

End User Engagement

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Michaela Cruden Snr Director, Business Development EMEA mcruden@afilias.info



About Us

- Established in 2000 and launched .INFO in 2001
 - Locations in Ireland, Canada, USA, Australia and India.
- One of the early registry operator/registry service providers
 - Legacy TLDs such .ORG, .INFO, .MOBI, .ASIA, and .PRO
 - Responsible for supporting over 300 nTLD applications in the current round – mixture of generic, brand, and Geo TLDs.
- Premium anycast DNS provider for our own Registry Operators and others in the industry
- Additional technology solutions through the Afilias technologies brand
 - DeviceAtlas Highly extensive and accurate mobile detection solution.
 - GoMobi complete "mobile-first" web-publishing solution.



What We Do!

Afilias' top-level domain registry manages / supports more than 20M names, ranging from legacy TLDs, ccTLDs, newTLDs to brand TLDs:

Generic Domains:





Country Domains:



And a few more...



Registry Service Provider & New TLD Registry Operator

Registry Operator







































Registry Service Provider























Marketing Approach

Generic TLDs:

- Traditional channel management with registrars
- No end user engagement (nor reseller engagement)

Niche TLDs:

- Community managers responsible for thinking about how to interact best with, and present TLDs to, end users
- Building awareness with grass roots marketing
- Focus on content and expos for target markets and demographics
 - Try to do this with a registrar if they're interested and willing



End User Interactions

- Pioneers
 - Champions of the TLDs (especially important in the beginning)
 - Ongoing use case studies
- Awareness building/grass roots marketing
 - Slow and steady process. It's about outreach and increasing awareness more so than about selling domains one by one
 - We can't expect the registrars to do this for us
- Individualized content per TLD/vertical
 - Own social media handles/accounts to interact with target market
 - Custom marketing content for use on both our side and for registrar channel use

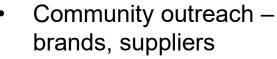


nTLD Vertical Example

Direct focus on branding/marketing for niche TLDs via channels outside of the domain

industry

For example: .BIO/.ORGANIC/.GREEN



- Expos and fairs for organic goods in core countries
- Partnership with IFOAM (International federation for organic agriculture)
- This week we're at the Natural Products Expo East in Baltimore







Fostering Relationships

A big part of end user engagement is fostering key relationships within the target vertical market

Valuable in many regards:

- Good use case/content
- An opportunity to redistribute proceeds back to community
- Exposure to community/membership base via credible and known source
- They know market behaviour in their vertical better than we do





What have we learnt?

Long game

- It's a slow process and doesn't yield results instantaneously. It's about being patient and figuring out what is most important to end users within their relevant vertical market
- Not fair to rely entirely on the registrars to build awareness for us

Education

 It's just as much about educating end users on the existence of nTLDs as it is about the merits of your own TLD. Awareness/usage is growing, but we still need to start with education.



Thanks for listening!

Michaela Cruden
Snr Director, Business Development
EMEA

mcruden@afilias.info