



MarkMonitor Delivers Trusted Domain Management for Edelman



Case Study:

Edelman

Co-Headquarters:

New York, NY, USA
Chicago, IL, USA

URL:

www.edelman.com

Industry:

Public Relations and Communications

Solution:

MarkMonitor Domain Management™

Executive Summary

Founded more than 50 years ago, Edelman is the world's largest public relations firm, with wholly-owned offices in 53 cities with 3,600 employees worldwide. The company has long held its position as a creative force and thought leader in the public relations and communication industry. The company seeks out and develops relationships, building webs of trust for their clients based on dialogue, credible information sources, and relevant experiences. Edelman is also a leader in digital and social media communications.

Edelman's IT department oversees all of the firm's own Internet development including providing enterprise service vendors to Edelman's clients' to support their development needs. Edelman has 500 domains managed with MarkMonitor® and sees that number continuing to grow significantly. The firm engaged MarkMonitor after being referred by an internal executive who had worked with MarkMonitor at a previous Fortune 500 company. Edelman now uses MarkMonitor Domain Management to bring global transparency and organization to its assets and those of its clients.

“We work on a wide range of projects that run the gamut of internal through external client-facing domains and have to be nimble. From our perspective, we are seeing growth in geographic and market-specific registrations to support international marketing efforts. One of the reasons we like MarkMonitor so much is that they are able to register every global domain suffix out there and help us through that process.”

— David Rosenberg, Vice President, Information Services, IT

Challenges

- Lack of visibility and control over global domain portfolio
- Need to consolidate billing and reduce administrative costs
- Need to adopt a nimble, strategic domain acquisition, and management plan

Solution

- Edelman enlists MarkMonitor Domain Management to assist them in consolidating their portfolio, ensure portfolio visibility to the account teams, and deliver fiscal transparency along with reduced administrative costs to their finance department

Results

- Better portfolio visibility for cross-functional team purposes
- Increased ROI gained from reducing administrative costs reduced administrative time, freeing employees to concentrate on client service and support
- Edelman is now able to play aggressively in country-specific as well as U.S.-centric domain acquisition activity for clients

Challenge

With the rise of the digital age and PR's increasing dependency on digital media, Edelman account resources independently registered their own domains and created accounts with various Registrars, making it difficult for Edelman corporate to track and monitor. Individuals also registered some domains internationally, adding yet another layer of complexity and lack of consistency. This lack of visibility into the complete domain picture presented a challenge. As Edelman realized the huge benefit of digital media in serving its worldwide constituencies, the company determined it needed to consolidate its domain portfolio management. It needed visibility into the complete portfolio to determine if there was any overlap and to identify any gaps in order to ensure comprehensive global brand coverage. Rosenberg also wanted to ensure domains were proactively renewed before expiration. He also needed a consolidated, flexible billing system to fit Edelman's business practices as the company rapidly grew and demonstrated its global stature.

Solution

Edelman selected MarkMonitor Domain Management to assist them in consolidating their portfolio, better manage their brand, and deliver fiscal transparency as well as reduced administrative costs. In addition, Edelman counted on MarkMonitor to consult with them on country-specific domain acquisitions. Before they made their decision to go with MarkMonitor Domain Management, Edelman reviewed other vendors. According to Rosenberg, the main difference between MarkMonitor and the others was the flexibility and commitment that MarkMonitor displayed in working with Edelman to deliver big picture benefits. “With MarkMonitor, we can pay up front at the time of purchase. With another vendor, we would have paid a monthly fee per domain and would end up with a monthly re-occurring cost. That was a huge deal for us because we've purchased some of our domains for the next 20 years. We didn't want to pay a monthly fee for a domain we already own.” Other vendors were not able to meet Edelman's needs due either to their fixed pricing structures or

“The MarkMonitor account team has taught us how to watch auctions, bid on domains, and snap domains when they become available. These are huge parts of a skill set we wouldn’t even be involved in if it weren’t for MarkMonitor. On top of the personalized help, MarkMonitor Domain Management also makes managing our rapidly growing portfolio seamless.”

— David Rosenberg, Vice President, Information Services, IT

uncompetitive pricing. Edelman now feels confident that they know the true extent of their global portfolio as well as its market value.

Another major factor that played into Edelman’s decision to go with MarkMonitor was the company’s ability to issue SSL certificates for Edelman’s portfolio. This was an added security benefit that created transparency for the account teams. They now know when they need to renew those certifications and can map renewal dates well in advance.

Results

With MarkMonitor Domain Management now in place, the ongoing consolidation process is smooth. Edelman now has a budgeted plan and has added transparency to the process. The account teams can complete their domain purchases as well as manage their domains in significantly less time, providing quantifiable costs savings and ROI. By joining forces with MarkMonitor, Edelman has freed approximately 40 hours of monthly administration time which can be invested in client service and support.

Rosenberg says, “The implementation process is going great. The account team is amazing. They are helping us through all the complex issues of going into foreign markets. Right now we’re doing a lot of country-specific activities. The team is helping us gather all the information we need; they put it all together and then push acquisitions through for us. They have been a huge help in assisting Edelman achieve its vision of managing its brand.”

About MarkMonitor

MarkMonitor®, the world leader in enterprise brand protection and a Thomson Reuters Intellectual Property & Science business, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust. To learn more about MarkMonitor, our solutions and services, please visit markmonitor.com or call us at **1-800-745-9229**.

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