

# Placement Plus

## User Guide

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# Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>2 Core Features</b>	<b>3</b>
2.1 Relevancy	3
2.2 Availability	3
2.3 Reporting	3
<b>3 Under the Hood</b>	<b>4</b>
3.1 Domain Rank	4
3.2 Vertical TLDs	5
3.3 Data Points	6
3.4 Default Query	7
3.5 Instructions About Rank	8
3.6 Premium Domains	9
3.7 Presentment for Specific TLDs	9
<b>4 API Overview</b>	<b>10</b>
4.1 Endpoint and Query Structure	10
4.2 Authentication	10
<b>5 Request</b>	<b>11</b>
5.1 Commands	11
5.2 Request Parameters	11
<b>6 Response</b>	<b>12</b>
6.1 Error Handling	12
6.2 Response Sample	14

# 1 Overview

Placement Plus is a domain suggestion tool with one purpose: Empowering users to find that perfect Identity Digital domain name. At Identity Digital, we believe the path to achieving this is through a focus on relevant domain suggestions. How can this relevancy be achieved in conjunction with paid presentment? It requires leveraging all available Identity Digital TLDs combined with generating intelligent and contextual SLD suggestions. These two elements power Placement Plus to recommend uniquely diverse, meaningful, and useful domain suggestions.

It is from this vision that Placement Plus works to achieve the ultimate goal: enabling our partners to more effectively exchange domain conversions in return for Registry MDF with no compromises in Speed, UX or Domain Conversion volumes.

## 1.1 Why Choose Placement Plus

Placement Plus provides one of the most versatile paid search solutions in the industry. Our service has the most to offer, which includes returning the most relevant domain suggestions, performing live availability checks, and supporting the entire gamut of Identity Digital's highly vertical TLD portfolio.

## 1.2 Customer Support

We are here to help! If you have any questions, clarifications, or concerns, please reach out to our customer service team. We want to ensure that you fully understand what Placement Plus has to offer and how our service can best meet your needs.

Email: [rnssupport@identity.digital](mailto:rnssupport@identity.digital)

# 2 Core Features

## 2.1 Relevancy

Relevant domain suggestions are the core of our solution. Placement Plus strives to return domains that are relevant at both the SLD and TLD level, providing results that best match

user input. We are able to provide this functionality, because we have invested years into research, data analysis, and careful relevancy balancing. Broadly, this includes incorporating the following:

- Generating intelligent SLD suggestions, utilizing historical domain frequency matching, contextual language signals, and other key heuristics.
- Selecting from more than 240 TLDs, choosing the best matches based on user input.
- Appropriately weighting and scoring potential domains, returning only the most relevant recommendations.

## 2.2 Availability

It is top priority for us to return domain suggestions that are actually available for registration. As a result, we have built a robust system to ensure that Placement Plus can quickly return available domain suggestions, and we pride ourselves in our accuracy.

## 2.3 Reporting

As a customer of Placement Plus, we will provide you with regular reports containing key data metrics. These reports will center on overall account activity, user search characteristics, Domain recommendations, and estimated conversions. It is our desire that these reports will act as a catalyst, allowing you to better understand user behavior and identify opportunities for improving Placement Plus results going forward. We want to ensure that your user search experience is as effective as possible!

# 3 Under the Hood

Under the hood, Placement Plus is powered by Domain Engine, Identity Digital's domain name search solution, a tool which is currently leveraged by some of the world's leading Registrars & Web/Hosting providers.

We make our best attempt to simplify your interaction with the system. However, the method by which the API scores and ranks domain suggestions is a complicated process. In order to best understand how to query our API and how to interpret the results provided,

we believe that it's necessary to have a high-level understanding of some search concepts. Please feel free to initially scan this section in the beginning. After you start testing and integrating Placement Plus, the content provided here may become clearer.

## 3.1 Domain Rank

When you query the service, Placement Plus will return a list of recommended domains. Each domain in this list is assigned a rank value, and the result list order is dependent on this rank. This makes the rank value the most important data point for a given query. Rank is described in more detail below.

### 3.1.1 Rank vs Score

One of the more important concepts to understand is the difference between the rank and score for a given domain recommendation. As described in the introduction to this section, rank is the actual numerical position of a domain in a result set. Rank is entirely dependent on a domain's final score.

Your Placement Plus agreement will specify that you must return a minimum of one Identity Digital domain suggestion on your search results page. For the purposes of a Placement Plus integration, the domain suggestion that is presented in the highest slot must have a rank value of "1".

The score is the final calculated value that the service provides to a recommended domain. The score of a domain varies based on relevancy, account configuration, query parameters, and internal logic. The score can be a value between 0 and 1.

As an example, let's say one of your users searches for "seattle restaurant". In the table below, you can see how the calculated domain score affects the result rank.

Domain Recommendation	Score	Rank
seattle.restaurant	1.00	1
seattlerestaurant.menu	1.00	2
seattlerestaurant.equipment	0.94	3

seattlerestaurant.catering	0.84	4
washingtonrestaurant.menu	0.80	5

## 3.2 Vertical TLDs

The Identity Digital portfolio provides myriad TLD options for a user to choose from. Many of these are positioned to fit a specific purpose, such as "agency" or "lawyer". Placement Plus conceptualizes these TLDs as vertical.

Vertical TLDs can be thought of as having a context and association within a given language. For example, the TLD "lawyer" has a clear meaning that can be related to other ideas in the English language, such as law, legal, and attorney. In another example, the TLD "club" might be associated with words such as venue or dance, or, in another context, might be mapped with words such as weapon or tool.

These associations are a key feature of Placement Plus, and they have a profound influence on scoring. If a user's input can be mapped to a TLD, then domain results containing that TLD can be considered vertically weighted. In an example, when a user searches for the word "law", they are likely to recommend a domain for TLDs such as "attorney", "lawyer", and "degree", because they are all vertical matches.

## 3.3 Data Points

Placement Plus returns a list of recommended domains for a valid search query. This output contains data points that customers can use for internal data analysis. We will describe each data point and how you can use it for your own tracking purposes.

- **Rank:** The position of the recommended domain in the returned list. Domains are returned in order of their rank. For example, a rank of 3 means that the domain was returned in the third position in the result set.
- **Domain:** The name of the recommended domain.
- **SLD:** The name of the SLD.
- **TLD:** The name of the TLD.
- **Phase:** The current launch phase of the associated TLD.

- **Exact:** If Placement Plus evaluates that the recommended domain name is an exact match of the user input, then exact will be true. For example, if a user searches for “special.technology”, and the domain, “special.technology”, is available, this will be considered an exact match.
- **Registered:** If the recommended domain is currently unavailable for registration, then registered will be true. Note: This value should always be false for Placement Plus.
- **Premium:** If the recommended domain is flagged in our system as a premium domain, then premium will be true.
- **Platinum:** If the recommended domain is flagged in our system as a platinum domain, then platinum will be true. Note: This value should always be false for Placement Plus.
- **Adult:** Placement Plus utilizes a database of adult-related words. If a domain suggestion contains a word present in our adult word database, then adult will be true.
- **sldValue:** The calculated value assigned to the SLD for the associated suggested domain.
- **sldValue:** The calculated value assigned to the TLD for the associated suggested domain.
- **Score:** The calculated score assigned to the recommended domain for a specific query. This score is generated based on a number of relevancy factors. The higher the score, the higher the rank of the domain.

### 3.4 Default Query

**Parameters Discussed:** account, password, input, maxCount, hints, allowPremium, allowPlatinum, version, and verbose.

Placement Plus is simple to use right out of the box, and we want you to be able to suggest relevant domains with as little setup as possible. In the example below, we’ll show you how to pass a sample query with a set of requirement parameters.

You should receive a Placement Plus onboarding document with exact instructions on querying our service. If you did not receive this document please contact customer support: [mssupport@identity.digital](mailto:mssupport@identity.digital)

In our first example, the customer, Domains 4 All, has already been allocated account credentials. In order to test, they would simply send the query below. Please note that Placement Plus will always return 10 domain results.

### 3.4.1 Search Query:

<https://api.rns.domains/recommend-domains?account=domains4allpplus&password=abcd123&input=placementplus&allowplatinum=0&hints=placementplus&version=3&verbose=1>

### 3.4.2 Search Results:

Rank	Suggestion
1	placement.plus
2	placementplus.agency
3	placementplus.services
4	placementplus.partners
5	placementplus.international
6	placementplus.parts
7	placementplus.careers
8	placementplus.network
9	placement-plus.agency
10	placementplus.exchange

## 3.5 Instructions About Rank

As described in the Data Points section, Placement Plus domain suggestions are given a rank value. Rank refers to the ordered position of the recommended domain in the returned list. Your Placement Plus agreement will specify that you must return a minimum of one Identity Digital domain suggestion on your search results page. The domain suggestion that



is presented in the highest slot must have a rank value of 1. Please note that Placement Plus will always return 10 domain results.

In the example below, Domains 4 All has signed an agreement with Identity Digital Registry to display domain suggestions with a rank value of 1 in Position 3 of their search results. Using our the query from the Default Query section, the search query would be as follows:

### 3.5.1 Search Query:

<https://api.rns.domains/recommend-domains?account=domains4allplus&password=abcd123&input=musicevents&allowplatinum=0&hints=placementplus&version=3&verbose=1>

### 3.5.2 Search Results:

Rank	Suggestion
1	musicevents.rocks
2	musicevents.video
3	musicevents.band
4	musicevents.productions
5	musicevents.academy
6	musicevents.catering
7	musicevents.management
8	musicevents.dance
9	musicevents.studio
10	musicevents.charity

### 3.5.3 Search Page Presentation:

Position	Suggestion
3	musicevents.rocks

## 3.6 Premium Domains

**Parameters Discussed:** allowPremium

By default, Placement Plus will return exact match premium domain suggestions. Specifically, this means that, if the Placement Plus service determines that an Identity Digital premium domain qualifies as an exact match of the input string provided by the user, then the response will contain that premium domain suggestion.

If you are unable to support Identity Digital premium domains, then please contact our service team so that we can help configure your account according to your needs: [rnsupport@identity.digital](mailto:rnsupport@identity.digital)

## 3.7 Presentment for Specific TLDs

Customers may have unique use cases where they are only able to display a subset of Identity Digital TLDs for their Placement Plus slot. If this scenario applies to you, then please contact your account manager to discuss this further. We will work with you to meet your needs.

# 4 API Overview

The Placement Plus service utilizes the API of our product, Domain Engine. This section provides details about connecting to our service, authentication, and SLA expectations.

## 4.1 Endpoint and Query Structure

The endpoint for the API Service is located at:

<https://api.rns.domains>

All queries adhere to the following URL structure:

[https://api.rns.domains/{command\\_name}?param1={param1\\_value}&param2={param2\\_value}](https://api.rns.domains/{command_name}?param1={param1_value}&param2={param2_value})

## 4.2 Authentication

Each customer is given a unique account name and password, and these values must be provided for every API call. If they are not supplied, or if the values are incorrect, then the service will respond with an error, and the query will not be processed.

An example of a valid API query containing authentication parameters might be the following:

<https://api.rns.domains/recommend-domains?account=domains4allpplus&password=abcd123&input=placementplustest>

# 5 Request

This section provides details on making requests to the API service. The request must be sent using a secure HTTP GET method.

## 5.1 Commands

### 5.1.1 Recommend Domains

Placement Plus only supports one command: Recommend Domains. This command provides the primary functionality for our relevant domain search service. The API

documentation provided throughout the rest of this document is dedicated solely to the Recommend Domains command. All details should be understood within that context.

## 5.2 Request Parameters

This section provides details on the essential query parameters that will be used with the Placement Plus Recommend Domains API command.

**Note:** All request parameters are case-insensitive. The parameters provided below are displayed in camelCase for readability purposes only.

Name	Implementation	Description
Account	<u>Definition</u> String <i>Required</i> <u>Example</u> domains4all	Unique account identifier.  Details This value can be retrieved from the Customer Portal. Go to Account Management > Account Details. The associated field name is "API Username".
Password	<u>Definition</u> String <i>Required</i> <u>Example</u> 2sr95*7je1)\$	Unique account password.  Details This value can be retrieved from the Customer Portal. Go to Account Management > Account Details. The associated field name is "API Password".
Input	<u>Definition</u> String <i>Required</i> <u>Example</u> bestdomainname	The input value provided by the user. This is the search string from which recommended domains will be generated.
Usageld	<u>Definition</u> String  <u>Example</u> mainSearchBar-v1.34	Unique customer query identifier.  Details usageld is used for customer query tracking only. The service performs no logic on this parameter. It simply returns the value provided by the customer in the output.

## 6 Response

This section provides only the most essential information regarding the response output for the API command Recommend Domains. All responses are returned as a UTF-8 encoded JSON string.

Additionally, it is expected behavior that all responses are returned with an HTTP 200 status code, even if the output contains errors. This is very important to note and be aware of: It is expected that the application itself will not return an HTTP 4xx status code.

**Note:** If you require more information about the output of a Placement Eg query, please contact customer support: [rnssupport@identity.digital](mailto:rnssupport@identity.digital)

### 6.1 Error Handling

*Data Type: Array*

The errors array will only contain values if one or more errors occurred during processing. If no errors were found, then the errors array will be empty.

**Note:** If an expected error is encountered, then the output object will not be returned.

#### 6.1.1 Error Definition

An error array can be defined according to the fields described in the following table.

Field	Description	Data Type	Example
type	The type of error that occurred.	String	System.Exception
message	Information about what caused the error.	String	Invalid account or token key

#### 6.1.2 Error Messages

The following table details all potential expected error messages that can be returned for an API query.

Message	Reason
Aborting command due to invalid user input	Generic error. This message is always returned when Placement Plus encounters expected errors or exceptions.
Invalid command.	The provided Placement Plus <i>command</i> is unrecognized.
Invalid account or token key	The provided <i>account</i> value is unrecognized.
Invalid account or token key	The provided <i>password</i> value is unrecognized.
Integer parameter '{parameter_name}' has an incorrect format.	<p>The provided parameter value is not of the type <i>Integer</i>. Placement Plus expects the provided parameter to be an integer value.</p> <p>This affects all parameters of the type <i>Integer</i>.</p> <p><u>Example Parameter</u> <i>maxCount</i></p>
Parameter '{parameter_name}' outside of allowed range.	<p>The provided parameter value is not within the expected range.</p> <p>This affects all parameters under the following conditions:</p> <ul style="list-style-type: none"> <li>• An <i>Integer</i> parameter value is less than or greater than allowed values.</li> <li>• A <i>Double</i> parameter value is less than or greater than allowed values.</li> </ul> <p><u>Example</u> <i>maxcount=0 v=textnotallowed</i></p>
Required parameter '{parameter_name}' is missing.	<p>A value was not provided for a required parameter. The value was empty.</p> <p><u>Example</u> <i>input=</i></p>

### 6.1.3 Unexpected Errors

There may be scenarios where the API encounters errors that are unexpected. In these situations, the service will fail gracefully, and you should still expect to receive a response. The errors array will contain a message detailing the unexpected exception.

Additionally, the response for Unexpected Errors is slightly different. You should still expect that the recommended domains array will be empty. However, the JSON object may contain an output field, containing the child fields domains, info, and geo.

## 6.2 Response Sample

```
{
  "service": {
    "name": "Hummingbird", "version": "3.0.0.51280",
    "instance": "2-hummingbird-1", "command": "recommend-domains", "elapsed": 13
  },
  "input": { "account": "dpp",
    "usageid": "",
    "clientip": "",
    "input": "placementplus", "maxcount": "10",
    "allowregistered": "0",
    "allowpremium": "2",
    "allowplatinum": "0", "clientcc": "", "clientlocale": ""
  },
  "errors": [], "output": {
    "domains": [
      {
        "rank": 1,
        "domain": "PlacementPlus.agency", "sld": "PlacementPlus",
        "tld": "agency",
        "phase": "GA", "exact": 0,
        "registered": 0,
        "premium": 0,
        "platinum": 0,
        "adult": 0,
        "sldValue": 1,
        "tldValue": 0.81,
        "score": 0.81
      },
      {
        "rank": 2,
        "domain": "PlacementPlus.services", "sld": "PlacementPlus",
        "tld": "services",
        "phase": "GA", "exact": 0,
        "registered": 0,
        "premium": 0,
```

```
"platinum": 0,  
"adult": 0,  
"sldValue": 1,  
"tldValue": 0.67,  
"score": 0.67  
},  
{  
"rank": 3,  
"domain": "PlacementPlus.partners", "sld": "PlacementPlus",  
"tld": "partners",  
"phase": "GA", "exact": 0,  
"registered": 0,  
"premium": 0,  
"platinum": 0,  
"adult": 0,  
"sldValue": 1,  
"tldValue": 0.49,  
"score": 0.49  
},  
{  
"rank": 4,  
"domain": "PlacementPlus.international", "sld": "PlacementPlus",  
"tld": "international", "phase": "GA",  
"exact": 0,  
"registered": 0,  
"premium": 0,  
"platinum": 0,  
"adult": 0,  
"sldValue": 1,  
"tldValue": 0.44,  
"score": 0.44  
},  
{  
"rank": 5,  
"domain": "PlacementPlus.parts", "sld": "PlacementPlus",  
"tld": "parts",  
"phase": "GA", "exact": 0,  
"registered": 0,  
"premium": 0,  
"platinum": 0,  
"adult": 0,  
"sldValue": 1,  
"tldValue": 0.43,  
"premium": 0,  
"platinum": 0,  
"adult": 0,  
"sldValue": 0.5,  
"tldValue": 0.81,
```



```
"score": 0.41
```

```

},
{
  "rank": 9,
  "domain": "PlacementPlus.exchange", "sld": "PlacementPlus",
  "tld": "exchange",
  "phase": "GA", "exact": 0,
  "registered": 0,
  "premium": 0,
  "platinum": 0,
  "adult": 0,
  "sldValue": 1,
  "tldValue": 0.41,
  "score": 0.41
},
{
  "rank": 10,
  "domain": "PlacementPlus.solutions", "sld": "PlacementPlus",
  "tld": "solutions",
  "phase": "GA", "exact": 0,
  "registered": 0,
  "premium": 0,
  "platinum": 0,
  "adult": 0,
  "sldValue": 1,
  "tldValue": 0.41,
  "score": 0.41
}
],
"info": {
  "input": "placementplus", "keywords": "placement plus", "generic": 0,
  "adult": 0,
  "offensive": 0, "tags": {
    "contains": [ "unclassified"
  ],
  "only": [ "unclassified"
  ],
  "words": { "placementplus": [ "unclassified"
  ]
  }
},
"geo": { "clientIp": null, "country": "",
  "region": "",
  "city": ""
}

```

```
}
```