

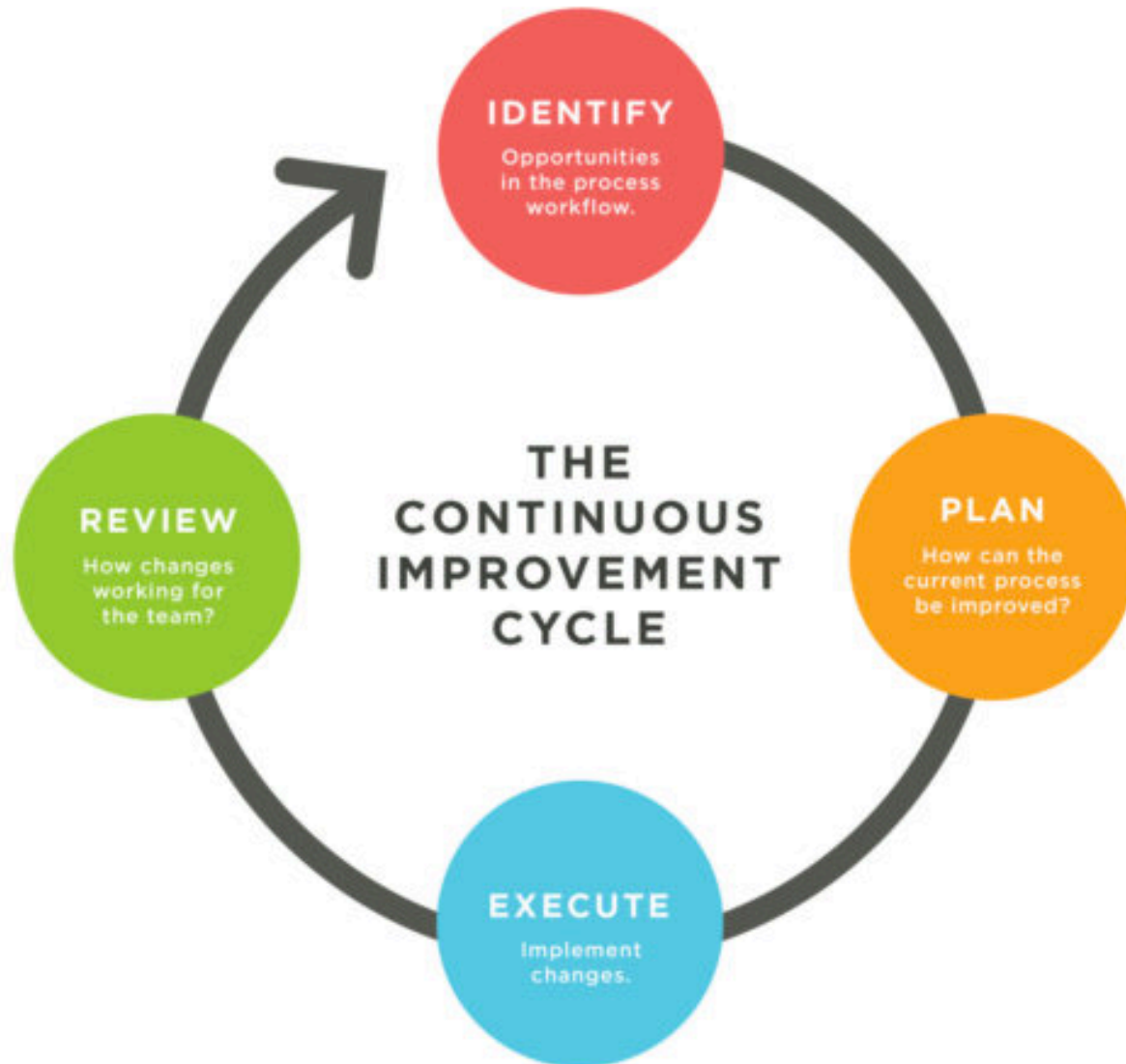
# Art of Continuous Improvement

Jonathan Zuck

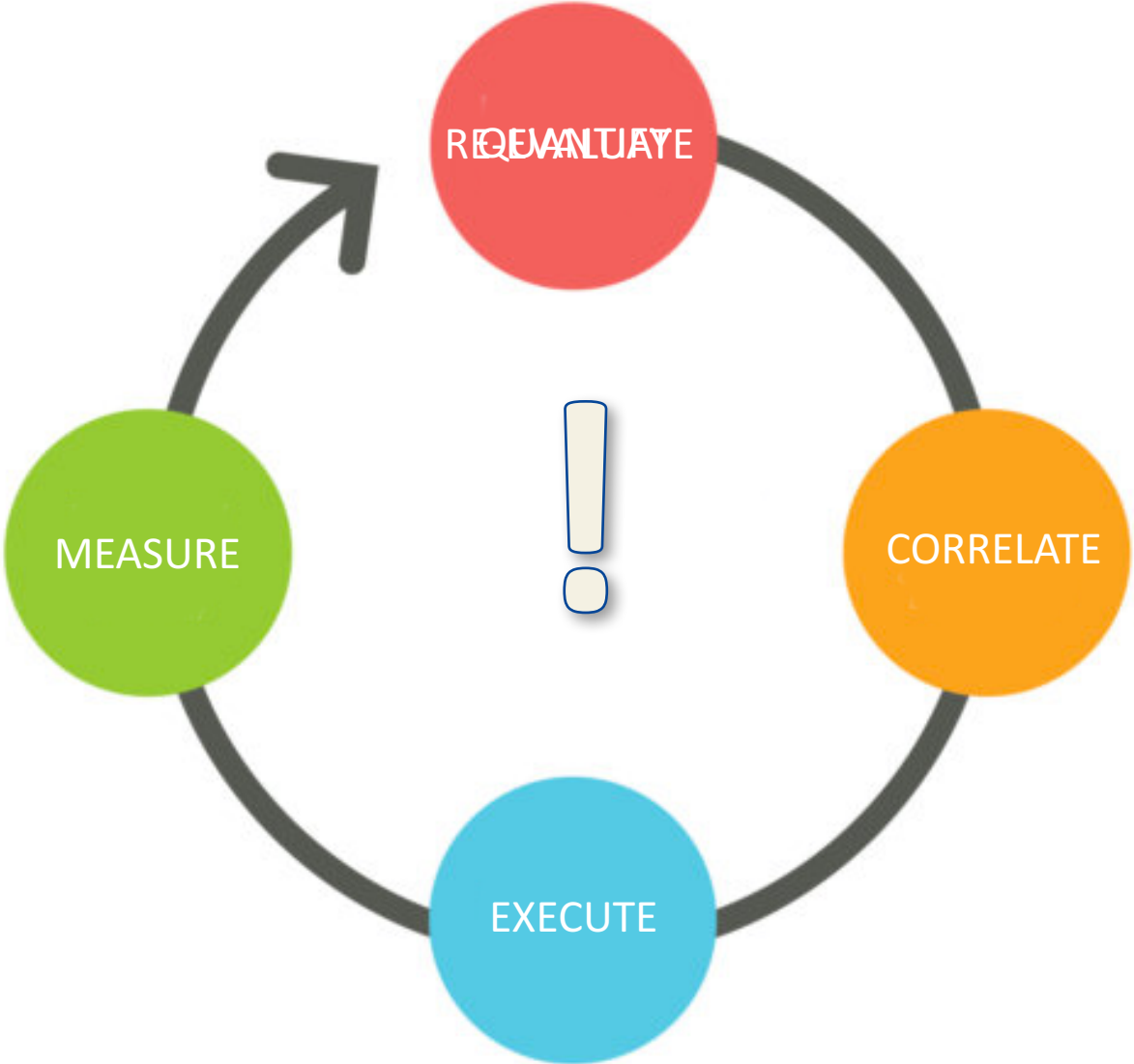
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# Continuous Improvement



# Data Driven Continuous Improvement



# Hypothesis

~~Spam has gotten out of hand with the introduction of new gTLDs~~

Spam is moving to new gTLDs

# Spam is Correlated to Price

- Create a price floor for volume?
- Eliminate name generators at Registrars?

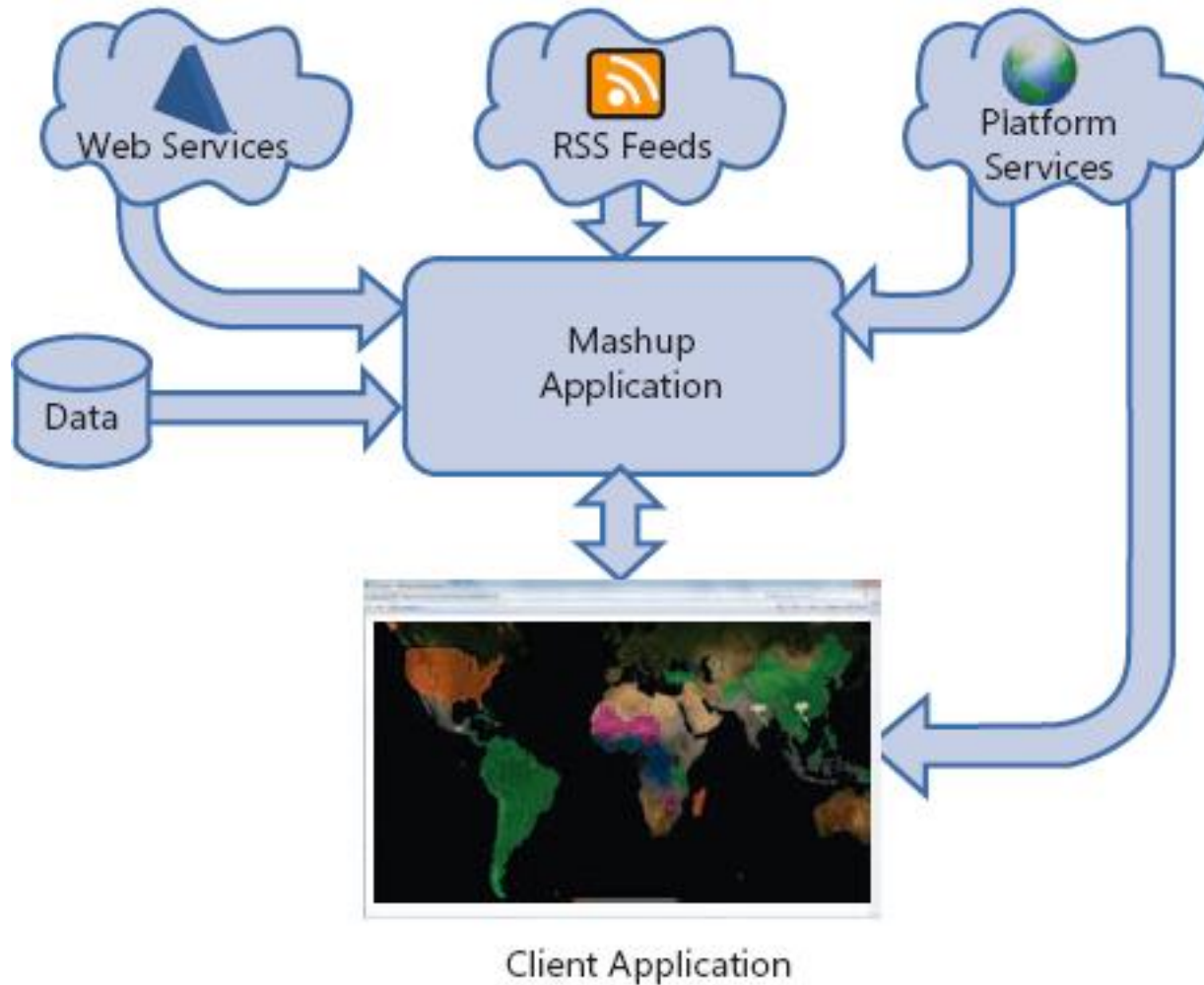
# Measure

- Have spam rates decreased?
- If not, CHANGE COURSE

It all Requires...

**DATA**

# Mashups





# Correlations?

- Domain Sales and Cellphone Penetration
- Domain Sales and Social Media Penetration
- DNS Abuse and eCommerce Penetration
- Etc. etc. etc.