

SECRETS TO TRIPLE YOUR TM TYPO EARNINGS

NamesCon Global - Jan 2019

DISCLAIMER

This presentation is not meant to encourage registration of TM typos.

It merely aims to look at the problem from a brand's perspective.



\$2 Bn

Lost by brands to TM typos

Transactions – Shopping, Airlines, Hotels

Advertising – Social networks, Content sites

LOSE BUSINESS TO COMPETITION

(Via parking pages)

Browser tabs: mrriott.com | Marriott Res: x

Address bar: ww8.mrriott.com

Apps

Sponsored Listings

- » **Make Your Hotel Reservation - Get 40% or Even**
[trivago.com](#)
Hotel Reservation! 200+ Booking Sites Compared To Find The Best Price
- » **Hotel Reservations**
[hotels.com](#)
Exclusive Deals on Top-Rated Hotels Book Now, No Cancellation Fee
★★★★★ (4.4)
Last Minute Deals San Francisco Hotels
Hotels in London Hotels in Paris
- » **Hotel Reservations - See Our Best Rates in Secor**
[priceline.com](#)
Over 300,000 Hotels w/Great Prices. Best Price Guarantee at Priceline!

DAMAGE GOODWILL

(Malware, spyware, look-alike sites, adult)



最新登入网址

ctv555.com - ss5666.com - rrr6666.com - 98zxzx.com - jjj918.com -

WASTAGE OF OFFLINE MEDIA BUDGETS

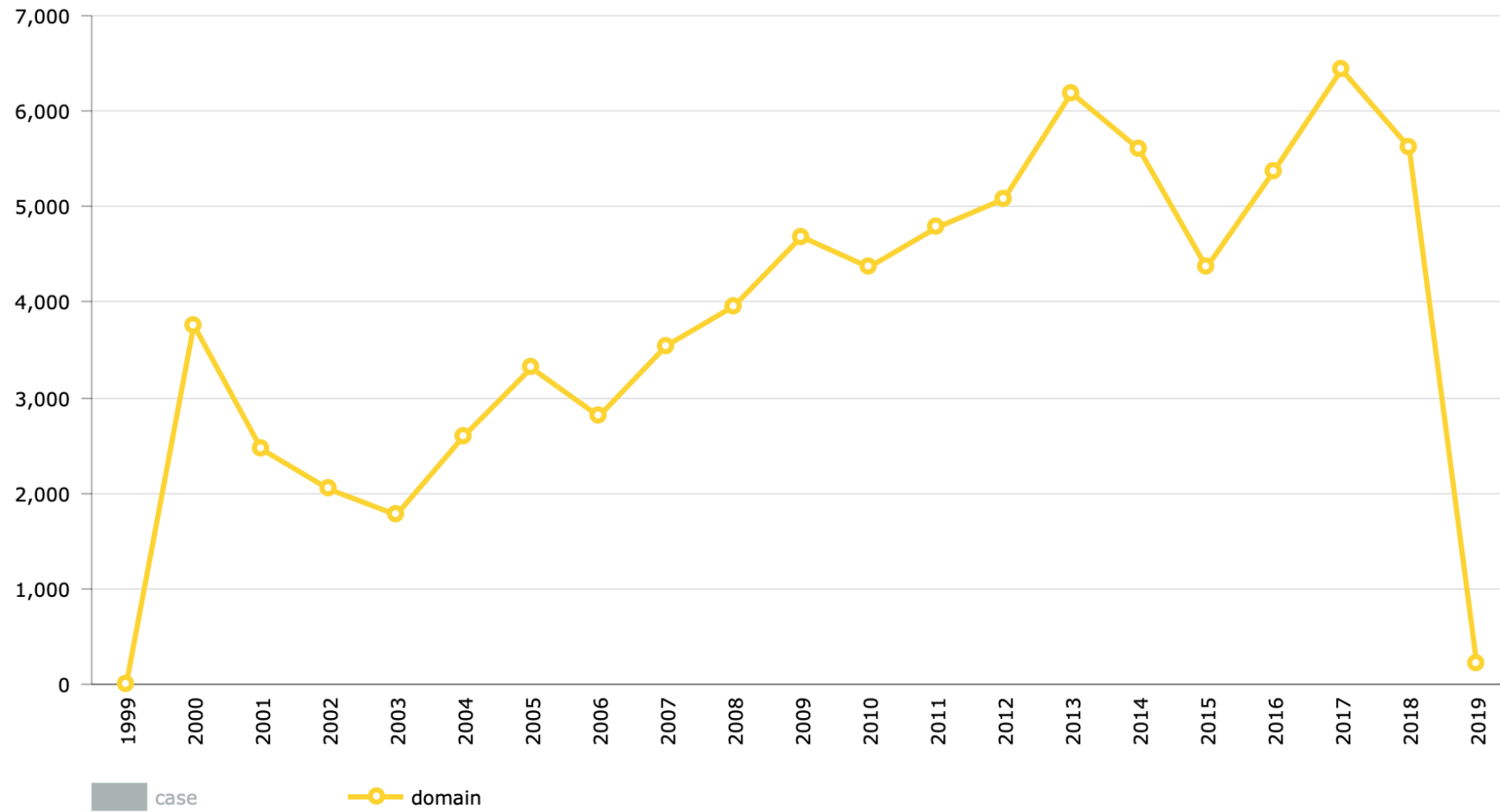


HOW SHOULD A BRAND FIX THIS PROBLEM?

- Register the typos
- Legal route

**IDEAL SOLUTIONS
NOT PRACTICAL**

CASES OVER YEARS



IN 2018

330 Million registered domains*

5622 domain disputes**

0.002%



* Verisign report

**DNDisputes.com

PRACTICAL SOLUTION

- Easy
- Quick
- Economical



SITEPLUG

A direct navigation platform
to enable brands & TM typo owners
to exchange value

THE HOLY TRINITY

Users

Frictionless
navigation

Brands

Recover lost revenue
Pay commission on sales
Prevent loss of brand equity
No legal costs

TM Typos

3x revenue of parking
Domain not revealed

g~~uest~~est.com

emi~~res~~s.com

Parking	Siteplug
425 Clicks	447 Redirects
\$0.02 Earning Per Click	\$0.08 Earning Per Redirect
\$8.50 Revenue	\$35.76 Revenue

Parking	Siteplug
340 Clicks	427 Redirects
\$0.08 Earning Per Click	\$0.30 Earning Per Redirect
\$24.20 Revenue	\$128.10 Revenue

Data comparison for one month between a major parking platform and Siteplug

HELP 1,000 BRANDS
GLOBALLY RECOVER

100 Mn



INTEGRATED WITH PARKING COMPANIES



Above.com



TONIC.

sedo

domainsponsor



SKENZO

traffic.club