

MarkScout Research Reports

MarkScout provides a comprehensive suite of domain research and advisory services to help companies maximize value and minimize the costs associated with the management of large corporate domain portfolios. These services, which are complimentary for existing clients, combine MarkScout industry-leading technology with our real-world know-how to deliver actionable results. With more than 15 years of experience managing the world's largest and most valuable domain portfolios, our expertise is unmatched.

Features	Highlights	Benefits
Availability Reports	Discover domains that are available for registration based on MarkScout proprietary rankings, specific regions, or globally.	■ Determine domain availability prior to a brand launch ■ Identify domain registration gaps in a portfolio ■ Take first step in obtaining a worldwide branding presence
Domain Portfolio Transfer Plans	Your strategy to transfer portfolios: We provide information relating to the domain count per extension, and rank domains based on ease of transfer process for moving a domain portfolio to MarkScout.	■ Reduce time spent planning a domain portfolio transfer ■ Provides a strategic plan on which domains to transfer first
Client Portfolio Reviews	Obtain a snapshot of your business over the past year with MarkScout. The report includes a comparison of the previous and current year's financials, domain counts, etc.	■ Review previous year's strategy and plan for upcoming year ■ One-on-One consultation with Client Services Manager on findings
Wildcard Search Report	Using proprietary MarkScout tools, we find domains which may be using your brand name inappropriately. We also provide WHOIS records and parsed out registrants of all domains found is provided.	■ Uncover domain name brand abuse ■ Detect domain squatters and their registration patterns

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Consolidation Projects	Find domains which are clearly registered or show ownership by your company using Reverse WHOIS technology with the end goal of consolidating your domain portfolio.	- Consolidate by identifying departments, units and groups in your organization that also register domain names - Identify domain squatters alongside legitimate registrations
Portfolio Insight Report	The first step in identifying opportunities to strengthen your domain portfolio: for further analysis, a Portfolio Rightsizing report and consultation is recommended.	Strengthen domain portfolio by identifying all potential registrations
Misspellings Report	Used to assist in defensively registering domains which are the result of typographical errors. The typos found are checked for availability in the top 5 gTLDs, plus commonly misspelled ccTLDs.	Identifies the top 25 typos available for defensive registration coverage
Content Resolution Report	Determine whether or not your domains are resolving to company content or not resolving (including information on parked pages, malware, or other inappropriate content).	Quickly gauge whether a domain is pointing to live content or not resolving
New: SSL Snapshot Report	Provides quick overview of percentage of portfolio resolving to live sites which are using SSL certificates. Also includes the percentage of SSL's managed by MarkScout.	Identifies a need for either an SSL Detection Report or SSL Advisory Report
New: SSL Detection Report	Used to search out existing SSL certificates based on company name and top brand strings. Also includes cert specific information such as Certificate Authority, expiration date, and competitive replacement eligibility.	- Identifies a need for SSL consolidations - Highlights a scattered SSL certificate portfolio, which leaves companies at risk of missed coverage and expired certificates
New: SSL Advisory Report	Builds off of SSL Snapshot Report to identify gaps in SSL certificate coverage and misaligned usage. Provides recommendations based on website resolution status and web page content.	- Provides specific steps to improve SSL certificate coverage. - Align SSL coverage with website content
New gTLD Base Report	Identifies new gTLDs that are company owned, available for registration, blocked, reserved or already registered by a third party.	- Customized domain recommendations based on different approaches - Identifies third party registrations in a company's vertical

About MarkScout

MarkScout provides online brand protection and domain management for global brands. Our technology and experts detect and remove counterfeits, piracy, fraud and brand abuse across marketplaces, social media, domains and the dark web, helping protect revenue, reputation and customer trust. To learn more, visit markscout.com.