

This document contains trade secrets and is only available under non-disclosure agreement.

Last updated 2020-02-26 by Bill.

There are three files per month.

details_godaddy_YYYY-MM.tab ("details files"), and
tldcount_godaddy_YYYY-MM.tab ("tldcount files"), and
pricing_godaddyg_YYYY-MM.json ("pricing files").

YYYY-MM represents a year and month that the data was generated.

These files can be treated as snapshots as of sometime on the 1st of the month.

DATA LIMITATIONS:

These reports will consistently *under-report* the actual number of domain names that are consuming GoDaddy services for several reasons.

1) our data collection technique necessarily introduces some lag (up to a month) in reporting new and removed names, so names may not be immediately visible.

2) while our data collection methods provide high fidelity, our sensor network could theoretically miss a small number of domain names in a limited number of top level domains. This is a function of whether observable use occurs within our sensor network, which in turn relates to how wide the audience of the site is, where its users are, and how much usage is there to be observed.

3) we currently estimate that somewhere between 75% and 90% of all GoDaddy hosting and domain name customers can be detected using our current methodology, based on total size estimates from GoDaddy public statements and our actual detection counts.

4) some services that we can provide pricing data for is not able to be detected using our current techniques, or needs to be matched to other data sources to triangulate to revenue.

5) Our pricing data does not necessarily reflect any discounts offered by GoDaddy (especially context-specific, volume, and loyalty discounts).

Beyond under-reporting, there are some gaps in what we can provide which may affect some of the pricing data you look for.

7) Services can be purchased for different intervals, ranging from a month to ten years. That kind of internal differentiation is not visible using our techniques. This is why pricing is provided that has been normalized to a monthly rate.

a) Domain registrations can be registered for any number of years ranging from 1 to 10 in a single transaction. That means that you may see up to 10 years of future revenue on a given domain name recognized now -- and we'll not be able to differentiate that. This impacts the entire tenure of the registration, as we'll underreport on year 1, and over-report on any subsequent years paid for in that transaction.

Historical information about how many registrations and renewals at different periods is available on a 3-month lag from many (though not all) top level domains serviced by GoDaddy, and any available information we've been able to parse and process has been included in our product, with history going as far back as January 2015.

8) User counts (which we do not have) are a necessary part of email service and office 365 revenue estimation

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details files:

this data is a detailed analysis result, covering hundreds of millions of domain names and linking their Internet behaviors to GoDaddy service delivery platforms. file is tab-delimited with headers.

domain

represents the registered domain name that is a GoDaddy customer. A domain is considered a GoDaddy customer if we can associate one or more services to a GoDaddy service delivery platform.

godaddy_hosting

other_hosting

represents whether a hosting presence was detected in a

GoDaddy platform or some other platform. These numeric representations show the number of ways our detection algorithm found this characteristic. Zero values suggest there is no revenue source. Nonzero values suggest there is a revenue source here.

godaddy_mail

other_mail

represents whether an email presence was detected in a GoDaddy platform or some other platform. These numeric representations show the number of ways our detection algorithm found this characteristic. Zero values suggest there is no revenue source. Nonzero values suggest there is a revenue source here.

godaddy_dns

other_dns

represents whether the domain name's primary DNS services are provided on a GoDaddy platform or some other provider. This is not a revenue source (as this service is included at no charge with domain name registrations at GoDaddy) but the presence is a high fidelity reporting characteristic for customer relationships (as only customers get this service from GoDaddy).

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tldcount files:

tldcount files have a breakdown of registerable extensions and the number of observed domains within it. This can be directly linked to GoDaddy's published sales materials, which provide domain name pricing data to estimate revenue. file is tab-delimited with headers.

tld

domain extension

count

the number of observed domains registered at GoDaddy within that domain extension.

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pricing files:

Pricing data is checked and collated automatically, and summaries of monthly pricing data (starting February 2020) are recorded in the dataset. The data is structured in UTF-8 JSON as it is needed for machine readability more than human readability in our product design. However, the raw dataset is included in our product.

This data exists to provide ranges of pricing for various levels of service for the various product lines provided by GoDaddy. One might apply this pricing data by estimating how

many renewals versus purchases are going on, or assigning percentages of service lines purchased at the assorted levels of service, to (within the certainty of those estimates) get a reasonable idea of expected revenue. This technique will tend to be more accurate on an annual basis, and to introduce inaccuracies on a quarterly basis since revenue tends to come in on an annualized basis, but is reliant on monthly observations.

The data structure MAY include other elements and structures and your implementation SHOULD ignore them; we provide no assurance that any undocumented data elements will be available. The data structure may also be in random order, per the JSON standard. Use a good JSON parser when processing this data.

```
{ "metadata" : {  
  "first" : "human-readable timestamp when monthly processing began",  
  "changes" : NUMBER_OF_CHANGES_MADE_TO_FILE_CONTENTS_SINCE_first },  
  
  "_domain" : {  
    domain_name_a-label : { # repeats per extension GoDaddy offers registrations in  
      "ulabel"  
      "period" : type of units for this product; mo(month), yr(year) or user/mo user/yr  
      "price" : lowest initial purchase price, normalized into a monthly revenue rate  
      "renew" : standard renewal purchase price, normalized into a monthly revenue rate  
      "priceCurrency" : the currency type for prices  
      "timestamp" : human-readable timestamp of last change to this data } },
```

```
"_producttype" : {      # repeats for each product family from Godaddy
  DATAPULSE_PRODUCT_UNIQUE_ID : { # repeats for each pricing level within the product
    family
      "period" : type of units for htis product; mo(month), yr(year) or user/mo user/yr
      "price" : lowest initial purchase price, normalized into a monthly revenue rate
      "renew" : standard renewal purchase price, normalized into a monthly revenue rate
      "priceCurrency" : the currency type for prices
      "timestamp" : human-readable timestamp of last change to this data } } }
```