

## Moniker Online Services

### Partner profile:

As a leading pioneer within the realm of domain name management, Moniker has delivered fully ICANN-accredited domain name registrar services, management, total security, and dedicated customer support to its customers for over a decade. Moniker specializes in user-friendly domain management, offering a variety of services to make the entire domain-procuring process efficient and secure. Since its inception in 1996, the company has grown exponentially; as of 2008, Moniker manages close to 2.8 million domain names on the web, and remains one of the top 10 largest registrars to date.



### To learn more, please visit:

<http://www.moniker.com>

### The Problem:

To increase customer satisfaction and convenience, Moniker was looking for a way to facilitate reliable web hosting to their users during the domain name registration process. They were also looking for a professional business partner that would effectively add another stream of revenue for their business, thereby boosting sales.

### The Solution:

For the task of reliable web hosting, Moniker reached out to Cool Handle for a synergistic partnership, one that makes perfect sense: a leading provider of domains working with a leading provider of web hosting.

In order to take advantage of the large volume of domain names Moniker sold, we decided to integrate the hosting purchase process directly into the existing domain name order process. Allowing users to purchase web hosting packages instantly while obtaining their domain names, made the hosting purchase process more streamlined and user-friendly. Full integration benefited Moniker by providing the company with an additional revenue stream, embedded directly into their day-to-day order process.

Cool Handle developed a custom application programming interface (“API”) into the hosting order system. This API allowed Moniker to embed the ability for their customers to purchase hosting while ordering other services. The API included 256-Bit encoding to maximize security of sensitive information for the order process. This seamless hosting service order process increased conversion for both Moniker and Cool Handle.