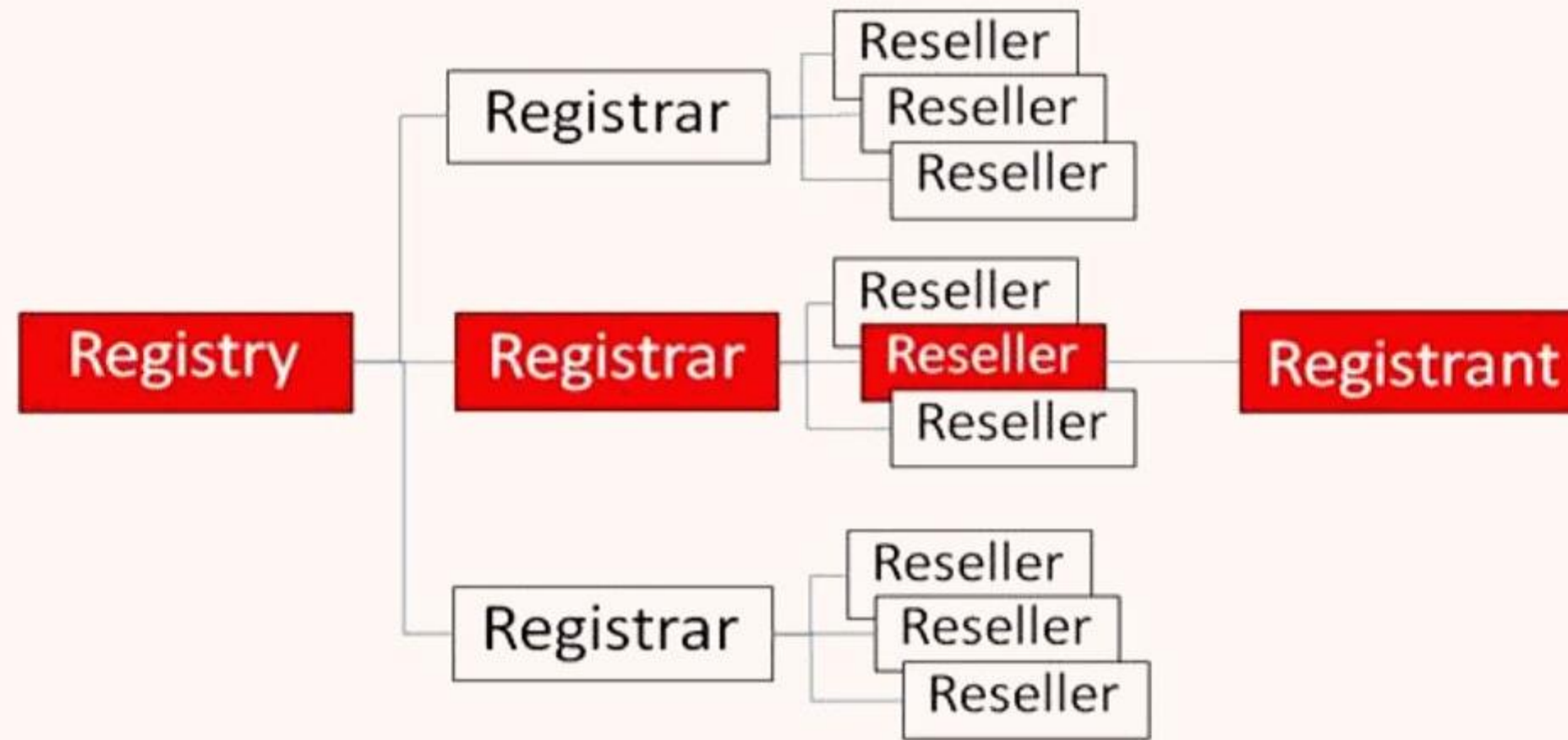


DOMAIN MARKETING

Who should love End users ❤️
better: Registry or Registrars?

SEPTEMBER 12, 2019 | TLDCON 2019, VILNIUS
KOLESNIKOVA MARIA, MASHA@CCTLD.RU



R-models

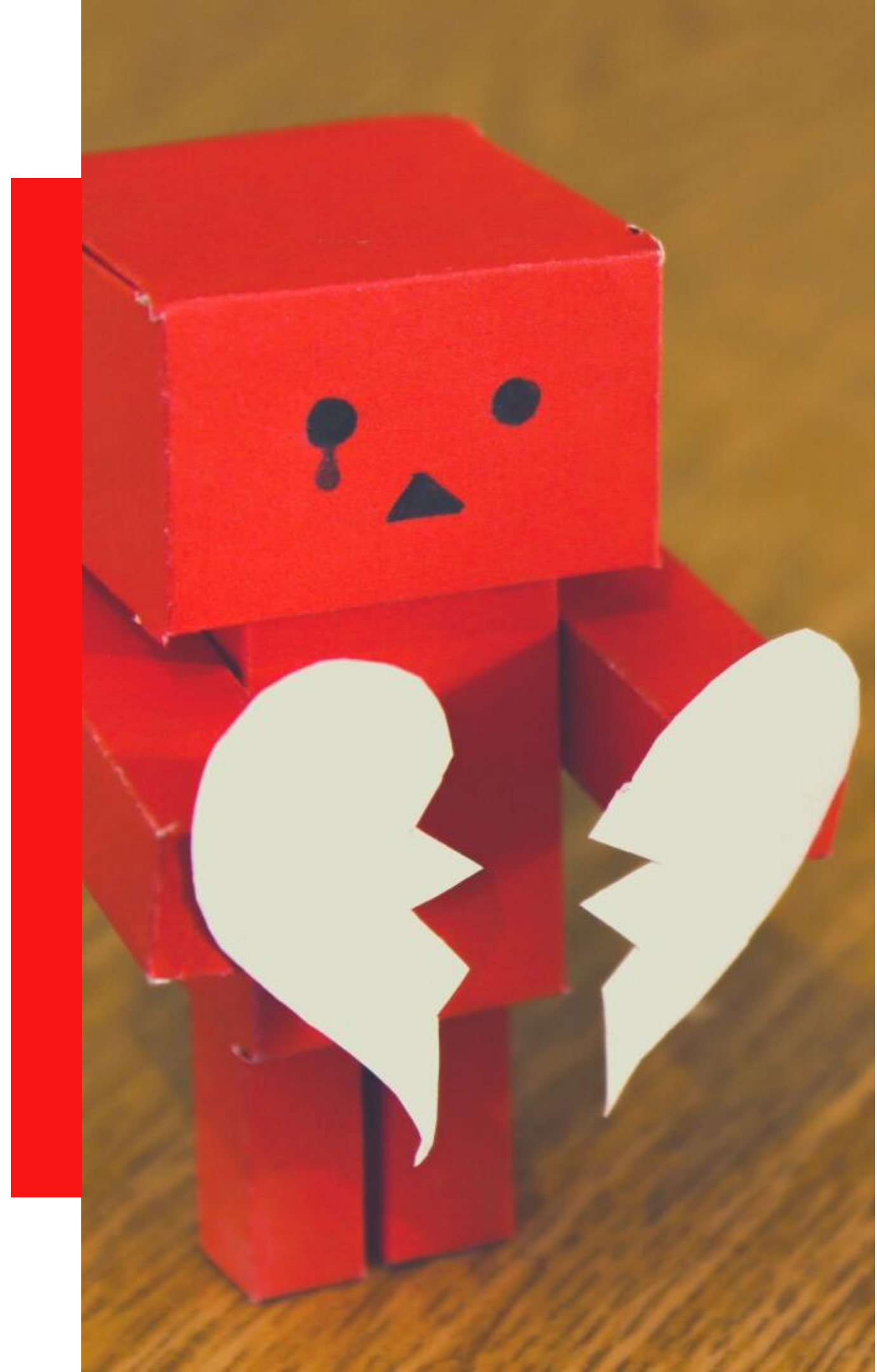
ONE SIZE DOES NOT FIT ALL.

How ccTLD Registry can build relations with End users depending on its business model.

Defence against Registrars mistakes

What ccTLD Registry usually does for End users:

- Terms&Cons/Policies
- Customer support
- Knowledge base
- Registrar complaints
- Domain disputes
- Registry services
- Registrars audit



Can't get no satisfaction... Again?

What happens when ccTLD Registry does End user centered marketing:



BRAND MARKETING

- VISUALS
- PROMOTION
- LOYALTY
- ...

**REGISTRARS
CONTROL &
COMPETITION**



INTERNET MARKETING

- SMM
- SEO, SMO
- E-MAIL
- ...

**REGISTRARS
RATING**



CONTENT MARKETING

- SMM
- BLOGS
- VIDEOS
- ...

**REGISTRARS
IDENTITY**

Let's get acquainted



ONLINE PRESENCE IS CRUCIAL.

What End users needs are to meet.

Categories					
RU		Domain names, amount	Domain names, %		
Domains with services		4 472 496	100,00		
Web site	?	1 831 653	40,95 %		
Web-app/one-page site	?	1 074 024	24,01 %		
Mail only	?	684 176	15,30 %		
Well-known domain parkings	?	663 240	14,83 %		
Web redirect	?	219 403	4,91 %		
Date	Domain names, amount	Delegated, amount	Delegated, %	Not delegated, amount	Not delegated, %
08 September 2019 (Su)	4 959 073	4 749 061	95,77 %	210 012	4,23 %

Categories					
PΦ		Domain names, amount	Domain names, %		
Domains with services		601 458	100,00		
Web site	?	205 359	34,14 %		
Web-app/one-page site	?	141 698	23,56 %		
Well-known domain parkings	?	96 965	16,12 %		
Mail only	?	82 100	13,65 %		
Web redirect	?	75 336	12,53 %		
Date	Domain names, amount	Delegated, amount	Delegated, %	Not delegated, amount	Not delegated, %
08 September 2019 (Su)	763 451	687 085	90,00 %	76 366	10,00 %

Source of statistics: statdom.ru

**Want to talk
about it?**

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