

BRAND TLD MICROSITES ARE CATCHING ON

Easy to Communicate. Easy to Remember.

This latest Brand TLD Market Brief highlights the increased use of Brand TLD microsities. Prior briefs observed a mix of Brand TLD initiatives favoring deep link redirects to content. Brand authentic microsities represent an evolution step in Brand TLD use cases.

Microsites are proven in digital engagement. They're focused, clear and measurable. Brand TLD microsities powerfully combine a single word message with your authentic brand anchor.

Brand TLD microsities give digital practitioners the ability to create clear and resonating user experiences. Audience engagement for products, services, events, or any concept is improved.

Brand TLD microsities facilitate optimized, hyper-segmented audience experiences. Navigation paths are shortened and simplified. They are easy to remember, easy to communicate, easy to share and elegantly branded. They also relieve the burden on domain portfolio managers and IP groups who spend time and treasure to defensively register Second Level Domain (SLD) variations. Registering hundreds of domains as a broad defensive position is simply a waste of effort. It's an old strategy that does not fit the new TLD era.

The uptick in microsities is solid evidence that Brand TLDs are just better, more authentic, more secure and more useful in helping brand leaders meet their business objectives.

BRAND TLD USAGE WATCH

Live
Websites¹ 
2,527 56%

Active
Redirects² 
7,721 54%

Domains
Registered¹ 
14,394 42%

¹ Percentage increases reflect year-to-date growth.
² 54% is estimated.

Source: makeway.world

BRAND TLD INNOVATORS

Canon

mold.canon
Microsite for Canon's mold
technology division.

SHARP

my.sharp
Corporate site for Sharp
highlighting all divisions.

Google

elections.google
Microsite promoting the democratic process worldwide.



Audi

tt.audi

Microsite for
Audi's TT model.

SONY

make.believe

pro.sony

Microsite promoting Sony's
professional products.



gt-r50.nissan

Promotional marketing site
for Nissan's GT-R50 model.

LIXIL

livingculture.lixil

Microsite about
Living Culture.

CAR.SCB 

car.scb

Microsite for car loans.



SAINT-GOBAIN

uk.weber

Regional microsite
for the UK market.

Pioneer

autonomousdriving.pioneer

Site for Pioneer's involvement in driverless cars.

ENTERPRISE RESOURCES

ARTICLES

Big brands waiting in the wings to apply for .brand TLD
DMARC anti-phishing adoption lagging
SSL Certificates dropped by Chrome 70
Why DNSSEC deployment is so low

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