



Intensify Digital and Online Marketing Strategies with a Satellite View of the Internet

Market saturation is among several business challenges that digital and online marketing companies face. They also have an urgent need to know who they are dealing with—customers, suppliers, competitors, and others—to successfully implement crucial digital strategies that encompass digital advertising, traffic optimization, email marketing, third-party assessment, and competitor monitoring. These processes require comprehensive and up-to-date data relevant to today’s highly digitalized consumer behaviors and business relationships.

Digital and online marketing companies can stand out, attract more sales, and improve their bottom line by sharpening digital strategies with WHOIS, IP, DNS, and other Internet-related intelligence.



Notable Use Cases	Connected Data Points
<p>Complement localization and personalization strategies</p>	<ul style="list-style-type: none"> • What are your customers’ IP addresses and where are they located? • What time zones are they on? • What are their local languages? • What types of Internet connection do they use?
<p>Know-your-customer (KYC) process and buyer profile enrichment</p>	<ul style="list-style-type: none"> • Did the customer sign up using a disposable email address? • Did the customer sign up using a personal or business email address? • How old are the email domains of customers who signed up with business email addresses? • Who owns the business email domains, where are they located, and what are their contact details?
<p>Supplier assessment and verification</p>	<ul style="list-style-type: none"> • What are the registration details of the company’s domain? Are they consistent with the information the vendor provided? • Is the company’s website categorized correctly? • Is the website’s contact information consistent with what the owners provided? • What is the domain’s reputation score? Can it be trusted?
<p>Market research and competitor analysis</p>	<ul style="list-style-type: none"> • How are key players in the industry setting up their DNS infrastructure? • Who are your competitors, specifically other companies belonging to the same website category as yours? • What are your competitors’ WHOIS registration details and how are their DNS records set up?
<p>Brand protection</p>	<ul style="list-style-type: none"> • What is your domain’s reputation score, and how can you improve it? • If you’re buying a domain, how old is it and who owned it previously? • Does your brand or trademarked name appear on other people’s domain names? • Are there new domains that make use of your brand or trademarked name?

Others

- **Lead generation:** For B2B companies, what are the domains of your prospect clients? What are their contact details?
- **SaaS freemium abuse protection:** Are there users who signed up using disposable email addresses? Are there multiple freemium users with the same IP address?
- **Website design and development:** How does the project look on different types of devices? How can a website be improved so it would be correctly categorized?
- **Email marketing:** Can you improve email deliverability by filtering invalid and disposable email addresses from your list?

We're excited to get the data, as it's above our expectations in terms of accuracy. We haven't used data feeds from providers like WhoisXML API before. They were among the main components that we used to spin up our business.

**Candan Bolukbas, Co-Founder and CTO
NormShield (now Black Kyte)**

I used WHOIS API and Website Categorization API. Both tools are simple and straightforward to use. Some API providers have extra bells and whistles that they force you to use, but WhoisXML API is really easy to work with. It's stable, and I can trust that it's not going to flatline later.

**Mohammad Ismail Daud, Student
University of California, Davis (UC Davis)**

Finding Your Own DNS Data (FYODD) Doesn't Let You Scale

Delivering a real-time and uninterrupted satellite view of the world's DNS is our core business. The WhoisXML API data engine is built and frequently upgraded to offer you the most complete, updated, and unique Internet intelligence footprints. We aim to contribute to our clients' competitive edge at every step and give back months or years of development cycle time to your most pressing and mission-critical projects and deployments.

How the WXA Data Engine Is Ready to Add to Your Success Today:

1. Collection	2. Unification	3. Maintenance	4. Delivery	5. Innovation
<ul style="list-style-type: none">• Internet-wide data sensing and crawling since 2010• Legal agreements with major data aggregators• Large and growing network of data exchange partners	<ul style="list-style-type: none">• Consistent data parsing of multiple data points across formats• Resolving incomplete, conflicting, and inaccurate records	<ul style="list-style-type: none">• Addition of new and historical domains, subdomains, and IP and DNS records• Daily updating of millions of WHOIS, DNS, IP, and other records	<ul style="list-style-type: none">• Batch feeds and APIs with complete documentation• Different support and customer success tiers• Streaming of domain and DNS data in real-time• Enterprise-grade IT infrastructure	<ul style="list-style-type: none">• Ongoing improvement of data coverage, freshness, and accessibility• New features, product iterations, and solutions driven by market demand



Our APIs for Digital and Online Marketing Operations

Our APIs can help digital and online marketing teams to get access to crucial data points and gather valuable insights into their target audiences and competitors.

Product	Description
WHOIS API	Gather the domain ownership and registration details of a domain name, an IP address, or an email address. Test it.
IP Geolocation API	Collect IP location data, including country, region, city, latitude and longitude coordinates, and more. Test it.
Website Categorization API	Classify websites into 500+ categories with associated confidence scores. Test it.
Email Verification API	Verify the existence, validity, and quality of any email address. Test it.
Domain Reputation API	Get domain reputation scores based on hundreds of parameters. Test it.
DNS Lookup API	Find IP address, mail server, nameserver, and other DNS records. Test it.
Domain Research Suite (DRS)	Run complete domain name investigations and monitor the domain registration and registrant activity. Test it.

About Us

WhoisXML API aggregates and delivers comprehensive domain, IP, DNS, and subdomain data repositories. WhoisXML API has more than 52,000 satisfied customers from various sectors and industries, such as cybersecurity, marketing, law enforcement, e-commerce, financial services, and more. Visit whoisxmlapi.com or [contact us](#) for more information about our products and capabilities.



WhoisXMLAPI
The Who Behind Domain, IP & Cyber Threat Intelligence