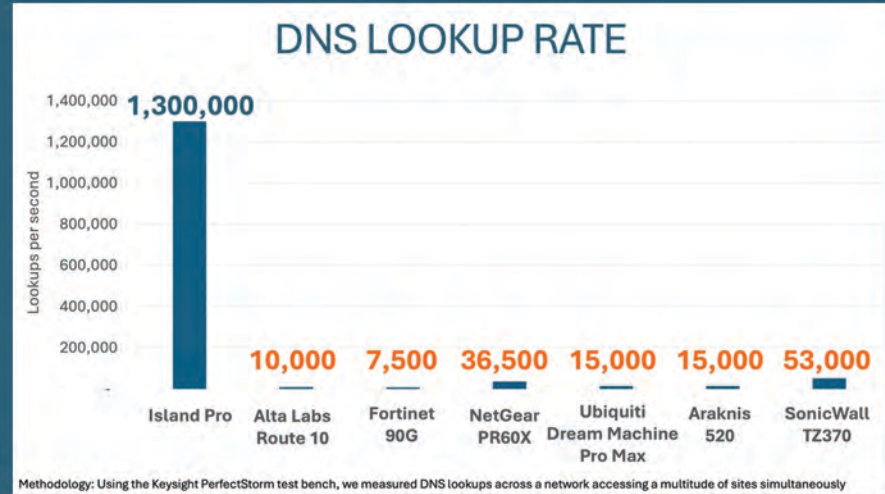


**SOME COMPETITORS
AVOID PUBLISHING
PERFORMANCE RESULTS
MAYBE THIS IS WHY**



DNS lookups translate a website name into its respective IP address. Note that a single web page request requires hundreds of lookups as the page brings in ads, charts, photos, text, and more from disparate sites. The faster the translation is made, the better the Internet experience.

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