

Sept 2019 Newsletter from Seiretto Ltd

<https://www.seiretto.co.uk/>

Good Morning!

In this newsletter:

- **Ads not performing - maybe your marketing budget is going down the pan.**
- **Trackers - who likes being tracked every step? Own a fitness tracker? Then it could be you.**
- **How to transfer .AC.UK and .GOV.UK domain names**

Ads not performing - maybe your marketing budget is going down the pan.

Fraud is fuelling the high prices paid for ads. This is nothing new, but phone pharming is now being used resulting in billions of pounds being lost.

Over the years we have spent a good deal of revenue on marketing and always carefully tracked the effectiveness. We found that >90% of our online ad spend never resulted in quality traffic, let alone new custom.

Read the article here:

https://www.schneier.com/blog/archives/2019/08/phone_farming_f.html

Trackers - who likes being tracked every step? Own a fitness tracker? Then it could be you.

Do they really think it keeps them fit? Yes!

The concern surely is that the companies providing these devices are tracking and recording all the actions/location/times of your activity. Not a problem? Not until insurance companies start to purchase that data at which point the annual premiums will be affected.

Most do not see it as an issue and are happy to give away their data, but long term it could come back to haunt them. Many of the comments found online regarding these trackers show widespread ignorance, probably the best part is the ironic comment:

"I wonder how I'd feel if my fitness tracker fed all my stats to someone else"

read it all here:

https://forums.theregister.co.uk/forum/all/2019/06/19/fitness_trackers_data_warfare_to_data_welfare/

How to transfer .AC.UK and .GOV.UK domain names

We manage the transfer for you and provide the necessary details to get your domain moved in good time and normally on the day of your choosing.

When you transfer to us there is a choice of hosting from **Fully hosted** to **DNS only hosting**. For hosting options for .AC.UK domains see:

<http://achost.co.uk/domain-hosting/>

and for .GOV.UK domains see: <http://govhost.uk/domain-hosting/>

A growing number of our .AC.UK and .GOV.UK clients use our DNS only hosting and there is very good reason for this:

1. easy account setup and configure your own DNS prior to transfer in;
2. manage your own DNS anytime with ease, and its FREE;
3. we have over a decade of experience in transferring and managing JISC domains (.AC.UK and .GOV.UK); we have the know how when you need it.

How to transfer a .AC.UK domain:

<http://www.seiretto.com/domains/how-to-transfer-ac.uk-domain-names.php>

How to transfer a .GOV.UK domain:

<http://www.seiretto.com/domains/how-to-transfer-gov.uk-domain-names.php>

For transfers in of .ac.uk and gov.uk domains contact us for full details:

<https://www.seiretto.co.uk/contactus/>

Thank you for reading, please let us know if you have any queries or questions?

Missed a newsletter? Copies of most of them are online here:

<http://www.seiretto.com/newsletters/>

Seiretto Sales.