

MARKETING NEEDS TO STEP UP TO OWN BRAND TRUST

Domains and DNS are a great place to start...

Most companies relegate cyber-security exclusively to their I.T. department. No question, this is where the technical expertise resides. But Marketing should not be AWOL from the discussion. There are three good reasons why Marketing needs to take a leadership seat at the table where domains and the DNS are concerned.

1. Marketing Manages The Brand

The first and most lasting victim to a domain-related cyber-incident (right after your customers) is *Brand Trust*. Once damaged, it's very hard to recover. Domain and DNS-based phishing exploits and related security attacks are on the rise. Marketing needs to understand and control the domain portfolio and DNS settings that represent the brand digital footprint.

2. Email Deliverability Helps Marketing

DNS security policies such as DMARC (Domain-based Message Authentication, Reporting and Conformance) are proven to reduce fraudulent email traffic yet over 70% of the F1000 has yet to implement DMARC. Savvy marketers know that DMARC also validates *outbound* email boosting deliverability by 10-15%. US CMOs are increasingly pushing for DMARC implementation as a result.

3. Your Brand Registry is A Trust Asset

Authenticating customer communications to reduce fraudulent email traffic is a challenge. Ironically, many companies possess the ultimate authentication tool but have yet to activate it. Your Brand Registry, AKA Brand TLD is a highly secure and authentic TRUST anchor in an increasingly confusing digital landscape. Launching new customer engagement applications on your Brand Registry improves digital experience, and trust with your target audiences.

Marketing owns the Brand. That's why companies need Marketing to step up as primary domain and DNS stakeholders by pushing for DMARC implementation and activating your Brand Registry.

BRAND TLD USAGE WATCH

Live Websites 
2,286 4%

Active Redirects 
7,216 13%

Domains Registered 
13,082 11%

Percentage changes reflect quarter-over-quarter growth.

Source: makeway.world

BRAND TLD INNOVATORS

Canon

medical.canon
Microsite for Canon's medical imaging division

Skype

support.skype
Redirect to Skype support page.



CFA Institute

empoweringyoungwomen.cfa
Site encouraging women in finance



Audi

berlin.audi
Regional site for Audi in Berlin



be.smart

Redirect to corporate information site



my.nissan

.nissan is being used as a branded url shortener



HONDA

global.honda
Global site for Honda

FOX

innovationlab.fox

Microsite featuring Fox's innovation lab



Windows

core.windows
Redirect to page about Windows' core software

Pioneer

autonomousdriving.pioneer

Site for Pioneer's involvement in driverless cars.

ENTERPRISE RESOURCES

ARTICLES

New Brand Registry Protocol (Press Release)

Email Security in 2018

Massive Phishing Campaign - Q1 2018

Google Engineer on Why HSTS Could Be a Perfect Fit for .Brands Security

Mastering Email Security with DMARC, SPF and DKIM

WHITEPAPER

Your Corporate Domain Portfolio:
7 Best Practices for Success

WHITEPAPER

Domains & DNS: Security,
Compliance & Performance

SHOWCASE

Check out a simple microsite showcasing Brand Innovators

Visit: BrandTLD.news