advertisers were reserved for domains blocked by the paid search network, regardless of whether or not the zero-click advertisers could outperform the paid search network on unblocked names.

Portfolio Makeup: Portfolio 1 had a high volume of specific niche search terms that were highly marketable to zero-click and other direct advertisers.

Optimization Method: The MDE was free to pass traffic to zero-click and direct advertisers without restriction.

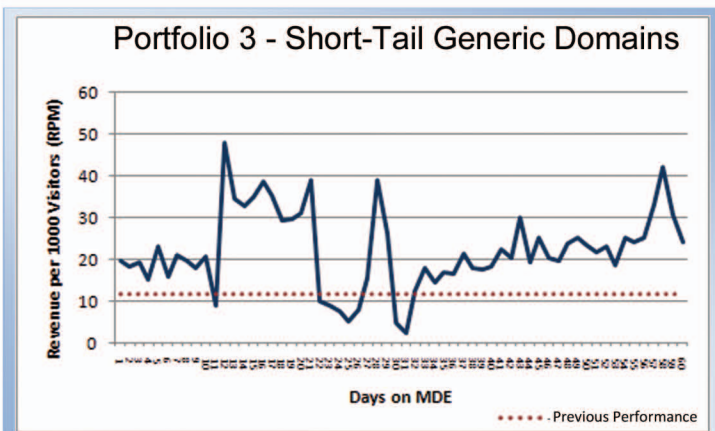


Previous RPM: \$14.59 DomainPower RPM: \$32.93

Before: Portfolio 2 was on a platform using a leading paid search network with no other monetization options available.

Portfolio Makeup: The portfolio is a mixed bag of names bought on drop based solely on historical traffic.

Optimization Method: Optimization was achieved by diversifying advertising options in addition to relying on a leading paid search network.

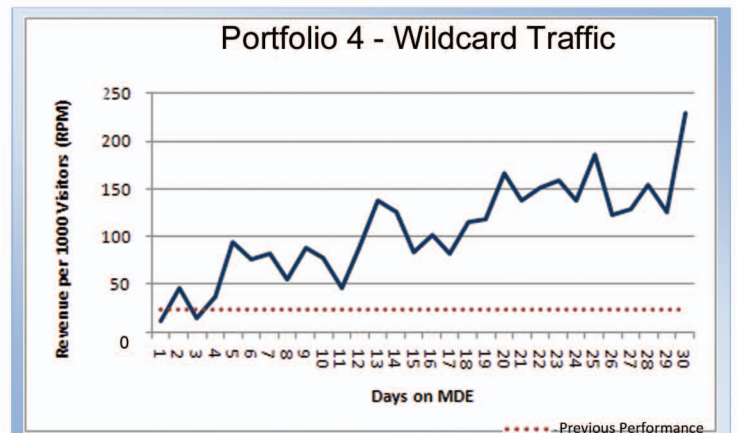


Previous RPM: \$11.68 DomainPower RPM: \$16.88

Before: Portfolio 3 was on a parking platform with two leading paid search networks - Provider 1 and Provider 2. Traffic would route to Provider 2 only after it was determined Provider 1 had blocked a domain's traffic, regardless of which monetization option might produce the highest yield.

Portfolio Makeup: High-value premium generic short-tail keyword domain names.

Optimization Method: The MDE measured high demand for short-tail keyword domains from direct advertiser and zero-click partners, and thus we were able to produce a significant lift.



Previous RPM: \$22.98 DomainPower RPM: \$84.21

Before: Portfolio 4 was on a parking platform that used a leading paid search network as its primary monetization option with secondary monetization options.

Portfolio Makeup: Wildcard Traffic (e.g. Leased Subdomains, 404 Traffic from Webhosts)

Optimization Method: The MDE was able to dynamically categorize the domains at a more granular level to optimize the traffic.