

DIGITAL LIGHTBULBS TURNING ON

This quarter we see something new and different. Digital teams are learning how to use their Brand TLDs more effectively. Not only is usage picking up, we see **qualitative difference** between leaders and laggards.

Microsites Are Expanding Content

A microsite is brief content with a specific messaging purpose. We note that many microsites are evolving into more comprehensive content destinations with fulsome navigation on branded domains. Teams are building rich user experiences on single branded domains. As microsites evolve to full content destinations, this signals a shift towards Brand TLDs as prime content sites for digital brands.

URL Shorteners Growing Due to TRUST

We are seeing an increase in the use of Brand TLDs to create trusted social links. This is likely due to evidence showing audiences are willing to engage more with trusted, brand- authentic Brand TLDs in their social channels.

Redirects Awaken Hidden Content

The use of single-word term in elegantly branded redirect domains simplifies the user experience for deep links into large, deep-content websites. Redirect domains are growing in use as an easy-to-execute digital strategy to engage target audiences with compelling deep-link content.

These trends show how digital innovators who started early are learning the tricks and benefits to create new, better and different experiences to improve digital performance.

It clear that some teams are gaining an advantage in the market. As more use-cases, evidence and learning builds, leaders are building market advantage while Brand TLD laggards struggle to keep up. **Who wants to be a leader?**

BRAND TLD USAGE WATCH



¹ Percentage increases reflect growth Dec. 31,2019 to Mar. 31, 2020
Source: [makeway.world](#)

BRAND TLD INNOVATORS

Microsites: Evolving to rich content and engagement



URL Shorteners: Brands using trusted labels in social networks



Redirects: Brands effectively using to expose hidden content



ENTERPRISE RESOURCES

Brand TLD Market Brief Library

[Click Here:](#) Quarterly Market Briefs: 2015 to 2020

Domain, DNS and TLS Security & Compliance: Whitepapers

[Click Here:](#) Research and Best Practices for Enterprises Leaders

TRUST NETWORKS WITH A BRAND TLD

DNS network automation and monitoring offers a new and efficient data security and compliance advantage.

Use Cases



WANT TO KNOW MORE? CONTACT US

Automation to improve data SECURITY and COMPLIANCE anchored on the TRUST authority of your BRAND REGISTRY

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