

DOMAIN FIASCOS ABOUND IN 2017

Domain security is suddenly in the spotlight for enterprise brands

2017 has seen a comedy of avoidable errors in domain management impacting several high-profile brands. These security and brand-impacting events were largely preventable had the afflicted parties employed either their own Brand TLD (Top Level Domain) or had they utilized a proven corporate registrar solution.

The recent **Equifax** data breach exhaustively dissected by the global media got even worse negative publicity from Stephen Colbert. His [scathing monologue](#) details the Equifax attempt to abate customer fears by launching the domain “**equifaxsecurity2017.com**.” Their initiative backfired when nefarious parties launched a mirror site under the lookalike domain, “**securityequifax2017(dot)com**” – to further phish and defraud Equifax customers seeking help from an ostensibly legitimate website!

In July, Marketo.com, a leading marketing service [failed to renew](#) its main corporate domain, bringing down customer facing apps. One of their clients (thankfully a good guy!) was able to exploit a weakness in their registrar of record, Network Solutions, and renew the Marketo domain himself. Sorenson Communications, a provider of video relay services to the deaf, allowed their domain name to expire, causing a three-day service outage and a [\\$2.7 million FCC fine](#).

Any enterprise can easily avoid domain appropriation or inadvertent expiry by consolidating their domains on a robust and capable corporate registrar service. Retail registrars frequently allow access to their systems by parties employing techniques as rudimentary as social engineering i.e. pretending to be the legitimate domain owner. As brands become more digital, bad actors will increasingly exploit digital security vulnerabilities.

Employing a Brand TLD strategy paired with the services of a corporate registrar can vastly improve security and compliance while enhancing the digital experience of your customers.

Brand TLD
Live Websites

890



3.6%

An increase of 31 or 3.6% compared
859 recorded in June 2017

Brand TLD
Domains
Registered

8,701



15.9%

An increase of 1,159 or 15.9% compared
7,507 recorded in June 2017

BRAND TLD INNOVATORS

Allstate 

[agent.allstate](#)

Redirect to Allstate's agent finder page.



[thepredator.fox](#)

Fan page by Fox about The Predator.

 State Farm®

[volunteerfortickets.statefarm](#)

Charitable site encouraging volunteering.



[cubs.mlb](#)

Redirect to the Chicago Cubs official page.

LOCUS

[maps.locus](#)

New way to view and analyze economic data.



[buildon.aws](#)

New site promoting builder to build on AWS

XBOX

[xbox.microsoft](#)

Redirect to xbox.com



Vanguard

[investornews.vanguard](#)

Educational site for investors.

TEVA

[discover.teva](#)

Redirect to Teva's SSO portal.



[brandwrapped.auspost](#)

Site for Auspost's custom packaging service.

ENTERPRISE RESOURCES

ARTICLES

[Marketo.com expires](#)

[Google implementing https across all 45 TLDs](#)

[Amazon closer to getting .amazon](#)

[CIRA - Domains names still matter](#)

[Why I want a .paypal domain](#)

WHITEPAPER

Corporate Domain Management
7 Best Practices

WHITEPAPER

New TLD Market Information Report
Brand TLDs and Digital Strategy

SHOWCASE

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