

BRAND TOP-LEVEL DOMAIN USE CASES



FOR THE FIRST TIME IN HISTORY,
HUNDREDS OF BRANDS OWN A
PROPRIETARY NAME SPACE.

Brands are now launching new digital strategies
with innovative Brand TLD use cases.

HERE ARE FOUR BRAND TLD USE CASES.



customer.brand



Problem
Long term
customer
affinity &
advocacy

Solution
Engaging
customer-
centric brand
experience

Value
Increase
customer
affinity
& intelligence

example: ghitti.ovh



marcom.brand



Problem
Long,
difficult to
remember
URLs

Solution
Short,
meaningful &
memorable
URLs

Value
Improve
marketing
efficacy, ROI &
engagement

example: global.canon | blog.google



channel.brand



Problem
Inconsistent
brand
message
presentations

Solution
Cascade
content to
points of
presence

Value
Improve
brand
messaging,
IQ & agility

example: denzel.mini



service.brand



Problem
Digital
transformation
of operations
& services

Solution
Design
innovative
services in a
secure space

Value
Innovate with
agility & build
a competitive
advantage

example: domains.google

95% OF 526 LATIN-CHARACTER BRAND TLDs
ARE LIVE AS OF SEPTEMBER 2016



ACTIVE BRAND TLDs



VISIT BRANDTLD.NEWS TO SEE EARLY USE CASES

GROWTH IN OPEN TLD REGISTRATIONS



THE DOT BRAND IQ FORMULA
**BUSINESS OBJECTIVES + BRAND TLD
CAPABILITIES = USES CASES + PLAN**

Download the dot Brand IQ eBook

CLICK HERE TO SCHEDULE A NEW TLD EDUCATION SESSION