



GoDaddy Registry

# .brands Industry Report

Everything you need to know about .brands

MAY 2022

# What is a .brand?



A .brand is a top-level domain (TLD) like .com or .co, but with your brand name to the right of the dot. It's your own custom-branded digital ecosystem, where you have total control over the entire namespace.

More than 470 of the world's leading global brands have gained a strategic competitive edge by securing a .brand TLD.

[www.makeway.world](http://www.makeway.world)

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# Foreword



**Hello and welcome to this edition of the GoDaddy Registry .brands Industry Report, the first for 2022.**

As ICANN continue to deliberate on the next round of new TLDs, the .brands industry continued its solid growth through 2021 and we're really excited to see what's to come in 2022 as the world economy continues its post pandemic recovery.

Importantly, it's the big brands that are continuing to drive the change - with the traditional industry leaders such as Google and Audi being joined by other globally recognized organizations such as Amazon, JPMorgan Chase and Target in 2021.

In this edition, we are proud to bring you a feature article which is close to our hearts. The open.godaddy domain was created to support the GoDaddy Open global customer event held in September 2021 and not only was this a great example of using short and memorable URLs, the significant promotional activities undertaken by our parent organisation across mainstream media also introduced the .godaddy TLD to millions around the world.

In this exclusive we dive into how this opportunity came to be and get an in-depth understanding of the branding implications GoDaddy were seeking through this innovative approach.

Further in this edition, we undertake an analysis on Google's partnership with American Express on the socially impactful small business initiative. This innovative program is the first time that Google have introduced digital enhancement to AMEX's historically popular global small business enhancement program and we think this, and the usage of the .google domain are worthy of some attention.

We also explore the 'Top 10 reasons to use your .brand' as a quick refresher of the importance and opportunity that a .brand can play for your organization. With the concepts being drawn from some of the world's best .brand utilization companies, this is sure to help many of you to remember why your .brand can help you with a wide range of benefits.

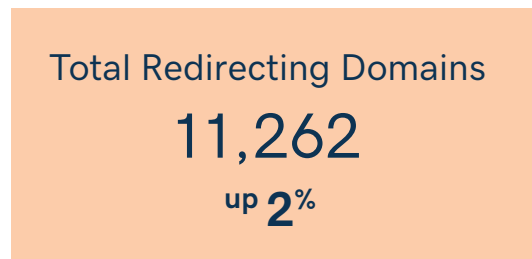
As always, don't forget to check out the Showcase where we show you many of the recent .brand use cases and also the 'By the Numbers' section with all of the relevant stats on TLD performance and global insights on industry usage.

We wish you a fantastic 2022 and as always, we encourage you to reach out to your GoDaddy Registry account manager if you have any questions or would like some assistance with your .brand TLD project.



**Jason Loyer**  
Director, Client Services,  
GoDaddy Registry

# By the Numbers

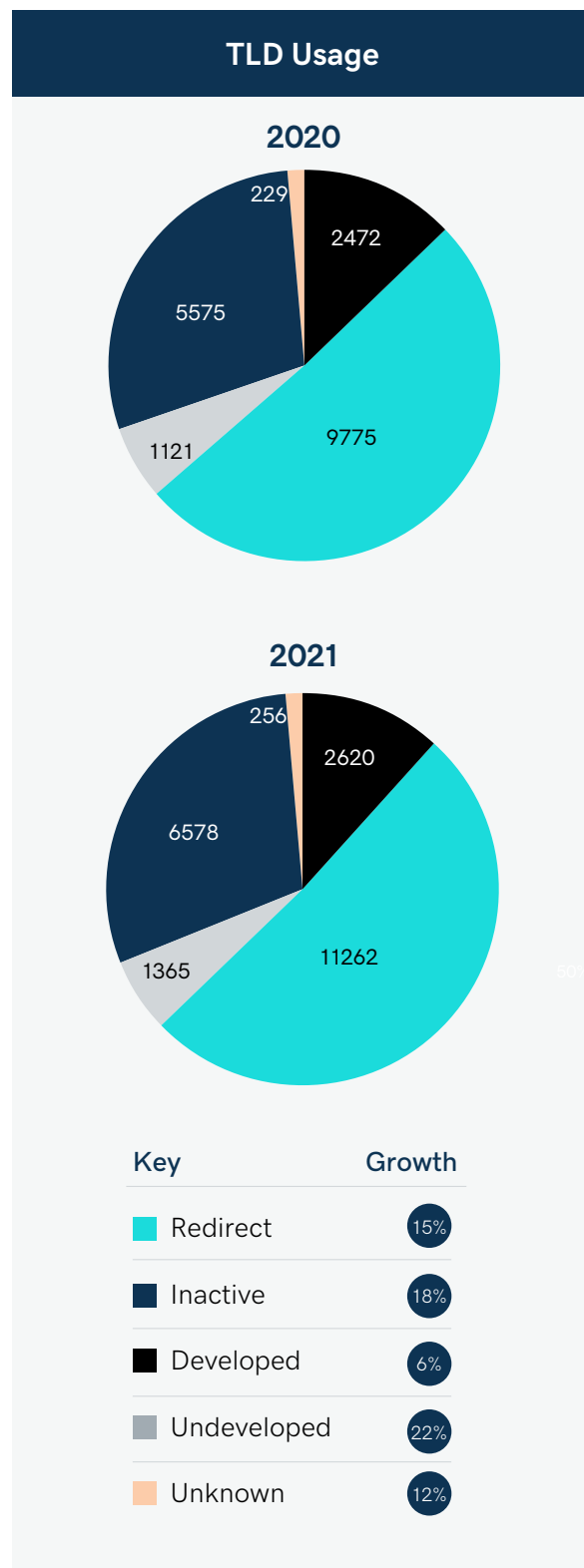


## TLDs by Registration 2021























## TLDs Growth % - 2021

| TLD         | 2021 Growth |
|-------------|-------------|
| .target     | 4000%       |
| .amazon     | 600%        |
| .genting    | 560%        |
| .leclerc    | 481%        |
| .bauhaus    | 417%        |
| .godaddy    | 188%        |
| .tui        | 143%        |
| .next       | 133%        |
| .lipsy      | 133%        |
| .snCF       | 108%        |
| .clubmed    | 100%        |
| .chase      | 73%         |
| .kpmg       | 56%         |
| .jpmorgan   | 55%         |
| .schaeffler | 50%         |
| .pfizer     | 50%         |
| .gucci      | 50%         |





|   | Industry                 | Domains at end 2020 | Domains at end 2021 | 2021 growth |
|---|--------------------------|---------------------|---------------------|-------------|
|    | Retail                   | 552                 | 1542                | 179%        |
|    | Clothing and Accessories | 99                  | 181                 | 83%         |
|    | Leisure                  | 42                  | 73                  | 74%         |
|    | Travel                   | 116                 | 144                 | 24%         |
|    | Internet Services        | 100                 | 121                 | 21%         |
|    | Consumer Electronics     | 145                 | 173                 | 19%         |
|    | Media                    | 504                 | 586                 | 16%         |
|    | Banking and Financial    | 7261                | 8324                | 15%         |
|  | Luxury                   | 28                  | 32                  | 14%         |
|  | Health                   | 340                 | 386                 | 14%         |
|  | Pharmaceutical           | 492                 | 552                 | 12%         |
|  | Logistics                | 131                 | 146                 | 11%         |
|  | Information Technology   | 1442                | 1603                | 11%         |
|  | Sports                   | 120                 | 132                 | 10%         |
|  | Manufacturing            | 424                 | 466                 | 10%         |
|  | Telecommunications       | 153                 | 167                 | 9%          |
|  | Business Services        | 203                 | 221                 | 9%          |
|  | Education                | 85                  | 92                  | 8%          |
|  | Industrial               | 927                 | 998                 | 8%          |
|  | Food and Beverages       | 74                  | 78                  | 5%          |

# GoDaddy uses their .brand to build community and help everyday entrepreneurs



**Tony Kirsch**  
Head of Professional Services,  
GoDaddy Registry



**Amy Jennette**  
Senior Director of Brand Marketing,  
GoDaddy

**Sure, it might seem a little biased that the parent company of this publication is the feature article for this edition - but the GoDaddy Open event may be one of the most publicized usages of a .brand domain to date and we think it's absolutely worth sharing.**

**And with a heartfelt desire to help customers at the core, the 2021 GoDaddy Open event in September last year received an extensive promotional budget that helped the open.godaddy domain to appear across millions of impressions globally.**

**Tony Kirsch speaks with Amy Jennette to dive deeper into understanding how an organization such as GoDaddy begun to unpack the value of their .brand TLD and the insights are sure to be useful for many watchers of this innovative space.**

The 2021 GoDaddy Open event utilized the open.godaddy domain for the first time across all of its promotional activities, a significant outcome given the exposure that the .brand domain would receive with GoDaddy's extensive promotional activities for the annual customer showpiece.

As the organization continues its rollout of the .godaddy extension and builds on other recently released initiatives, the use of the open.godaddy domain name provided some amazing benefits - along with significant insights to share with the global .brand community.

## **What is GoDaddy Open?**

GoDaddy Open is the global centrepiece of GoDaddy's efforts to help its 21+ million customers to become more successful in their pursuits both online and most recently, in person. And with tens of thousands in attendance, the 2021 event was a critical piece of the organization's strategy.

The event was held as a "live online" model in September 2021, with GoDaddy customers and partners provided with some amazing opportunities to learn from some of the world's most innovative technologists and entrepreneurs. The full day agenda was jam

packed with inspiring keynotes, insights from successful online business owners, best practice workshops and a range of networking opportunities.

With the pandemic still heavily impacting business, there was no better time for the attendees to learn about how to expand their online presence and the customer feedback from the event was heavily centred on customer appreciation for the opportunity to build and grow. Interestingly for an organization such as GoDaddy, the 2021 event also debuted services for 'in-person selling' including the all new GoDaddy Smart Terminal and Payments feature that offer the lowest transaction fees in the industry.

Naomi Osaka, four-time Grand Slam champion and passionate entrepreneur, was the keynote speaker and shared her experiences as the founder of KINLÖ, a global skin care brand supporting the needs of individuals with melanated skin.

Inspired by her frustration of inaccurate education and lack of availability of skin products for people with melanated skin, Naomi's journey was inspiring to understand her passion to take this knowledge to the world. Her [interview with GoDaddy Chief Marketing Officer, Fara Howard](#) was insightful and demonstrative of Osaka's holistic view on business and social responsibility.

#### **Why use open.godaddy?**

Despite already being well established in the domain name industry, GoDaddy had

historically demonstrated a cautious approach to using their .brand with the majority of activity occurring in the last 1-2 years. Recently, the organization had begun trialling certain use cases for .godaddy, including a switch to a branded URL across social media handles which had been very successful.

According to Amy Jennette, Senior Director of Brand Marketing at GoDaddy, the decision to use the .godaddy TLD for the GoDaddy

Open event was driven by a combination of gradual education and a willingness to drive the organization to its maximum brand and customer experience potential.

"I'd had the privilege of attending a facilitated workshop to discuss possible use cases for the .godaddy TLD earlier in 2021 with some leaders across the organization. As a group, we came up with well over 100 ideas that impacted all parts of our business but I was really looking for a use case where we could demonstrate .godaddy to our external audiences at scale.

“  
There was so much we could do with our own .godaddy TLD and it was this incredibly powerful asset that could really elevate our brand above and beyond.”

I left the workshop feeling like there was so much we could do with our own .godaddy TLD and it was this incredibly powerful asset that could really elevate our brand above and beyond other businesses that simply relied on a single domain for their entire identity.

Using open.godaddy was ultimately a “no-brainer” type decision, as it became a really obvious way for us to promote the event, as well as our commitment to the evolving landscape for domain names.”

Key for Jennette and the various teams at GoDaddy responsible for promoting the event

in deciding to use .godaddy was the way in which the open.godaddy domain would be promoted and the desired customer action when seeing/hearing the domain.

“We had extensive plans for marketing the event, including promotions across various

“  
**I’m always looking for ways to differentiate and have the market feel like we’re ahead of the game.**

social media platforms, YouTube and direct campaign activity. This type of campaign was really focused on driving awareness of the event as distinct to driving product and sales which we typically handle

through the godaddy.com identity. This event was really outside of our core business operations and this created an opportunity for the open.godaddy domain to demonstrate our intent simply and efficiently, as well as slowly starting to educate our customers that godaddy.com is our business, but .godaddy URLs can demonstrate all of the other things that we do without confusing our customers.”

The other element of the .godaddy project that appealed to Jennette was the overall ability to elevate the brand.

“As one of the leaders in our organization focused on growing our brand, I’m always looking for ways to differentiate and have the market feel like we’re ahead of the game. Over time, I can see the .brand TLDs being something that organizations leverage to show their superiority over some of their competitors in the same way that we sub-consciously judge large companies that don’t

own their .com domains. We feel confident that .brands will be the top of the digital branding pyramid in years to come and be the ultimate digital asset. Using .godaddy in our campaigns and our social media is a great start of this move and a signal of some of the great initiatives we have to come.”

#### **Where was open.godaddy promoted?**

Using open.godaddy over a traditional URL or subdomain from godaddy.com in a major marketing program was focused on increasing the efficiency of the messaging and an attempt to provide potential attendees with a simple and memorable URL.

According to Jennette, registrations for the event were not necessarily the call to action from the various promotional campaigns undertaken by GoDaddy, and the additional comfort in using the .brand was due to the ‘display’ nature of the activity rather relying explicitly on customers to type in the URL to attend the event.

“Our promotion was about ensuring maximum impressions for our investment and whilst we were obviously seeking as many registrations as possible, the ability to present open.godaddy in our advertising was a conscious effort to display our new domain without asking the users to type it in.

The post event data indicates that thousands of people did in fact type the domain in to their browsers, but we were just as happy to have the domain representing the name of our company and the identity of our event and have attendees find us through our various social channels or search.

That’s not to suggest we won’t use our .brand for campaigns where we are seeking customer

to type the URL in the future, but this was a great soft launch for us to understand customer behaviour which turned out to be surprisingly better than we had imagined.”

This has been an area that many digital marketers have had concerns with .brand usage in global campaigns but Jennette’s insights may be invaluable for others in similar situations.

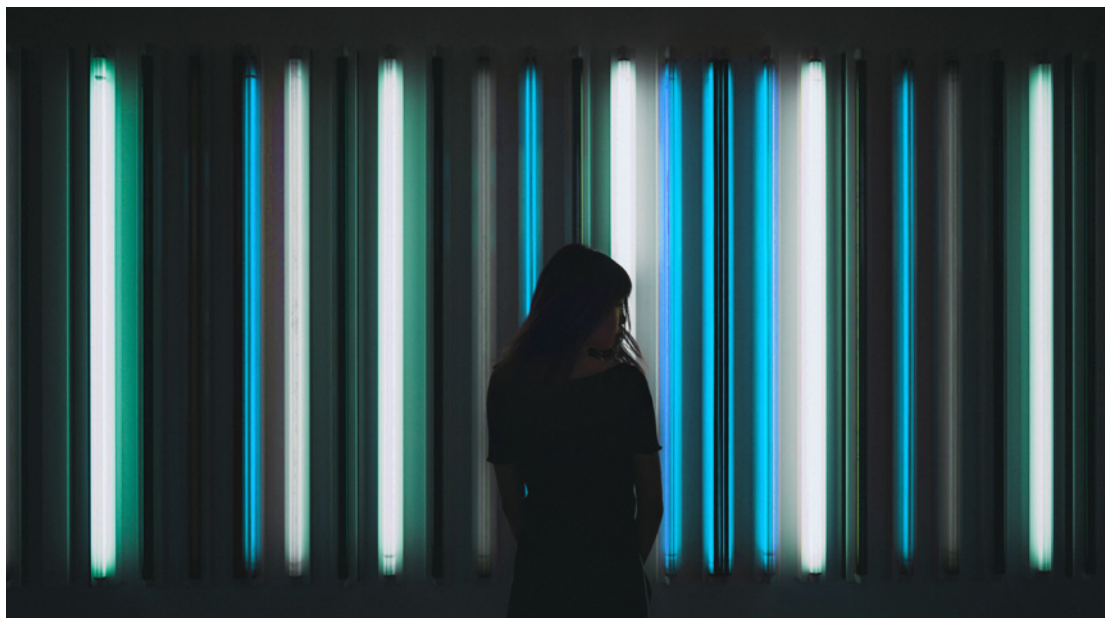
Whilst .brand URLs may not yet have received mainstream adoption in global advertising, finding innovative ways to use your .brand and having realistic expectations might be the way to get things moving. For example, having .brand URLs in click based activity might be initially more palatable for organizations rather than asking customers to type in a domain that is not yet completely familiar.

GoDaddy executed this exceptionally well and strategically.

Using at.godaddy across the company’s social media channels prior to the GoDaddy Open event gave customers an initial exposure to .godaddy which was a key strategic decision that paved the way for the extensive promotions containing open.godaddy as the domain for the event across Facebook, Instagram, Twitter, LinkedIn and YouTube.

As for .godaddy, the organization is already working on a range of new implementations for 2022 and remains committed to the future that .godaddy can deliver.

“  
**Presenting open.godaddy in our advertising was a conscious effort to display our new domain without asking the users to type it in.**”



# Refresher – What are the top 10 reasons to use your .brand?

For many of us, finding the right way to launch our .brand or continue to evolve its usage can be a little daunting.

**In no particular order, here are some top tips on why you should be using your .brand that I have picked over the years in my discussions with many of the top brands that have launched their own branded TLD.**

## Speed

One company said they love the ability to register a domain name in real time. Even when they do subdomains off their .com primary domain, they have to deal with an extensive review process due to the need to protect the core business. But with their own .brand it's all new territory which is totally safe and allows them to immediately respond to requests from their marketing and technology teams.

## Cost Efficiencies

Another company said they were a little slow to jump into their .brand but the tipping point was when their finance team realised that using it enabled them to reduce expensive aftermarket domain purchases for campaigns. Now they're using it to really reduce their defensive portfolio which is helping the .brand to pay for itself even more so.

## No availability issues

A large media company was constantly trying to keep their new services secret but it seems that no matter what they did, someone registered the .com they wanted. However, with their .brand, they can now just dial up any domain they want and never have to worry about whether its available or not. Game over!!

## Creating a new innovative brand

It used to be that if a business didn't have a .com, they were perceived as an inferior product or organization. Many of the brands that I have spoken to think in the future that same feeling will be held for organizations that don't have their own .brand or perhaps it will be an even stronger signal that you are the real deal.

## Easier to manage

For many companies, the process of managing a broad portfolio of domains, in particular ccTLDs with all their different rules is a bit of a nightmare and is very expensive. I've seen some of those companies that have their own .brand are moving to a model with city.brand and countrycode.brand so that they can simplify their posture and reduce management overheads which will keep them nimble and able to focus on more important initiatives.

## Internal

Some companies are using their .brand for internal purposes and it's really helping their staff to feel that they're doing the right thing. From email to sharing the right links, security is at the forefront of everyone's minds and many will continue to educate their staff that they're doing the right thing and protecting the organization with their .brand TLD.

## On Brand

One company moved to using their .brand for their social media links and couldn't be happier. In a world where customer trust is paramount, using links that have their brand included in it can only help build that trust. In the future many of us will look back and wonder why we ever accepted the idea of random characters in social media links as safe.

## Helps with SEO

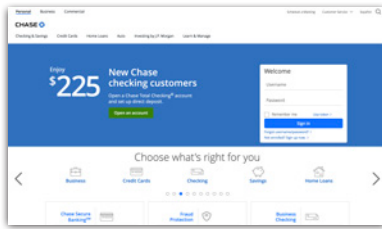
Another company went all in and moved all of their infrastructure onto their .brand, which was a lot of work but paid off in the end. As their old domain names phased out of search, the .brand domains started to take over and after just a few months, their approach of carefully redirecting content seemed to improve their overall search posture.

## Advanced security / HSTS

For some, .brands are all about increasing their overall security position. In addition to a more secure domain creation process that they own from end to end, utilization of a technology like HSTS allows them to significantly reduce the possibility of bad actors interacting with their stack as it forces traffic to ensure its travelling on secure sites.

## Personalization

Finally, one company helping to give its staff and customers a piece of their digital identity was a huge step towards their plans for personalization. They can't wait to put this into play now that they've understood how easy it is to do.



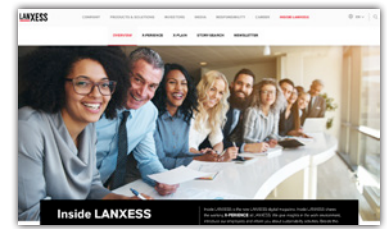
[link.go.chase](https://link.go.chase)

US financial services giant using their .brand to help customers find their apps.



[pierpont.jpmorgan](https://pierpont.jpmorgan)

JP Morgan redirect to their market intelligence service.



[quality.lanxess](https://quality.lanxess)

Redirect for the Germany based chemical organization.



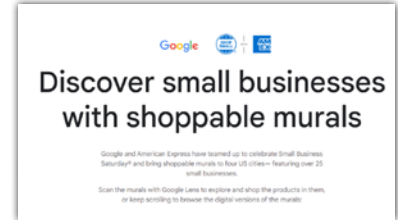
[store.lamborghini](https://store.lamborghini)

Italian motor giant goes big with their .brand ecommerce.



[75years.aco](https://75years.aco)

German industrial company celebrates their anniversary with a .brand activation.



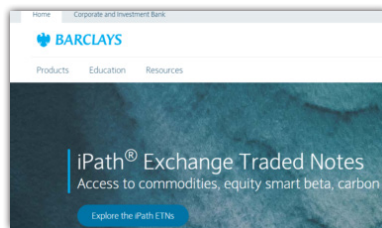
[shopsmall.google](https://shopsmall.google)

Google and AMEX partner up to support small businesses across the USA.



[mondemain.bnpparibas](https://mondemain.bnpparibas)

French bank launching their retirement portal on a .brand.



[ipathetn.barclays](https://ipathetn.barclays)

UK financial powerhouse page for new financial instruments.



[events.dvag](https://events.dvag)

German company's login page for corporate events.





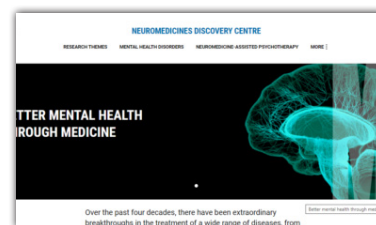
**app.vivo**

Vivo uses .brand to link Brazilians to the mobile app.



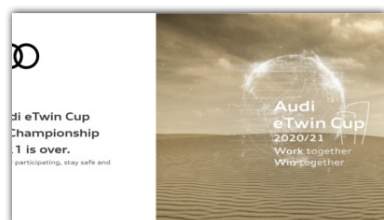
**edge.uol**

Dominant Brazilian online business goes big with their .brand.



**neuromedicines.monash**

The world's first .brand wants to stimulate research into mental illness.



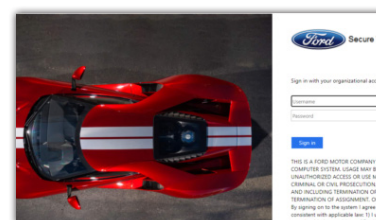
**etwincup2020.audi**

Audi's promotional site for the upcoming Audi eTwin Cup World Championship.



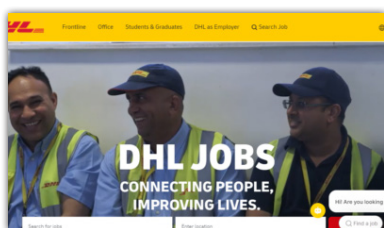
**verbund.edeka**

German supermarket chain's company and recruitment portal goes live.



**go.ford**

Ford uses a cool URL to help staff login to the network.



**careers.dhl**

Global logistics giant uses their .brand for simplified recruitment.

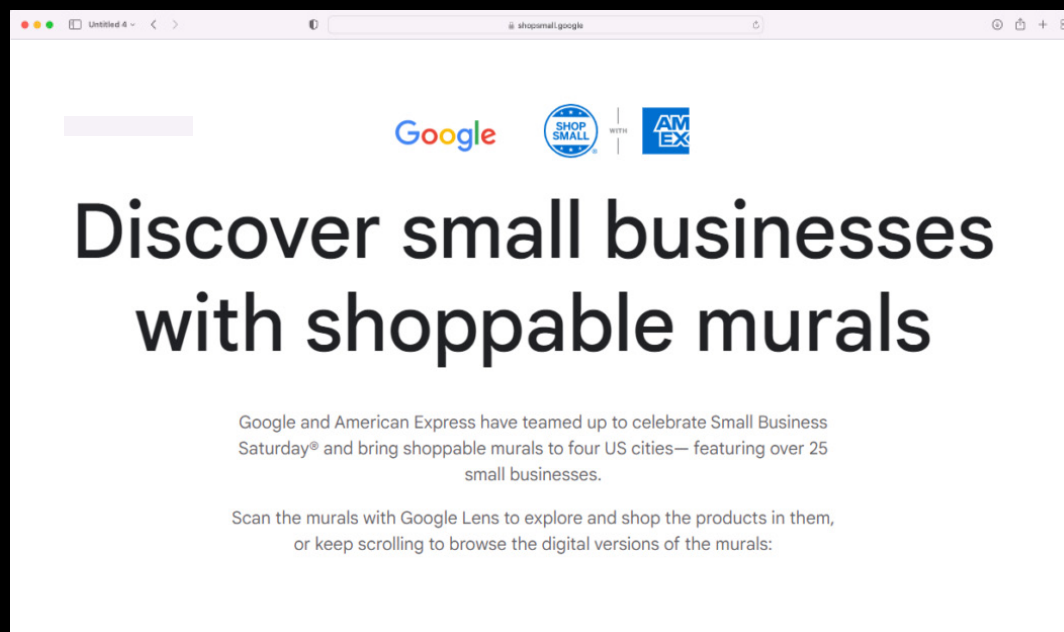


**sciencecaravan.ricoh**

Japanese industrial firm is inspiring children with science.

# .brands Spotlight: shopsmall.google

Google is at it again and this time their use of .google is helping to empower small businesses through innovation and promotion of a key partnership.



[www.shopsmall.google](http://www.shopsmall.google)

When Google partners with another huge global giant (American Express) in an attempt to help small businesses through a pandemic, and does so using a .google domain, well...we couldn't resist giving this one a bit of love.

Now in its 13th year, American Express' 'Shop Small' movement has focused on promoting local businesses and in particular, giving them a little boost through the Shop Small Saturday initiative which runs on the Saturday after Thanksgiving.

Since its inception, this incredible initiative has generated over \$163B in additional revenue to locally owned businesses and has even been adopted by Congress and promoted by the President in order to help drive engagement and stimulate awareness of the amazing role that local small businesses play in our community.

### **What does this have to do with Google you may ask?**

For the first time, as part of the Small Business Saturday promotion in November 2021, Google has partnered with American Express by contributing some amazing technology to the cause. Four artists across Los Angeles, New York, Boston and Chicago created one-of-a kind murals to highlight their vibrant communities and local small businesses and through the use of Google Lens, customers were able to scan the murals from their cell phones and access the online shop directly to purchase specific goods and services.

And as it is with their leading 'Open Community', the effort and investment that American Express put into supporting their local merchants is simply inspiring. For example, according to their website, the organization spent over 200 Million in 2020 alone helping small businesses to succeed.

We just adore this use of the .google domains – for three key reasons;

1. It's really clear from the domain what the promotion is about, and who it's from
2. It doesn't mess with the primary .com site – in fact we've seen many .google examples that allow for a clear understanding from customers as to what .google is all about
3. It highlights how easy it is for partnerships to be developed for new content or product promotions without the challenges of building sub domains on the main website or limited availability.

Growing steadily from its launch in early 2016, .google now contains over 100 domains with many being used in high profile social responsibility and product campaign launches and it still remains one of the benchmark utilization cases for the .brand industry.

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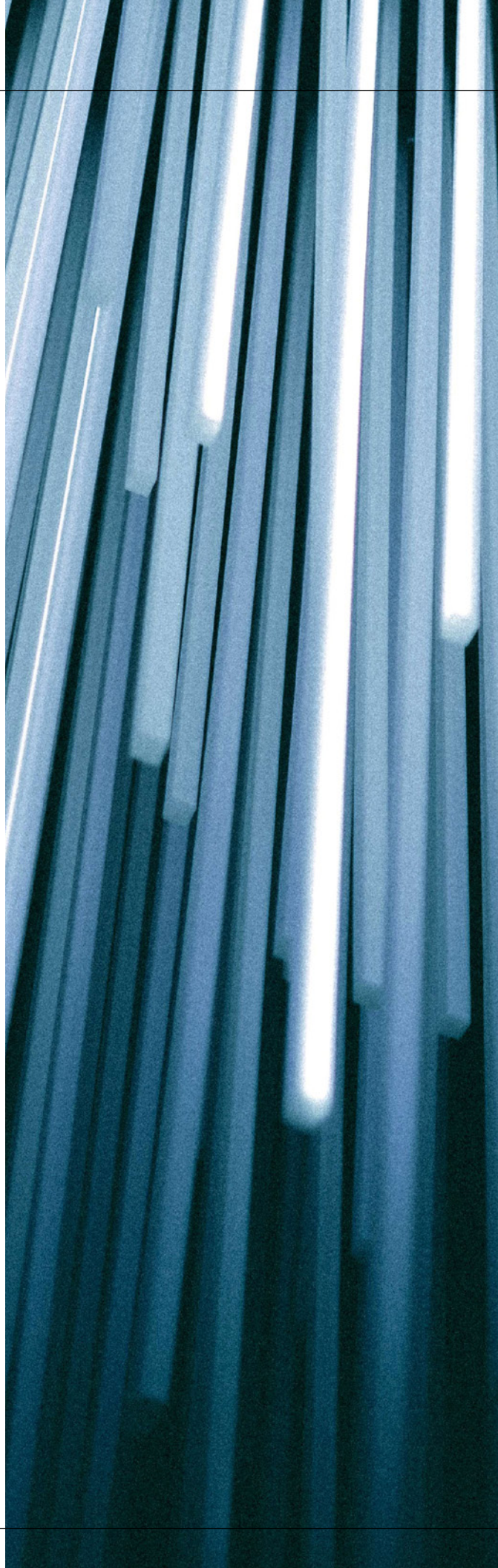
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## Find out more

[www.registry.godaddy](http://www.registry.godaddy)

