

THE BEST OF BRAND TLDs IN 2018

Brand Authenticity, Security and User Experience

It's been four years since the first Brand Top-Level Domain (TLD) went live in 2014. 2018 demonstrated the persistent adoption shift to Brand controlled, secure and authentic name spaces. Brand domains grew by 42% and deployed (live) domains are up by 54%!

Here are some of the highlights from 2018 that are sure to inspire increased adoption in 2019.

TOP REDIRECTS (DEEP LINKS)

Users struggle to navigate bloated .com sites. These brands improved the user experience with easy to communicate, easy to remember and relevant labels.



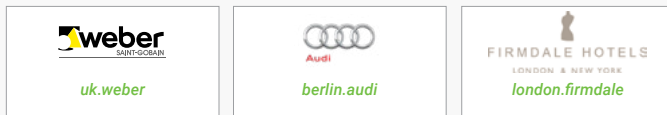
TOP MARKETING PROMOTION SITES

Stop the forgettable backslash or long subdomain. These brands made it simple with authentic labels, elegantly branded with a clear single-word message.



TOP GEO SITES

Search has long been location-specific. Geo-based brand domains help users locate the services and content they seek with geo-location context.



These are just a few of the many examples of new Brand TLD utilization from 2018. There are many more examples showcased at brandtld.news.

Growth in 2018 was impressive with almost 200 global brands now active. If you own a Brand TLD and have yet to deploy, the window to make your mark (pun intended) is shrinking. 2019 promises more advanced use cases that create secure, trusted and effective engagement experiences. With ICANN's policy work expected to wrap up this year for the next round, now is the time for new applicants to get their business case happening!

BRAND TLD USAGE WATCH



¹ Percentage increases reflect year-over-year usage growth.
² 54% is estimated.

Source: makeway.world

RELATED BRAND, DNS AND TLS SECURITY ARTICLES

- *Big brands waiting in the wings to apply for .brand TLD*
- *DMARC anti-phishing adoption lagging*
- *SSL Certificates dropped by Chrome 70*

TOP URL SHORTENERS

Social media links are unwieldy, unbranded and obscure. Brand authentic URL shorteners are trusted links that increase social media engagement.



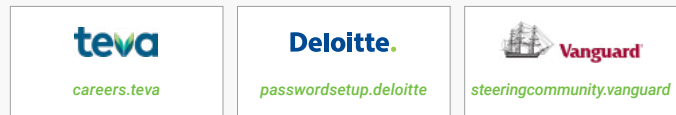
TOP CORPORATE SITES

Global brands make it hard for users to find what they want. Brand TLDs improve the user experience and support brand market positions.



TOP INTERNAL SITES

Improving user engagement on intranet sites has always been a challenge. Functionally and content specific brand domains will build engagement.



WHITEPAPERS

- *Domains & DNS: Security, Compliance & Performance*
- *Your Corporate Domain Portfolio: 7 Best Practices for Success*

CHECK OUT A SIMPLE MICROSITE SHOWCASING BRAND INNOVATORS

VISIT: BrandTLD.news