

## Registrar Technical Implementation

---

### Overview

This one-page document outlines how a registrar can forward their expired domain traffic through to ParkLogic. An online report is available via the ParkLogic interface that lists the profitable domains that can form the basis of a growing revenue stream for the registrars O&O portfolio.

### ParkLogic Registrar Accounts

The registrar will need to apply for two ParkLogic accounts:

1. For the Owned and Operated (O&O) domains.
2. Expiring domain names

### Technical Implementation

There are two technical solutions to forwarding domain traffic to ParkLogic.

#### 1. Unique NameServers

ParkLogic will provide a unique nameserver for each of the O&O and the Expired domains accounts. When a domain's DNS is set to the appropriate nameserver it will be automatically added to the correct account with no further intervention required by the registrar. There can only be one unique nameserver per ParkLogic account.

An example unique nameserver may look like ns1.XXX.parklogic.com.

#### 2. DNS template

If the registrar has multiple brands, ParkLogic will provide a DNS template with a series of CNAMEs for routing the traffic for each brands domains into a separate portfolio within their ParkLogic account.

An example DNS template will be like the one below:

Name	Type	Address
@	CNAME	pltraffi6.com.
*	CNAME	pltraffi6.com.
ww1	CNAME	ww1.pltraffi6.com.
...	CNAME	...
ww30	CNAME	Ww30.pltraffi6.com.

The '@' represents the domain being configured and should be a CNAME to the template domain. The '\*' represents a wildcard subdomain and it should also be a CNAME to the template domain. The subdomains 'ww1' to 'ww30' are CNAMEs pointing to the matching wwXX subdomain of your template domain.

### Questions

Any questions should be directed through to your ParkLogic account manager.