Premium & Auction Insights
.CO – GLOBAL BRANDING EFFORTS

WE’LL HELP YOU MAKE THE RIGHT CONNECTIONS
CURRENT GLOBAL POSITION

- 28K (Feb. 2010)
- 290K (July 2010)
- 800K (Feb. 2011)
- 1M (June 2011)
- 1.6M (March 2013)
- 2M (Jan. 2016)
- 2.2M (Aug. 2018)
.CO Auctions Overview
2010 – 2015

AUCTION STRATEGY

• The .CO Registry held back 3,000+ names from its 2nd level launch for “premium sales” and built a premium marketing plan to generate awareness & revenue inclusive of auctions & “secondary market” brokerage (*only available channels at the time*)

• **Premium Names Marketing Plan:** Generate awareness and “buzz” for .CO domains
  • Registry Media & Communications Plan
  • Auction House Communications Plan
  • Offline Outreach Efforts

• **Premium Names Auction Goal:** Drive awareness efforts for ongoing brokerage and sustainable premium sales to drive use of .CO domains and revenue for continued marketing efforts

• 5 Major Registry-led Promoted Auctions
What would you build on e.co?

Imagine the possibilities

To celebrate the upcoming launch of the .co era, we put the historic single-letter domain name up for auction.

After an exciting week of bidding, e.co was auctioned off to the highest bidder, B52 Media, for the amount of $81,000. Congratulations!

Other great .CO domains will be available during Landrush starting June 21st through July 13th.

WINNING BID: $81,000

Congratulations to B52 Media!

www.mydomain.co

Breaking News!
.CO Landrush & Auction Update
Get the Facts Here

GEW Goes .CO
Registry Media & Communications Planning

Auction Planning – Internal Registry Efforts

- Choosing the right auction partner for your needs
- Website Updates
- Video Tutorials & Awareness
- Registrar Notifications** (offer referral incentives?)
- End User Newsletters, blogs and email campaigns
- Specific Buying Vertical Offline Efforts (Swag kits, handwritten letters, etc.)
- Online media plan and awareness campaign(s)
  - Domain blogs
  - Online targeted audience ad placements
  - Mobile or Geo-targeted ad placements during high-profile themed events
Auction House Communications Planning

Auction House Plan Review

• Outreach efforts to customer base (email, newsletters, phone calls)
• Homepage & Website placements
• Dedicated Landing pages
• Social Media Plan
• Management Portal placements (user login awareness)
• Calendar showcase efforts
Offline Outreach Efforts

- Custom lead lists (lead lists based on potential end users per domain in auction)
- Offline placements to themed target audiences
  - Radio/Newspaper/Banner Ad placements to gain awareness
- Offline Auction Event Efforts
  - Venue space
  - Food/beverage provisions
  - Collateral
  - Auction house staffing
  - Outreach efforts to ensure venue is filled with in-person bidders
Little is the new BIG.
.CO Auctions Recap

• Auctions Overview
  • 5 Major Registry-led Auctions (Landrush, e.CO, i.CO, 88.CO & GEW)
  • Goals: Generate awareness & excitement for .CO names
  • Auction revenues declining YoY and from Auction-to-Auction
  • .CO Mantra: “Use auctions wisely for awareness and not extensively or exclusively”

• Premium Names Plan Re-focus to Alternative Revenue efforts
  • Brokerage (2012-2018)
  • Premium Tiers (Sep 2018)**

• 2019 Current Strategy
  • Promote BIN (Buy It Now) premiums (Tier Premiums)
  • Re-build Super Premium Portfolio (Brokerage)
THANK YOU!