

# Digital Brand Trust

## Can I trust this website?

### Is it brand authentic?

### How do I know?

As a customer or shopper, when interacting with brand web services or promotions, it is difficult to know with certainty that we are interacting with a brand authentic domain versus a clever bad actor seeking to perpetrate harm. A typical internet user will blindly trust a web address if it appears to originate from a trusted link source. The problem is that the internet is full of trust impersonators through email, web referral or social links.

It used to be easy. We could trust the .com domain name. That is still true, particularly for established brands who were first to the party and secured their .com domains. We can take some comfort there ...

However, as the brand digital surface area expands, the .com flagship is insufficient to support the increasingly complex needs for product marketer engagements or service initiatives. Simplicity and clarity of messaging demand that marketers secure promotional domains which best communicate the purpose and meaning of a campaign, an event or a new service. This is all well and good when these domains perfectly communicate the intent but how is the consumer to TRUST its authenticity? **They cannot, and bad actors know this and use it to their advantage.**

## Implications and Risks

- ✗ If audiences do not trust a campaign domain, the campaign fails.
- ✗ If brand audiences are duped, brand trust is damaged.
- ✗ Once brand trust is damaged, it cannot be easily restored.

## Brand Top-level Domains Solve this Problem

### TRUSTED • SECURE • AUTHENTIC

## Want to learn more about Brand TLD strategies?

These two webinar recordings will help you get started

Building a Brand TLD Business Case

**Jump the Curve: Part 1**

[Click Here to play the webinar](#)

Executing a Brand TLD Strategy

**Jump the Curve: Part 2**

[Click Here to play the webinar](#)

Brand Top-level Domains unleash digital, product, service, and other enterprise stakeholders to label any initiative in an elegantly branded and trusted space. Benefits abound;

- ✓ No need to hunt for and acquire the perfect domain to communicate the purpose and meaning of a program.
- ✓ No need to defensively register close typos or exact match domains of 100s of other top-level domains.
- ✓ No need to maintain and manage bloated domain portfolios you do not want but must continue to manage and secure.
- ✓ Ability to reduce Total Cost of Ownership over time
- ✓ Ability to differentiate in brand authentic trusted spaces.

Hundreds of your peer brands are active, creating secure, and authentic brand experiences. See a showcase at [BrandTLD.news](#)

## Next Round Update: April 2021

For organizations that have patiently awaited news regarding the next round of applications, two milestones have been achieved.

1. After five years of policy debate, the final report detailing the next round recommendations is now complete.
2. The Generic Names Supporting Organization (GNSO) unanimously approved the report and sent it to the ICANN board to approve and direct ICANN organization.

These critical regulatory steps are clearing a path for brand leaders to acquire their own secure and authentic domain spaces customers and audiences can TRUST.

## TAKE ACTION! Prepare the organization

1. Engage your Executive Team

**INNOVATION • COMPETITION • SECURITY**

2. Build your Business Case

**STRATEGY • TCO • ROI**

3. Strategic Product Introduction Process

**PEOPLE • STORY • PROCESS • BUDGET**



Gap & Ideation



Strategic Plan



Execution Plan



Go-To-Market

CONTACT US TO TAKE ACTION.

BUSINESS CASE • STRATEGY • APPLICATION • TECHNOLOGY

authenticweb.com

info@authenticweb.com

NA 1.855.436.8853 | International +1.416.583.3770

© 2021 Authentic Web Inc. All rights reserved