.brand TLDs

Updates and Insights
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TODAY’S PRESENTATION

1. .BRAND TLD STATUS
2. WHY .BRAND TLD?
3. Q&A
THIS WILL BECOME THE MOST POWERFUL SYMBOL IN GLOBAL DIGITAL
.brand TLD Status
.brand Stats Hub
The best resource for global .brand statistics

Search by Organization name or .brand
or click here to view ALL .brand data

567 .brand TLDs Delegated
41 Countries of Origin
7,150 .brand Domains Registered
12.61 Avg. Domains per .brand TLD

View All .brand TLDs
View TLDs by Region
View Domain Stats
View Domains per TLD
RETAIL

Walmart

Best Buy

The Home Depot

McDonald's

STAPLES

Calvin Klein

GAP

Sam's Club

Calvin Klein

Nike

Macy's

T.J. Maxx

neustar
NFL

MAJOR LEAGUE BASEBALL

NBA
.brands are being used in 3 main ways

1. Microsites
2. Full transitions
3. Vanities
Microsites
BMW VISION NEXT 100.

Go to Interactive Experience
THE SHOW
An interactive, entertaining show where you make music through body movement.

PICK UPS
Full Transition
LEADERSHIP

Simplifying our activities

Andrea Bonafe, Chief Operating Officer of Barclays Non-Core, talks leadership, innovation and her advice for women in banking.

Read full story ➤
Change the way you trade

More tradable instruments, better execution, and all the tools and features you need to get a head start in the markets today.

Learn more >
The World. More Vibrant.
Vanity URLs
Today’s direct navigation

MLB.COM
Today’s direct navigation

MLB.COM

HOME.MLB

ADDITIONAL entry point, same content

Sets the context for future engagement
NEW home.brand industry standards:

- home.nfl → www.nfl.com
- home.mlb → www.mlb.com
- home.chase → www.chase.com
- home.cisco → www.cisco.com
- home.ford → www.ford.com
- home.shell → www.shell.com
- home.sky → www.sky.com
careers.ford redirects to http://corporate.ford.com/careers.htmlford.com/jobs
surface.microsoft redirects to https://www.microsoft.com/en-ca/surface
sonicare.philips redirects to http://www.usa.philips.com/c-m-pe/electric-toothbrushestup.orange.com/en
go.sky redirects to http://go.sky.com/
BEFORE = www.facebook.com/audi

NOW = facebook.audi
BEFORE = www.twitter.com/audi

NOW = twitter.audi
A new shortcut to Skype's homepage outlining the features of the product

A portal for developers to access APIs from National Australia Bank (NAB)

A 'welcome pack' HR site for Jones Lang LaSalle new hires

Java is at the heart of our digital lifestyle platform for launching careers, exploring digital interfaces, architecting the world’s applications, and unlocking innovation from garages to global organizations.

www.call.skype
Apr, 2017

www.developer.nab
May, 2017

www.welcome.jll
Apr, 2017

www.corporate.bentley

www.go.java
YANKEES.COM

NEWYORK.YANKEES.MLB.COM
BRAND.COM OR <EVERYTHING>.BRAND

(GIVING YOUR DIGITAL CONTENT ITS OWN IDENTITY)
TODAY’S DIGITAL MODEL

mlb.com
(and other owned digital properties)

Google
mlb.com (and other owned digital properties)

everything.mlb

TOMORROW’S DIGITAL MODEL

Google
FOOTBALL.NIKE

DE
UK
US
ES
JP

MONDAY
TUESDAY
Registry Solutions

As the largest provider of core registry and digital naming services, we help the most innovative brands in the world tap into the power and possibilities offered by today’s new platforms for digital identity.
Matt Dorville of Major League Baseball on the #SEO benefits of vanity URL strategies in #dotbrands t.neustar/2mcFQq3 #newgTLDs
Search Results
Found 1810 documents for: data

Neustar | Operations & Network Consulting Professional ...
... We offer security assessments and consulting services to ensure that your system and your data are as secure as possible. ... Data Audits. ...

Neustar | Data Onboarding Solution
Neustar's Data Onboarding Solution leverages all your customer data (online & offline) to facilitate true omni-channel customer experiences. ...

Neustar | Data Resources
Click here for Data Resources from Neustar, the leader in real-time cloud-based information services and analytics. ... Infographics. Data Resources. ...

Frequently Searched Content:
- Contact Neustar
- Careers
- Neustar IP Intelligence
- UltraDNS
why.brand ?
Why .brand?

Our Message
Use .brand to tackle the five giant issues facing digital today
1. WEBSITES ARE NO LONGER CAPABLE OF NAVIGATION
2. INEFFICIENT CALLS TO ACTION
OUR CALL TO ACTION MESS

1. www.ibm.com
2. www.ibm.com/product
3. www.ibm.es/product
4. New microsite(s)
5. #ibmproduct
6. facebook / other social media
7. IBM App
8. Email Us
9. Call Us

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3. EXPONENTIAL GROWTH IN PAID SEARCH
Expenditure in Payed Search in 2016 was:

- 47% of the average digital budget
- 14% of the average TOTAL marketing budget
First Organic Result
4. WE STILL CAN’T MEASURE LEAKAGE
Not you!
5. SPEED, SPEED, SPEED
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<td>yankees.mlb</td>
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</tbody>
</table>
Method | Path | Destination
---|---|---
Search | ![Search Path Image] | Yankees Website
mlb.com | | 
yankees.com & yankees.mlb | |
Method | Path | Destination
---|---|---
Search | → | Yankees Website

mlb.com | → | → | → | Yankees Website

yankees.com & yankees.mlb | → | → | → | Yankees Website
Key Lessons
DOMAIN NAMES

CUSTOMER EXPERIENCE
YOU COULD CREATE IPAD.APPLE

CUSTOMERS CAN FIND WHAT THEY WANT
SECURITY / DNSSEC

IMPROVED RETURN FROM YOUR ADVERTISING SPEND
WEBSITES

HOLISTIC DIGITAL PRESENCE
TRANSFORMATION

QUICK WINS

SOCIAL MEDIA

CAMPAIGNS
HOSTING

IDENTITY
TRUST

FLEXIBILITY
IF IT ENDS IN .BRAND …. INTUITIVE RECALL
THE FUTURE IS STILL UNWRITTEN
el futuro aun no esta escrito. Το μέλλον δεν γράφτηκε ακόμα. die zukunft ist noch immer ungeschrieben.
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MUCHAS GRACIAS!!!

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