

Vegas.Com

Introduction

This case study of Vegas.com is based on a March 2017 survey of MarkMonitor customers by TechValidate, a 3rd-party research service.



“MarkMonitor is a true partner in helping us manage and protect our domain portfolio. They give our organization the confidence that we are managing our domains in the best way possible.

“MarkMonitor is a company you can trust.”

Challenges

Finds the following to be the top domain management challenges facing their organization:

- Industry and regulatory changes

They previously used another corporate registrar to manage their domain portfolio.

Use Case

Lists the following as the primary drivers of their domain strategy:

- Maximize their brand exposure globally
- Defensively protecting their brand

They chose MarkMonitor for the following reasons:

- Expertise
- Global TLD support
- Strategic guidance
- Security
- Dedicated Client Services Manager

Results

The surveyed company has realized cost savings in the following areas with the MarkMonitor Domain Management solution:

- Administrative time
- Domain fees
- Domain recovery

They find the most value in the following areas:

- Client Service Support
- Security
- Centralized domain management technology
- Strategic guidance
- Domain recovery services and sales services

Company Profile

Company:
Vegas.com

Company Size:
Medium Enterprise

Industry:
Hospitality