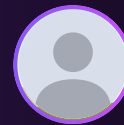


PUREROI

How Pure ROI uses Ilkari to target global niches

Pure ROI's Kirk Miller explains how precision targeting, supported by Ilkari's reliable domain management and responsive service, helps them scale in global markets.



Kirk Miller
CMO

"The behind-the-scenes techy stuff, anyone can pretty much do, but what Ilkari does is layer over the top of that basic stuff, a genuine, family-run business feeling where you feel valued as a customer"

20+

years of expertise in localised markets

100+

domains managed by Ilkari

Same-day

ticket resolution with Ilkari

Key challenges

- Standing out in highly competitive markets
- Adapting to shifts in technology (AI)
- Managing domains efficiently & securely

Domains services used

- Domain registration
- Domain portfolio management
- WHOIS Protection

About PureROI

Pure ROI specializes in producing targeted, global content their partner websites across many verticals. With writers and editors working in more than 100 languages, Pure ROI can rapidly test new markets and scale successful projects quickly.

Q&A with Kirk Miller

How has the need for domains in your marketing plan evolved?

A few years ago, we might have launched broad campaigns under a single umbrella, but today that no longer works. The pandemic accelerated the shift, showing us just how quickly new audiences could emerge. To capture and engage those audiences effectively, we need dedicated domains that allow us to laser-focus on specific geographies, languages, or even niche interests. What might have once been a general site is now split into highly targeted domains - each designed to resonate with its audience. This level of precision targeting is what makes domains an indispensable part of our strategy.

What challenges does Pure ROI face in this space?

Competition is intense. Everyone is bidding on the same keywords, often without strategy. That's why specialization is our answer. We don't want to compete head-to-head in overcrowded spaces. Instead, we focus on niche markets where we can make a greater impact with a lower investment. **Having the flexibility to secure and manage the right domains quickly through Ilkari** makes this precision targeting possible.

How is new technology impacting your work?

AI is adding more noise, but it's also empowering those who use it thoughtfully. It's not about pressing a button to create perfect campaigns, but rather about **enhancing the work of marketers** who bring real strategy to the table. Businesses will need to manage the balance between ease of use and meaningful engagement.

What surprised you most about working with Ilkari?

Initially, it was about transparency and ease of setting up the domains and WHOIS protection services. That's a critical but often frustrating area.

With Ilkari, **not only was it straightforward, but the personal support made a huge difference.** Tickets are answered in minutes, problems solved the same day - it's rare in this industry.

Over time, it became more than a technical solution. Ilkari brings a family-run, customer-first approach that makes us feel valued. Even when we're experimenting with domain setups, they provide clear, actionable advice. We've even had large operators ask us to check with Ilkari on certain domain privacy setups - that's the level of trust they inspire.

Looking to utilise domains in your performance marketing strategy?

Feel free to [contact us here](#), or write us at

sales@ilkari.tech 