



# Value Proposition for New TLDs

.today  
43,000

154 TLDs  
launched

30-45%  
profit  
margins

.company  
35,000

.solutions  
31,000

donuts

.photography  
50,000

By the Numbers

.guru  
78,000

1.2 million  
paid  
registrations

.tips  
33,000

Over 100  
accredited  
registrars

.center  
27,000

.email  
46,000



## Improved choice

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- Over 200 new TLDs now available, with high availability of **short and meaningful domains**.
- Your customers are more likely to find a domain name they are happy with and which is relevant to their name or their industry.

## Increased awareness

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- Donuts about to embark on a multi million dollar **global awareness campaign** and plans to sustain it throughout 2015.
- .Brand TLDs still to launch, bringing awareness to the masses.
- Highly contested and arguably considered the higher volume TLDs still to launch in 2015.

## Proven demand

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- Over **3 million domains sold** in just ten months of the expansion of the gTLD space.
- Over 1.2 million quality, paid for registrations with no discounting from the Donuts portfolio of TLDs.
- Proven demand for new, relevant addressing options.

## Quality registrations

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- If your customer cherishes their purchase they will be more likely to stay with their service provider, **renew year on year**, and build out their website using your other products and services – it's the glue!

## Higher margins

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- Significantly **higher margins**, of 30-45%, to be made from the sale of each domain name in the new TLD space.
- Still a small price point for any business to pay for global visibility for a year, using the domain name most relevant to them.



## High renewal rates expected

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- Several key factors present **a strong case for high renewal rates** including age and size of the TLD, semantic value of registered domains, price and demographic and geographic distribution of registrants.

## SEO benefits

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- Several recent studies by search experts suggest that the first generation of new TLD addresses are either matching or outperforming legacy TLDs and ccTLDs in search performance.
- New TLD domains are particularly **keyword rich**, before and after the dot, which no doubt plays a pivotal role in their search boost.

## An opportunity to re-engage your customers

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- Use this opportunity to reach out to your prime customers with **better domains** and value added services.
- Get to know your customers and be better positioned to meet their needs with improved domain inventory and **increased choice**.

## Don't get left behind

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- Give your customers more choice and allow them to register the domain name that's right for them. Don't turn them away because you aren't offering what they're looking for.
- Awareness and adoption of new TLDs is increasing by the day.
- **High availability of great names** still available in this new space and many more still to launch in 2015.

