

BRAND TLD REDIRECT DOMAINS GAINING USAGE

STRONGER branding.
IMPROVED engagement.

11 of the 12 newest Brand TLD domains we tracked this past quarter were redirect domains. These are domains like [my.beats](#) that point to other URLs such as [beatsbydre.com](#). In most cases, domain redirects are nothing special. E.g. you ran a sales promo for 2 months that expired – a domain redirect can point the now-defunct landing page to a search-optimized location such as your home page.

Brand TLDs add a new and powerful dimension to redirects. Take a globally diversified mega-brand, like Yamaha, for example. Musical instruments vs. motorcycles couldn't be a more different brand experience. Not having their own Brand registry, Yamaha has limited options. A visit to [Yamaha.com](#) drops visitors into a gateway page defaulting to guitars. Scrolling down through various options, well below the fold, you'll find a button redirecting to [global.yamaha-motor.com](#). Not a good experience!

Brand TLD redirects benefit from the unique and powerful pairing of message + brand. It's memorable, brand reinforcing and easily navigated.

[api.bing](#), [sustainability.temasek](#) and [cashback.discover](#) are three superbly executed brand-friendly examples of domain redirects leveraging the power of their respective Brand TLDs.

Brand TLD redirect domains give customers a memorable brand experience with superior engagement potential.

BRAND TLD USAGE WATCH



¹ Percentage increases reflect growth Dec 31, 2018 to Mar 30, 2019.
Source: [makeway.world](#)

BRAND TLD INNOVATORS



[api.bing](#)

Deep site link for partner developers.

DISCOVER

[cashback.discover](#)

Redirect to credit card promotion.

 [beats](#) by dr.dre

[my.beats](#)

Direct navigation to specific site content.

 Prudential

[Investments.prudential](#)

Direct link to deep site content.

TEMASEK

[sustainability.temasek](#)

Brand-reinforcing redirect to strategic content.

CHASE 

[jobs.chase](#)

Simplified, descriptive link to jobs page.

ENTERPRISE RESOURCES

ARTICLES

Domain and DNS Security Measures Don't Work
Is ICANN in Touch with Digital Reality?
The Dreaded Domain and DNS Audit!

WHITEPAPER

6 DNS Problems in the Digital Enterprise
How to find them and fix them

SHOWCASE

See the latest Brand TLD innovation examples.
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