

CORPORATE DOMAIN REGISTRAR



Threats that target an organization's domain name assets are a constant concern for brand owners. Security issues are in the news every day; hacked accounts, stolen credit cards, and identity theft are rampant. With more domains and more people on the internet, and with the increased popularity of blockchain domains, brand owners must make strategic decisions about what to register to ensure proper coverage.

As an ICANN-Accredited Registrar, Tracer can manage your domains or assist you in operating independently as your own accredited domain registrar. Tracer enables brand owners to reach desired levels of domain security and service while reducing the time, cost, complexity, and risk associated with securing and managing corporate domain name portfolios.



TRACER

Don't Just Protect Your Brand. Make It Resilient.

Let's start our journey together today. Contact a member of our sales team to get a customized Tracer Analysis and brand misuse report.

www.tracer.ai | sales@tracer.ai | +1 855.693.3839

Secure Your Domain Portfolio with Tracer Registrar

Tracer's Domain Management combines powerful domain registration technology, services, and industry-leading security to help ensure your corporate domains are properly registered and secured across the globe.

Tracer Registrar supports a wide variety of use cases such as:



UNMATCHED SECURITY

Lock down domains with unprecedented, robust security.



COMPREHENSIVE DOMAIN MANAGEMENT

Tracer Registrar manages and renews all your domains across Web2 and Web3. As Tracer discovers infringing domains we enable UDRP actions for transfer to your Tracer Registrar portfolio.



GLOBAL COVERAGE

Tracer is able to register and support domains globally, including across today's internet and Web3.



INTUITIVE PLATFORM

Easy to use, flexible user interface allows for customization, individualized user permissions, workflow automation, advanced filtering, bulk updates, reporting, and more.



DOMAIN REGISTRATION

Register new domains ahead of product and brand launches including all Top Level Domains (TLD) types: Generic (gTLD), Sponsored (sTLD) and Country Code (ccTLD).



STRATEGIC GUIDANCE

Experienced dedicated advisory and support coupled with a comprehensive suite of services help companies maximize value and minimize the costs associated with managing growing domain portfolios.

Legacy of Success and Innovation

“At Mojang, IP protection is a vital step in safeguarding our brand and our players from illegitimate experiences, as well as preventing the misuse of Minecraft assets. The team at Tracer is a critical part of keeping our players and partners safe and protected.”

— GAYLON BLANK, DIRECTOR OF IP ENFORCEMENT AT MOJANG



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