

CASE STUDY

MarkMonitor Delivers Trusted Domain Management for Edelman



Industry: PUBLIC RELATIONS AND COMMUNICATIONS

Company:
Edelman

Headquarters:
New York, NY, USA
Chicago, IL, USA

Products:
MarkMonitor Domain Management

OVERVIEW

Edelman, the world's largest public relations firm, achieved better domain portfolio visibility, increased ROI and enabled employees to concentrate on client service and support by engaging the MarkMonitor Domain Management solution. The company is now able to play aggressively in country-specific, as well as U.S. centric domain acquisition.

EXECUTIVE SUMMARY

“ We work on a wide range of projects that run the gamut of internal through external client-facing domains and have to be nimble. From our perspective, we are seeing growth in geographic and market-specific registrations to support international marketing efforts. One of the reasons we like MarkMonitor so much is that they are able to register every global domain suffix out there and help us through that process.”

David Rosenberg,
Vice President,
Information Services, IT

Founded more than 50 years ago, Edelman is the world’s largest public relations firm, with wholly-owned offices in 53 cities with 3,600 employees worldwide. The company has long held its position as a creative force and thought leader in the public relations and communication industry. The company seeks out and develops relationships, building webs of trust for their clients based on dialogue, credible information sources, and relevant experiences. Edelman is also a leader in digital and social media communications.

Edelman’s IT department oversees all of the firm’s own Internet development including providing enterprise service vendors to Edelman’s clients’ to support their development needs. Edelman has 500 domains managed with MarkMonitor and sees that number continuing to grow significantly. The firm engaged MarkMonitor after being referred by an internal executive who had worked with MarkMonitor at a previous Fortune 500 company. Edelman now uses MarkMonitor Domain Management to bring global transparency and organization to its assets and those of its clients.

CHALLENGES

- Lack of visibility and control over global domain portfolio
- Need to consolidate billing and reduce administrative costs
- Need to adopt a nimble, strategic domain acquisition, and management plan

SOLUTIONS

- *MarkMonitor Domain Management*

RESULTS

- Better portfolio visibility for crossfunctional team purposes
- Increased ROI gained from reducing administrative costs reduced administrative time, freeing employees to concentrate on client service and support
- Edelman is now able to play aggressively in country-specific as well as U.S.-centric domain acquisition activity for clients

CHALLENGE

With the rise of the digital age and PR's increasing dependency on digital media, Edelman account resources independently registered their own domains and created accounts with various Registrars, making it difficult for Edelman corporate to track and monitor. Individuals also registered some domains internationally, adding yet another layer of complexity and lack of consistency. This lack of visibility into the complete domain picture presented a challenge. As Edelman realized the huge benefit of digital media in serving its worldwide constituencies, the company determined it needed to consolidate its domain portfolio management. It needed visibility into the complete portfolio to determine if there was any overlap and to identify any gaps in order to ensure comprehensive global brand coverage. Rosenberg also wanted to ensure domains were proactively renewed before expiration. He also needed a consolidated, flexible billing system to fit Edelman's business practices as the company rapidly grew and demonstrated its global stature.

SOLUTION

Edelman selected MarkMonitor Domain Management to assist them in consolidating their portfolio, better manage their brand, and deliver fiscal transparency as well as reduced administrative costs. In addition, Edelman counted on MarkMonitor to consult with them on country-specific domain acquisitions. Before they made their decision to go with MarkMonitor Domain Management, Edelman reviewed other vendors. According to Rosenberg, the main difference between MarkMonitor and the others was the flexibility and commitment that MarkMonitor displayed in working with Edelman to deliver big picture benefits. "With MarkMonitor, we can pay up front at the time of purchase.

With another vendor, we would have paid a monthly fee per domain and would end up with a monthly re-occurring cost. That was a huge deal for us because we've purchased some of our domains for the next 20 years. We didn't want to pay a monthly fee for a domain we already own." Other vendors were not able to meet Edelman's needs due either to their fixed pricing structures or uncompetitive pricing. Edelman now feels confident that they know the true extent of their global portfolio as well as its market value.

Another major factor that played into Edelman's decision to go with MarkMonitor was the company's ability to issue SSL certificates for Edelman's portfolio. This was an added security benefit that created transparency for the account teams. They now know when they need to renew those certifications and can map renewal dates well in advance.

RESULTS

With MarkMonitor Domain Management now in place, the ongoing consolidation process is smooth. Edelman now has a budgeted plan and has added transparency to the process. The account teams can complete their domain purchases as well as manage their domains in significantly less time, providing quantifiable costs savings and ROI. By joining forces with MarkMonitor, Edelman has freed approximately 40 hours of monthly administration time which can be invested in client service and support.

Rosenberg says, "The implementation process is going great. The account team is amazing. They are helping us through all the complex issues of going into foreign markets. Right now we're doing a lot of country-specific activities. The team is helping us gather all the information we need; they put it all together and then push acquisitions through for us. They have been a huge help in assisting Edelman achieve its vision of managing its brand."

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