

Mitigating DNS Abuse

Industry Problems

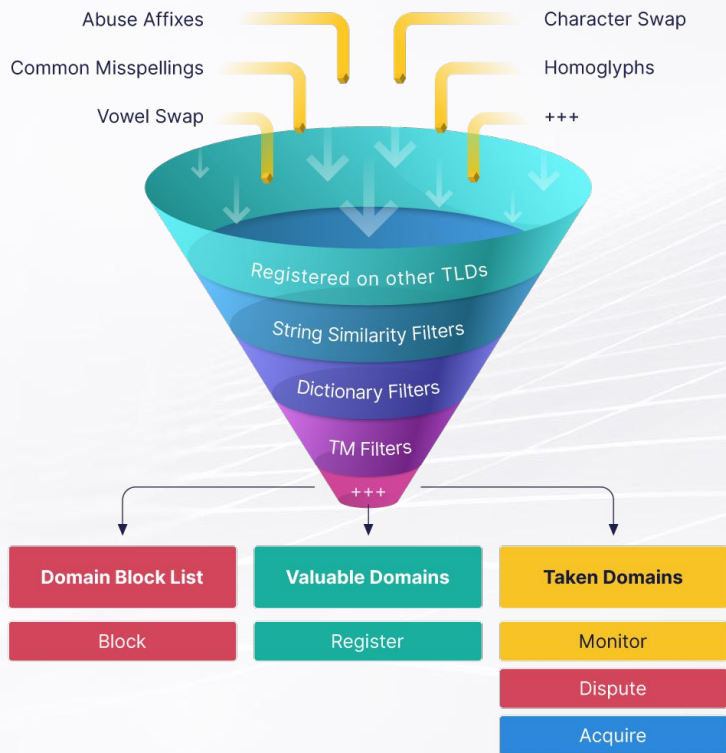
- **Registrants & consumers harmed by DNS Abuse**
- **Reactive & costly industry approach to managing DNS Abuse**
- **Scarce Registry level blocking development & distribution resources**
- **Scarce Registrar integration resources**
- **Limited addressable Registrant market with trademarks and budget**
- **Lack of data-driven decision making**



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A New Best Practice: Data-Driven Proactive Abuse Variant Blocking

The Challenge: Registry Level blocking without impacting standard registration revenue and the namespace



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mercardolibre.mx



Keywords: mer car card cardo cardol dol doli

Generated 404 variants of mercardolibre. 132 excluded. 22 duplicates.

Group by [List Category](#) [Domain Status](#) [Algorithm](#)

List Category

Variant	List Category	Exclusion Reason	Domain Status	Algorithm	Description
>	Valuable Domains List - Will not be Blocked (132)				
>	Block List (272)				

Columns

Filters



Generated 404 variants of **mercadoribre**. 132 excluded. 22 duplicates.

Group by **List Category** Domain Status Algorithm

List Category

Variant	List Category	Exclusion Reason	Domain Status	Algorithm	Description
Valuable Domains List - Will not be Blocked (132)					
Block List (272) ←					
merkardolibre	Block List		Available	Commonly misspe...	KARD is a commo...
ncrēàrb011dac	Block List		Available	Homoglyphs	Extreme Glyph var...
nercardolibre	Block List		Available	Homoglyphs	Character M at po...
nnercardolibre	Block List		Available	Homoglyphs	Character M at po...
rnercardolibre	Block List		Available	Homoglyphs	Character M at po...
rrercardolibre	Block List		Available	Homoglyphs	Character M at po...
m̄ercardolibre	Block List		Available	Homoglyphs	Character M at po...
ṁercardolibre	Block List		Available	Homoglyphs	Character M at po...
m̂ercardolibre	Block List		Available	Homoglyphs	Character M at po...
ṁercardolibre	Block List		Available	Homoglyphs	Character M at po...



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Generate Variants

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Group by [List Category](#) [Domain Status](#) [Algorithm](#)

List Category

Variant	List Category	Exclusion Reason	Domain Status	Algorithm	Description
Valuable Domains List - Will not be Blocked (132)					
mer-cardolibre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Suffix: -cardolibre
mer-car-dolibre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mer- Suffix:...
mer-card-olibre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mer- Suffix:...
mer-cardo-libre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mer- Suffix:...
mer-cardol-ibre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mer- Suffix:...
mercar-dol-ibre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mercar- Su...
mercar-doli-bre	Valuable Domains ...	Variant Algorithm ...	Available	Hyphenate	Prefix: mercar- Su...
mercadolibres	Valuable Domains ...	Variant Algorithm ...	Available	Singular plural	Plural version of bl...
mercaddolibre	Valuable Domains ...	Domain Lookup St...	Available	Adjacent characte...	Character R a



Columns
Filters

Feedback



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