

CYBER SECURITY
MONTHLY UPDATE

Cyber Review



by Monica Tackitt

A graphic in the bottom right corner of the page, showing a white page corner peeling away from a dark grey background, creating a 3D effect.

Overview

Benefits of added security

Today's challenge is selecting security solutions that are effective. This report examines a CitizenHawk solution.



01. Summary

Instra today has a substantial number of corporate clients coming through our platform to register ccTLD's, particular in countries where their current domain name provider does not offer registration/renewal services in; thus finding their way to Instra through search, as a result of extensive ccTLD offering, registering their in addition to their current brandname.ccTLD portfolio. Instra is positioned to offer brand management services via CitizenHawk technology; resulting in potential recurring revenue stream for Instra.

Targeted Results knowledge of the domain name industry and realizing potential risks that can affect an online brand management strategy.

02. What is the benefit?

Opportunity : To Address challenges of Business Brands Today

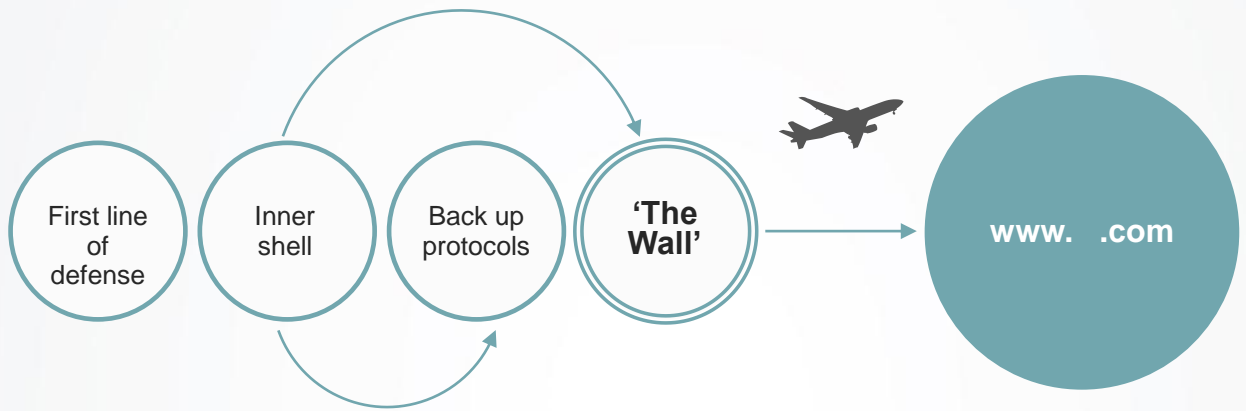


What we need to know

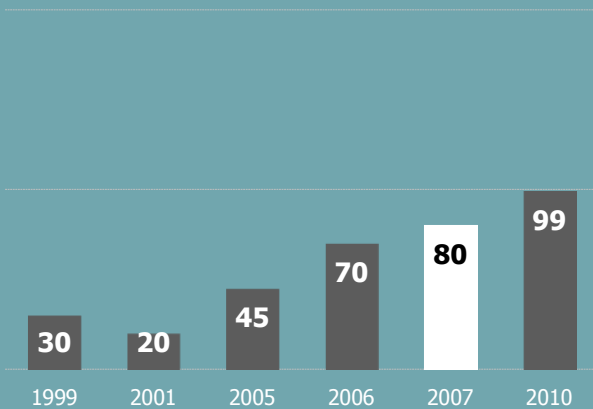
Threats

There are many threats to domain name industry but what impacts businesses the most are probably ones you never heard of.

- 01. Typosquatting: or called URL hijacking** a form of cybersquatting which relies on mistakes such as typographical errors made by internet users when inputting a website address into a web browser.

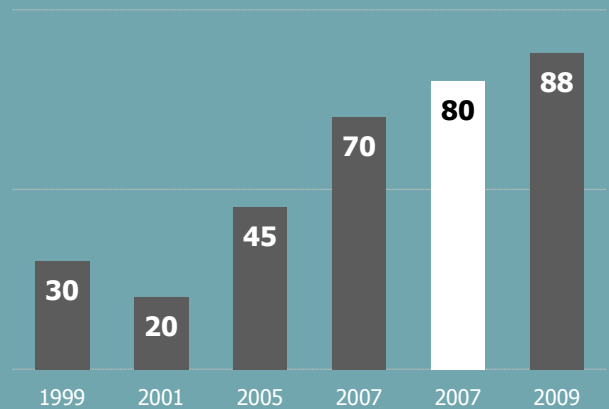


URL Jacking



Disallow embedding. All iframes etc. will be blank, or contain a browser specific error page.
Content-Security-Policy: frame-ancestors 'none'

Cybersquatting



Cybersquatting: or domain squatting defined as registering, trafficking in, or using a domain name with bad-faith intent to profit from the goodwill of a trademark belonging to someone else.

Impacts

What can we do?

There are many solutions out there and we must do our best to select cutting edge technology and impactful results.



FAQs

How Does Squatting Affect The Business Brand? Customers are directed to competitors' sites instead of the true site, which results in loss of revenue for the company. Brand protection solutions can help companies monitor the online world taking action before real damage to their business occurs.

How Does Instra Provide A Solution? As a Registrar, we know a single corporate domain strategy does not exist, as companies are vastly different in their target markets, sales and distribution models, geographic coverage, and operational strengths. CitizenHawk's experience has illustrated their methods to achieve an optimal domain management strategy via online brand protection tools.





More Benefits

Let's discover more

By utilizing CitizenHawk's Brand Protection Technology, Instra gains access to advanced solutions to address cybersquatting; thus providing Business Brands a strategy to combat such tactics resulting in loss of revenue.

CitizenHawk has created technology to handle the following client brand protection concerns:

- Domain Name Abuse
- Affiliate/Partner Compliance
- Traffic Diversion
- Brand Disparagement
- Trademark Infringement
- Image/Logo Abuse
- Trademark Dilution
- Gray Market/Counterfeit Sales

Assumptions

Latest updates

Our easy to use and functional search engine helps you locate the right templates quickly saving your time.

01. Our experience

Our direct experience, with clients that have domain portfolios of 500+ names - initial order following such gap reports routinely add \$15-25K in domain registrations on bookings.



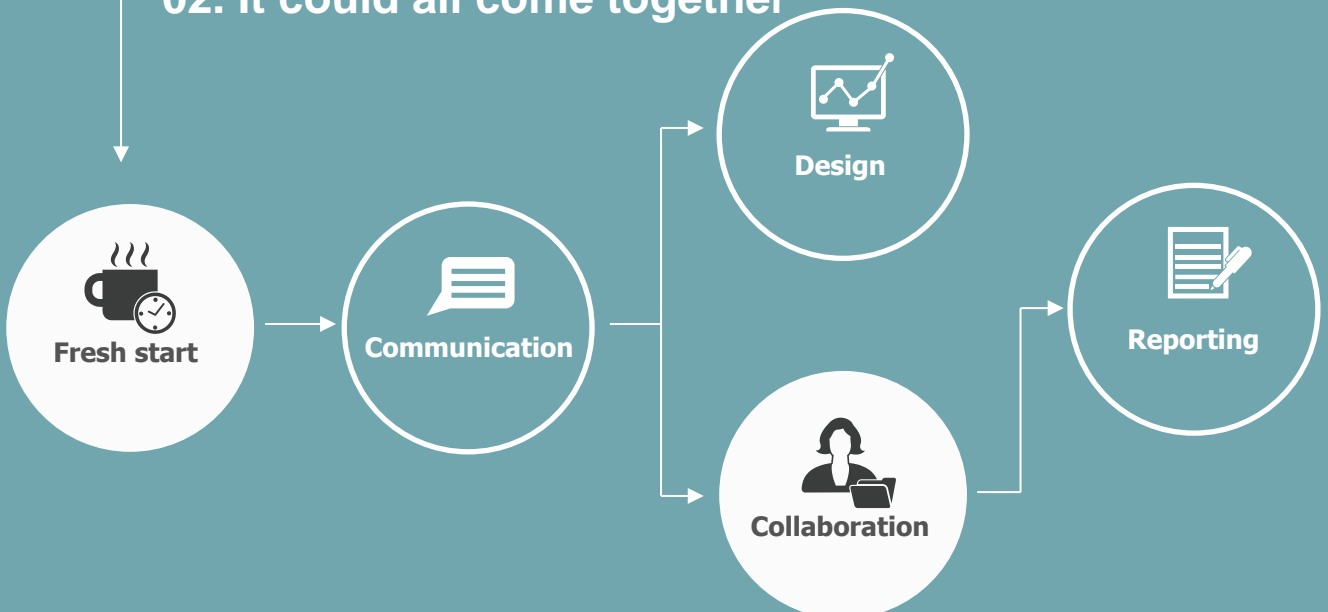
01. New

25-100 new domains candidates for new registration; agrees to register over 5 gTLDs and 10 ccTLDs.

02. What's next?

- Strong revenue stream
- Up-sell opportunity will increase

02. It could all come together



Thank you for sparing Your precious time for me

This is a sample report of a comprehensive case study and executive briefing overview. I hope you enjoyed the design and content!





**A report by
Monica Tackitt**