

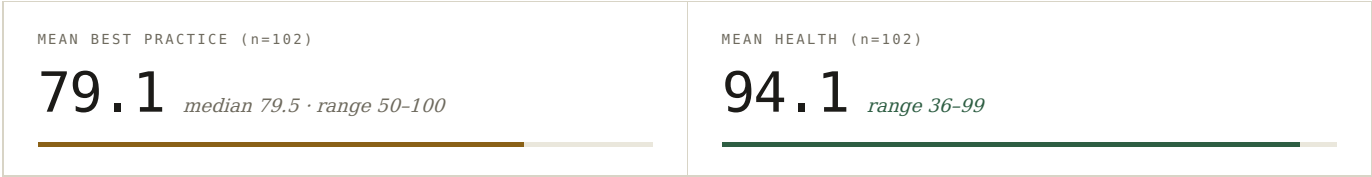
RESEARCH BATCH REPORT

Built for Speed, Not for Signing

The DNS Habits of 102 Global Sports Brands

METHODOLOGY	NODA-v1.0 (First Release)	DOMAINS SCORED	102
CHECK DATE	2026-08-07 / 2026-08-11	PUBLISHER	NODA / MarinaDNS

1. Sample Summary



This report covers 102 global sports and outdoor brands. DNSSEC is essentially absent (2.9% adoption, meaning 97.1% do not have it enabled), and 53.5% of the sample has no DKIM record at all — the single most common and most fixable finding in the whole dataset. DMARC enforcement, however, leads every sector measured in this research series to date.

2. Methodology Summary

NODA-v1.0 produces two independent composite scores per domain — **Health** (does the DNS infrastructure function correctly, with no active operational risk) and **Best Practice** (does it conform to recommended standards and hardening practices beyond bare function). The two scores are never blended into one figure: a domain can score highly on one axis while scoring poorly on the other, and this specification treats that outcome as informative, not contradictory.

Each of the 41 checks in the methodology is deterministic and belongs to exactly one of five weighted categories — Infrastructure (30%), Security (25%), Email Authentication (20%), Reliability (15%), and Operational Best Practices (10%) — and is scored Pass (1.0), Warning (0.5), or Critical (0.0). A Conditional check (for example, DKIM or MX-dependent checks) resolves to Not Applicable when its prerequisite record set is absent, and is excluded from both the numerator and denominator of whichever score it would have contributed to, without reducing its category's overall weight. Full specification: noda.marinadns.io/methodology.

3. A Note on Intent

This report reports the output of a deterministic, published, and open technical methodology applied identically to every domain listed. It describes DNS configuration state as observed on the check date only — it is not a judgment of any organization's overall security posture, engineering quality, leadership, or fitness as a vendor, and nothing in this report should be read as investment guidance or a claim of financial materiality regarding any publicly traded company named here. Configurations change; a score reflects a specific, fixable technical state on a given day, not a permanent verdict. No company or individual is singled out for criticism — every domain was scored under the same public rule set, and any reader can run the same 41 checks against their own domain at noda.marinadns.io.

4. Full Results — All 102 Domains

sorted by Best Practice, descending

#	Domain	Best Practice	Health
1	craftsports.com	100	92
2	hoka.com	97	98
3	head.com	97	95
4	speedo.com	90	94
5	salomon.com	90	96
6	reebok.com	90	97
7	onrunning.com	90	94
8	keenfootwear.com	90	97
9	gore-tex.com	90	89
10	castelli-cycling.com	90	97
11	atomic.com	90	96
12	dunlopsport.com	88	85
13	wilson.com	87	93
14	warrior.com	87	89
15	trekbikes.com	87	97
16	suunto.com	87	94
17	specialized.com	87	97
18	slugger.com	87	94
19	rossignol.com	87	98
20	pearlizumi.com	87	95
21	patagonia.com	87	98
22	nordictrack.com	87	96
23	newbalance.com	87	91
24	giant-bicycles.com	87	93
25	fischersports.com	87	94
26	dynastar.com	87	98
27	champion.com	87	95
28	burton.com	87	98
29	babolat.com	87	98
30	xtep.com	85	97
31	vans.com	83	97
32	timberland.com	83	97
33	thenorthface.com	83	97
34	taylormadegolf.com	83	95
35	smartwool.com	83	97
36	oakley.com	83	99
37	nike.com	83	96
38	mizunousa.com	83	96
39	kappa.com	83	95
40	k2sports.com	83	93
41	jordan.com	83	92
42	diadora.com	83	95
43	converse.com	83	96
44	concept2.com	83	96
45	columbia.com	83	94

46	callawaygolf.com	83	94
47	bauer.com	83	91
48	asics.com	83	95
49	karhu.com	81	95
50	anta.com	81	90
51	yonex.com	80	84
52	spalding.com	79	97
53	slazenger.com	79	94
54	marmot.com	79	97
55	marker.com	79	92
56	lining.com	79	88
57	arena.com	79	86
58	rawlings.com	77	95
59	wahoofitness.com	75	96
60	tyr.com	75	95
61	stx.com	75	93
62	srixon.com	75	95
63	onepeloton.com	75	97
64	mikajasports.com	75	94
65	garmin.com	75	92
66	eastonbaseball.com	75	89
67	ccmhockey.com	75	97
68	brooksrunning.com	75	97
69	bowflex.com	75	92
70	peaksport.com	73	88
71	helly-hansen.com	73	97
72	volkl.com	71	93
73	underarmour.com	71	97
74	umbro.com	71	94
75	titleist.com	71	95
76	skechers.com	71	91
77	scott-sports.com	71	95
78	riddell.com	71	95
79	rapha.cc	71	95
80	lululemon.com	71	96
81	icebreaker.com	71	97
82	gymshark.com	71	99
83	franklinsports.com	71	97
84	footjoy.com	71	95
85	fjallraven.com	71	92
86	fila.com	71	94
87	fanatics.com	71	99
88	everlast.com	71	95
89	decathlon.com	71	96
90	cobragolf.com	71	95
91	cannondale.com	71	97
92	arcteryx.com	71	96
93	roguefitness.com	69	96
94	schutt sports.com	67	88

95	saucony.com	67	96
96	puma.com	67	97
97	polar.com	67	99
98	ping.com	67	97
99	merrell.com	67	96
100	gopro.com	67	99
101	adidas.com	67	94
102	vista-outdoor.com	50	36