



DOMAIN MARKT

DomainMarkt Case Study

Building a Scalable Domain Marketplace for Buyers & Sellers






PRESENTED BY:

Sajal Tech Solutions

 <https://sajaltech.com/>



Agenda

-  About DomainMarkt
-  Project Objectives
-  Pain Points & Drivers
-  Challenges & Issues
-  Solution Approach
-  Benefits Delivered
-  Final Outcome & Conclusion



Who is the Client

About Domain Markt

DomainMarkt is an innovative online marketplace designed to simplify domain buying and selling. The platform empowers sellers to manage portfolios, customize landing pages, and optimize sales, while enabling buyers with advanced search and secure transactions.



Sector

Domain Marketplace
Platform



Market Presence

Serving global buyers &
sellers



Vision

Seamless, secure,
domain trading

Project Objectives

What We **Set Out** to **Achieve**

- ➔ Streamline domain portfolio management for sellers
- ➔ Enable customizable Landers with A/B testing
- ➔ Provide advanced search & secure transactions for buyers
- ➔ Build a scalable, compliant, high-performance platform



Pain Points & Key Drivers



Pain Points

- Manual domain listing & verification processes
- Limited buyer discovery & search experience
- No real-time analytics for sellers



Key Drivers

- Automation for bulk uploads & portfolio management
- Growing buyer demand for fast, secure purchases
- Need for user-centric design & analytics

Challenges & Issues



Integration with DNS Systems

Connecting with existing/legacy DNS providers introduced compatibility and rollout complexity.



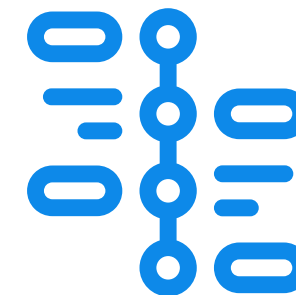
Security vs Usability

Balancing robust 2FA & KYC with frictionless flows to preserve conversion and trust.



Multi-Device Responsive Design

Ensuring consistent performance and layout across mobile, tablet, and desktop breakpoints.



Timelines Across Sprints

Coordinating dependencies and scope while meeting sprint deadlines without quality trade-offs.

Our Solution Approach



Technology & Tools

- Backend: Django REST Framework
- Frontend: React.js
- Database: PostgreSQL
- Cloud: AWS (EC2, RDS, S3, Route 53, CloudFront)



Design & Development

- Modern, responsive UX/UI (Figma-based design system)
- Portfolio & Lander Manager with WYSIWYG editor
- Secure payment integration (Stripe, PayPal, Wire Transfer)



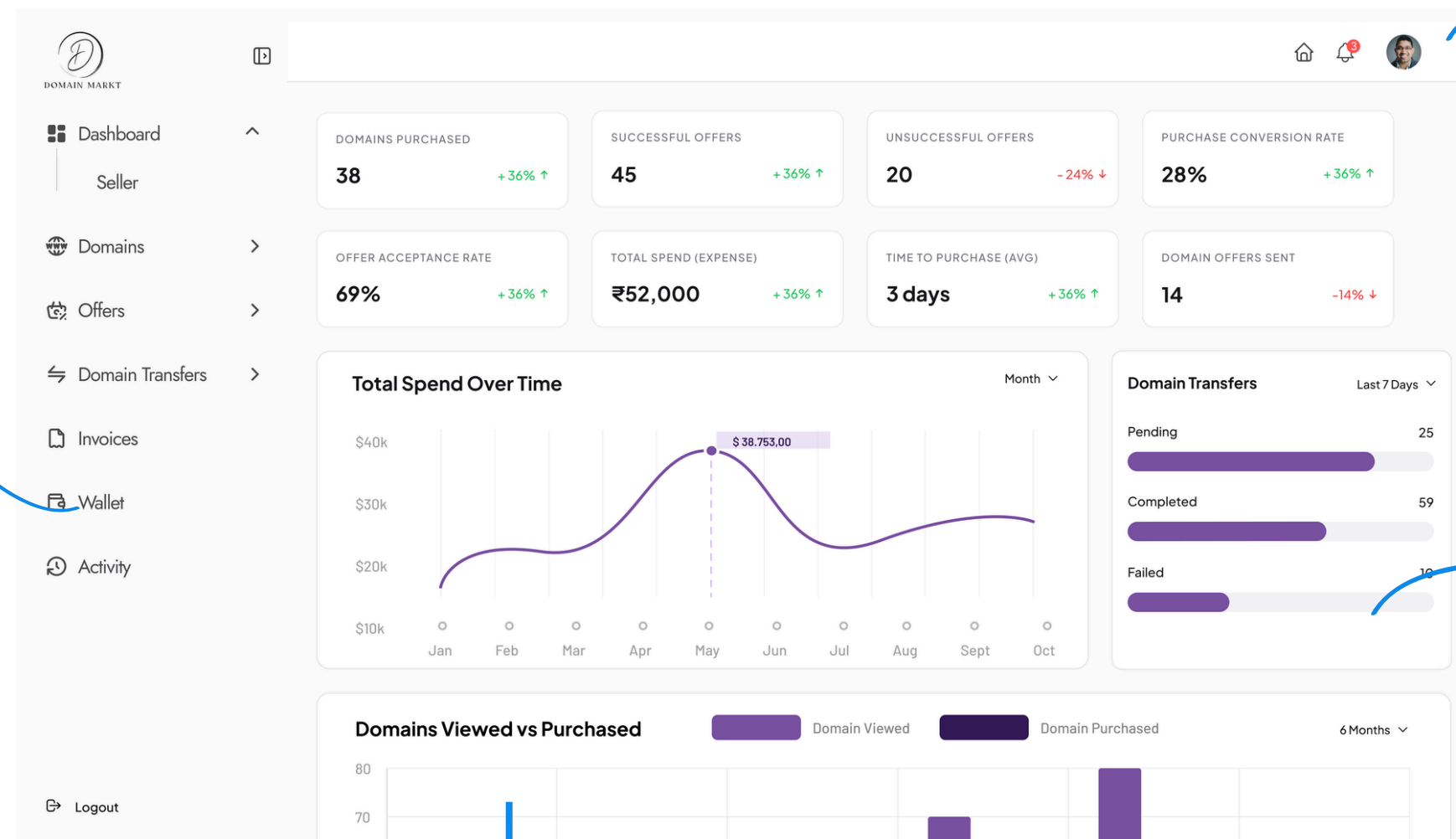
Process

- Automated testing + CI/CD pipeline
- Continuous feedback with Jira & Slack
- Agile, sprint-based planning

Domain Markt – Dashboard Overview

Clean Navigation: Sidebar with quick access to Domains, Offers, Transfers, Invoices, and Wallet.

Metrics: Key KPIs like purchase conversion rate, offer acceptance, and domain transfers.



User-Friendly Design: Minimal layout, responsive cards, and intuitive experience for both buyers & sellers.

Interactive Charts: Visuals for spend over time, offer performance, and viewed vs purchased domains.

User-friendly seller & buyer dashboard with powerful insights

Domain Markt – Dashboard Overview

Domain Table Layout:

Clean table with domain name, description, price, and status.

Status Indicators:

Tags like Listed and DNS Pending give clear visibility.

The screenshot shows a dashboard titled "Listed Domains" with a search bar and a filter icon. Below is a table with columns for Domain Name, Description, Price, Status, and Action. The table contains six rows of domain listings with various prices and statuses (Listed or DNS Pending). At the bottom, there are navigation buttons for "Previous" and "Next" and a pagination indicator showing page 1 of 10.

Domain Name	Description	Price	Status	Action
<input type="checkbox"/> Sajaldev.in	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$250	Listed	
<input type="checkbox"/> exampledomain1.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$350	Listed	
<input type="checkbox"/> exampledomain2.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$0	DNS Pending	
<input type="checkbox"/> exampledomain3.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$570	Listed	
<input type="checkbox"/> exampledomain4.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$234	DNS Pending	
<input type="checkbox"/> exampledomain5.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$500	Listed	
<input type="checkbox"/> exampledomain6.co	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	\$900	DNS Pending	

Search & Filters: Built-in search bar and filters for streamlined navigation.

Quick Actions: Edit and delete icons for fast management of domain listings.

Organized, searchable, and easy-to-manage domain listings for sellers

Key Benefits Delivered



40% Faster Delivery

Our agile process ensures projects move from concept to execution quickly, reducing bottlenecks and enabling faster go-to-market results.



Sales Optimization

We leverage data-driven insights and testing to improve customer engagement, driving higher conversions with seamless user experiences.



Secure Transactions

Our agile process ensures projects move from concept to execution quickly, reducing bottlenecks and enabling faster go-to-market results.



Global Scalability

Our cloud-native solutions scale effortlessly, supporting businesses from hundreds to millions of users without performance compromise.

The Final Outcome

DomainMarkt evolved into a digital-first marketplace, transforming how domains are traded online. With powerful seller tools, secure buyer journeys, and scalable architecture, the platform positions itself as a trusted ecosystem for global growth.

- ➔ Digital transformation of domain trading
- ➔ Improved ROI with reduced operational overheads
- ➔ Stronger customer trust through compliance & security



*Thank
You*