

Active Audience

ActiveAudience is a second generation domain parking service from the creators of Gold Key. This newer service appears to target owners of larger portfolios and domain professionals with higher-traffic domains. Gold Key and BuyDomains merged some time back to become Name Media. ActiveAudience is built upon the experience of professionals who were involved in both projects.

Their features include:

- The ability to place your own custom logo on the top of your sites
- The ability to upload your own main photo image for custom pages
- Improved ability to test keywords in rotation for auto-optimization
- The ability to customize sites with up to 21 of your own hand-selected keywords.

ActiveAudience offers the option of rotating parking pages which auto-optimize your revenue (similar in this respect to Domain Sponsor). The standard landing pages are very professional, with targeted graphics and links. One-click landers appear when Yahoo/Overture determines that your domain deserves them. These pages are more stark, so that extra elements don't detract from someone clicking on links.

Don't bother with domains that violate someone's trademark. They are pretty strict about not accepting these domains.

The graphics are crisper than the older Gold Key-style graphics and many of the pages look more professional. The older style pages actually rotate along with these newer pages and more generic (but still attractive) text pages. You have complete control over color schemes and graphic layouts (and whether layouts rotate to maximize cash). We currently recommend this service for people who own more than 50-100 domains. Others can receive most of the benefits by signing-up with Gold Key, which is now essentially a clone of this service.

Occasionally Active Audience will change a setting without notifying everyone and my domains will end-up blank.? Someone also over-rode my keywords and replaced "grandparent" keywords with "mesothelioma" keywords.?? Overall it is a great service, but keep an eye on your domains for changes you didn't authorize.

An example of an ActiveAudience domain is GrandParentPlace.com.
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