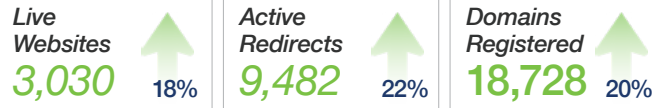


BRAND INNOVATORS SURGE AHEAD OF THE PACK

2019 saw continued usage growth among Brand TLD owners. Behind the numbers, innovators are showing that high-quality execution is defining the power of Brand TLDs with clear differences between leaders and laggards. Innovators accelerated deployment, motivated by strong internal mandates and strategy. Laggards have largely parked their valuable Brands TLDs on the proverbial shelf.

Market leaders including Apple, KPMG, HSBC, Amazon, and Microsoft are deploying exciting new Brand TLD use cases. Every brand ought to sit up and take notice! Innovators are proving the Brand TLD ROI with strong brand experiences and improved customer engagement. Their leadership clearly sees the strategic value in a Brand TLD. Non-adopters have yet to convince themselves. We salute the 2019 Brand TLD innovators and look forward to more brand-authentic examples in 2020.

BRAND TLD USAGE WATCH



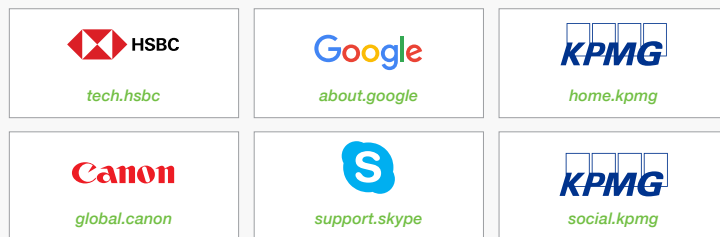
Percentage increases reflect year-over-year usage growth.

Source: makeway.world

2019's TOP BRAND TLD USE CASE EXAMPLES

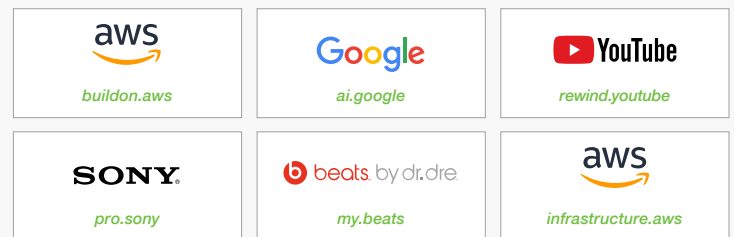
TOP BRANDED CONTENT SITES

Brands have too much specialized content to stuff into a bloated corporate website. Brand TLD-enabled microsites and deep link URLs boost keyword memorability and improve customer experience.



TOP CAMPAIGN AND PROMOTIONAL SITES

You have hundreds (or thousands!) of products and services. Countless online promotions are hidden under cryptic subdomains and backslashes. These examples show brand authenticity and clear, single word messaging.



2018/2019: BRAND TLD USAGE AND EDITORIALS IN REVIEW

Measure	2018					2019				2018-2019 % Growth
	Jan 1, 18	April 1, 18	July 1, 18	Oct 1, 18	Jan 1, 19	April 1, 19	June 1, 19	Sept 1, 19	Jan 1, 20	
Live Sites	1,622	2,194	2,289	2,527	2,575	2,876	3,036	3,067	3,030	87%
Redirects	5,200	6,368	7,216	7,721	7,778	8,400	8,715	8,955	9,482	82%
Domains Registered	10,148	11,836	13,082	14,394	15,591	16,462	17,243	17,243	18,728	85%

Check out the editorials over the past 2 years	Can the Internet be trusted	Homographic Phishing on the increase	Marketers need to step up and own brand trust	Brand TLD Microsites are Catching on	The Best Brand TLDs in 2018	Brand TLD Redirect Domains Gaining Usage	ICANN Planning for next TLD Expansion Round	Security & Compliance: The killer app for brand Registries	Brand TLD Innovators separate themselves from the pack	What would you like to know? Contact us for a briefing

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- The Chain of Trust is Broken
- 4 New Security Use Cases

WHAT'S YOUR 2020.BRAND VISION?

The Brand Registry Group helps organizations build value in their dotBrands with events like **Brands & Domains**, Montreal. Contact info@brandregistrygroup.org to learn more.

Brand Registry Group

WANT TO KNOW MORE? CONTACT US

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