



# End User Engagement

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- 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



- **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

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

For example:

.BIO/.ORGANIC/.GREEN

- Community outreach – brands, suppliers
- 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





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



The screenshot displays the IFOAM - Organics International website. The header features the IFOAM - Organics International logo and the tagline "CULTIVATING CHANGE." Below the header is a navigation bar with links: WHAT WE DO, ABOUT US, GET INVOLVED, OUR LIBRARY, and BLOG. A search bar is located on the right side of the header. The main content area is titled ".BIO & .ORGANIC - INTERNET ADDRESSES FOR THE ORGANIC COMMUNITY". It features a large image of a man holding a green dot, with the text "YOU ARE BIO AND IT SHOWS REGISTER YOUR NEW .BIO WEB ADDRESS TODAY!" and the website "www.domains.bio". To the right of the main content are several sidebar elements: a "Sign up for our newsletters!" button, a "Show you are organic. Get a web domain!" button with ".bio" and ".ORGANIC" logos, a "#LuvOrganic" button with a "DONATE" button, and a social media widget for IFOAM - Organics International showing 23,147 likes.



# 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!

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