

This quarter we saw more evidence of brands creating microsites, (+11%), repurposing domains from initial redirect usage (-12%). At the same time, new domains registered increased only modestly (1%).

## Brand Top-Level Domain Strategy The Business Case

### PROBLEM

You intuitively recognize the value for your enterprise to apply, own and transition to a brand authentic name space? You know it makes sense as a more effective TRUSTED digital engagement space.

You also know that the costs to defensively register domains you will never use is a waste of resources. At the same time, you continue to increase brand protection budget that is really a 'wack-a-mole' legacy and reactionary strategy.

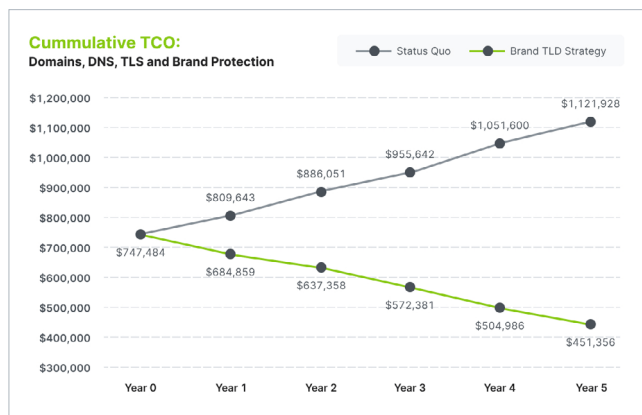
*How do I gain executive sponsorship to act?*

### SOLUTION: DO THE BUSINESS CASE MATH!

A Business Case equips executives what they need to support a Brand TLD Strategy. The Business Case compares the 'Status Quo' TCO over the next 5-10 years to the TCO impact of a Brand TLD Strategy.

- ✓ Reduce Total Cost of Ownership (TCO)
- ✓ Improve Topline Revenue and Contribution Margin

Example: TCO: Status Quo v Brand TLD Strategy.



Authentic Web has developed a ROI calculator to quantify TCO, Top Line Revenue and Contribution Margin benefits. It uses the inputs based on your enterprise Status Quo and Brand TLD strategy.

Contact us to build your Business Case.

### Brand TLD Usage Watch



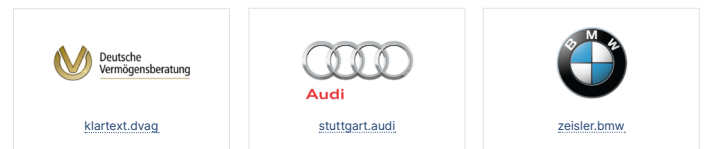
<sup>1</sup> Increases reflect growth Mar 31, 2020 to June 30, 2020

<sup>2</sup> Increases reflect growth April 2020 to Aug 4, 2020

Source: [makeway.world](https://www.makeway.world)

### Brand TLD Innovators

#### Channel or Agent Use Cases



#### Geographic Related Use Cases



#### Target Audience Engagement Uses Cases



See hundreds of examples over at: [BrandTLD.News](https://www.BrandTLD.News)

### Enterprise Resources

#### Jump the Curve: Part 1

- Building a Brand TLD Business Case
- [Click Here to view the webinar recording](#)

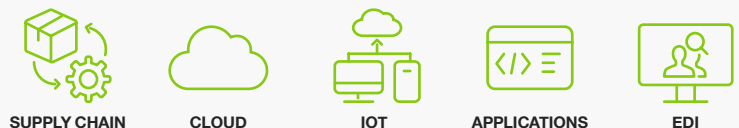
#### Jump the Curve: Part 2

- Executing a Brand TLD Strategy
- [Click Here to view the webinar recording](#)

### TRUST NETWORKS WITH A BRAND TLD

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

### USE CASES



SUPPLY CHAIN

CLOUD

IOT

APPLICATIONS

EDI

### 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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