New perspective on target audience segmentation
About us

Russian ccTLDs

- RU: 5,019,727 domains (Since 7 April 1994)
- РФ: 784,516 domains (Since 12 May 2010)

Accredited Registrars

- 47 registrars
- 9 cities
- Only Russian legal entity can become an accredited registrar in .RU and .РФ

Founded in 2001

- 18 year of experience in Internet and domain names fields
Complex Marketing research

Research parts

- Target audience segmentation
- Consumer behavior
- Consumer decision making process
- Mystery shopping

Research info

- January – February 2018
- 200 scenario-based interview
- End users audience
End users target segments:

- I often register domain names and actively use them;
- I register domain names and use them;
- I register domain names but do not use them;
- I want to register a domain name but have not done it yet
Received target segments

In common:
- Internet users
- Have experience in domain name registration (for own or other aims/resources)
- Age 18-50
## Received target segments

<table>
<thead>
<tr>
<th></th>
<th>Professionals</th>
<th>Advanced</th>
<th>Inexperienced</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Background</strong></td>
<td>High level knowledge based on own experience and analysis</td>
<td>Rich knowledge based on own experience</td>
<td>Lack of knowledge, believe in myths, rumors and stories</td>
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<tr>
<td></td>
<td>Very confident</td>
<td>Confident but can listen to experts</td>
<td>Often hesitate, unconfident</td>
</tr>
<tr>
<td><strong>Sources of information</strong></td>
<td>Experts, colleagues</td>
<td>Internet Registrars’ websites</td>
<td>Friends <em>(incl. Professionals and Advanced)</em></td>
</tr>
<tr>
<td></td>
<td>Personal experience</td>
<td>Internet Registrars’ websites</td>
<td>Internet</td>
</tr>
<tr>
<td><strong>Can be Influenced by</strong></td>
<td>Clients</td>
<td>Business partners</td>
<td>Trusted persons</td>
</tr>
<tr>
<td><strong>Impact of ads and meetings</strong></td>
<td>Meetings</td>
<td>Meetings Ads (prof. channels)</td>
<td>Ads</td>
</tr>
<tr>
<td><strong>Decision making scheme</strong></td>
<td>Preliminary choice + clients needs = final decision</td>
<td>Preliminary choice + interim choice = final decision</td>
<td>Preliminary choice + interim choice + environment influence + seller advice = final decision</td>
</tr>
<tr>
<td></td>
<td>Make decision quickly</td>
<td>Make decision slow</td>
<td>Make decision very slow or at once based on advice</td>
</tr>
<tr>
<td><strong>Can seller advice?</strong></td>
<td>Impossible</td>
<td>Hard or impossible</td>
<td>Can be advised</td>
</tr>
</tbody>
</table>
Conclusions

Focus on

- Advertising campaigns
- Sales channels development
- Content marketing
- Meetings
- Diversity in communications
- Educational materials
Thank you!