DOMAINTOOLS API:
Brand Monitor Evaluation Plan

The DomainTools Brand Monitor API finds newly-discovered domain names that match your search criteria.

BASIC IMPLEMENTATION

1.   Identify or create a list of keywords, such as product names, client trademarks, or common phishing lures. Be sure to include typos and other common variations.

2.   Write code that iterates through your keyword list and submits one query to the DomainTools Brand Monitor API for each keyword.

3.   For each result, store the count of the day's matches (even zero is important) and, if available, the list of domain names in a persistent database or simply an output file. Index that list by date, and be sure to note whether each domain is "new" or "deleted".

4.   Optionally, make a DomainTools Parsed Whois API query for each matched domain to gather additional metadata about the domain list.

5.   Present the list to the end user, possibly in CSV format for analysis in Excel or in an internally developed Web Portal.

USAGE TIPS

1.   Brand Monitor API functions as a pull-based monitor API, which means you do not need to register any terms in advance to begin monitoring them. Instead, you query once per day for each term you are tracking.

2.   Every DomainTools monitor API offers a "days_back" parameter that can be used to access up to seven days of prior alerts. The intent is to provide a backup plan in case of a systems error so that you can retrieve missed alerts if a script does not run as intended. You can exploit this feature to accelerate a proof-of-concept: after you have the basic implementation working for the current day's data, iterate through the last seven days by re-running your code with a progressively-larger days_back parameter. You'll end up with an immediate perspective of what alerts you would have generated if your code had been running for the last week.