

A person with dark hair, seen from behind, is sitting at a wooden desk in a bright, modern office. They are wearing large white headphones and looking at a laptop screen. The laptop screen displays a web browser with a search engine results page. On the desk, there is a white mug and a white water bottle. The background is blurred, showing other people working at desks.

# GoDaddy Media Solutions

How to grow your ccTLD

*Confidential*

A person is sitting outdoors, wearing a patterned sweater and jeans, holding an open book. The background is a soft-focus view of green grass and other people. The image has a light, airy feel with a white gradient on the left side where the text is placed.

# Introduction

Meet the team!

# Meet Our Team

**Tommy Ho**



**Senior Partner Manager**

Responsible for managing strategic partnerships with generic and country-code TLD registries. Experienced in managing commercial registrar contracts through participation in ICANN's RrSG.

tho@godaddy.com

**Sonia Dhaddy**



**Senior Media Manager**

Experienced digital advertising professional with over 8 years in the industry, spanning diverse verticals. A proven track record of crafting winning digital strategies that drive results

sdhaddy@godaddy.com



## About GoDaddy

...we're on a mission to empower our worldwide community of 20+ million customers and entrepreneurs everywhere by giving them all the help and tools they need to grow online

## Our Vision

...is to radically shift the global economy toward independent entrepreneurial ventures

## Our Mission

...is to empower entrepreneurs everywhere, making opportunity more inclusive for all

# Overview

Dream it. Create it. Grow it. Manage it.





# Overview

- A digital identity remains essential for entrepreneurs, SMBs and even individuals - a domain name is a key component of that identity.
- Registrants and shoppers have an increasing number of choices when it comes to ccTLDs and gTLDs with more TLDs expected in the next five years.
- Traditional marketing strategies remain essential. However, our industry is evolving, and GoDaddy has introduced several solutions to help ccTLD managers grow their namespace.

# Media Solutions

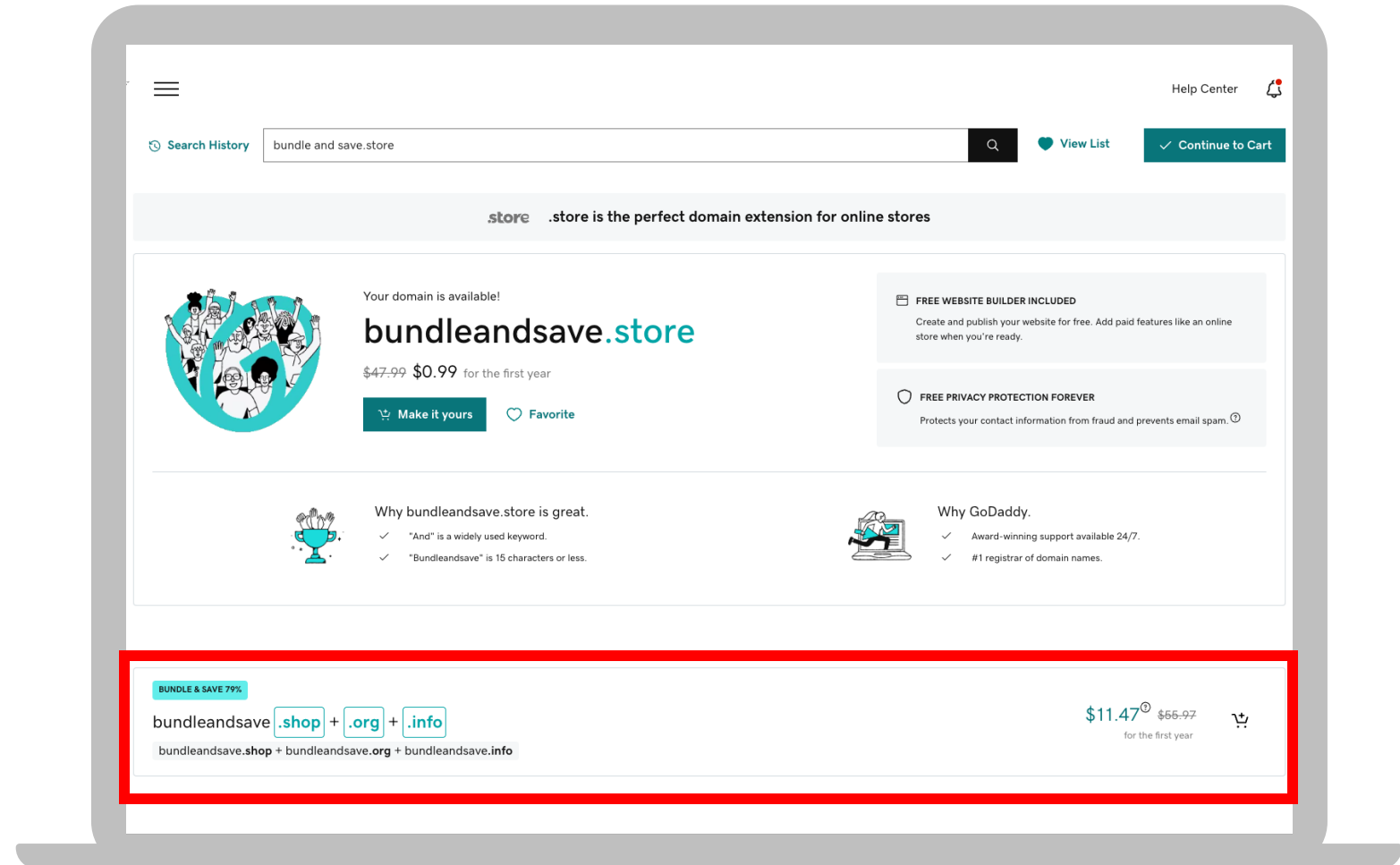
Growth Opportunities

# GoDaddy Domains Stack

## >> Consideration/Conversion

The GoDaddy Domain Stack is a new ad placement that was launched in February 2023. It gives customers the option to bundle and save.

The placement is currently being offered to our top tier advertisers. We are looking to expand the Domain Stack offering to ccTLDs with a sponsored local domain stack.



All information on this slide and in the product demo, including product functionality and delivery dates, is subject to change without notice.

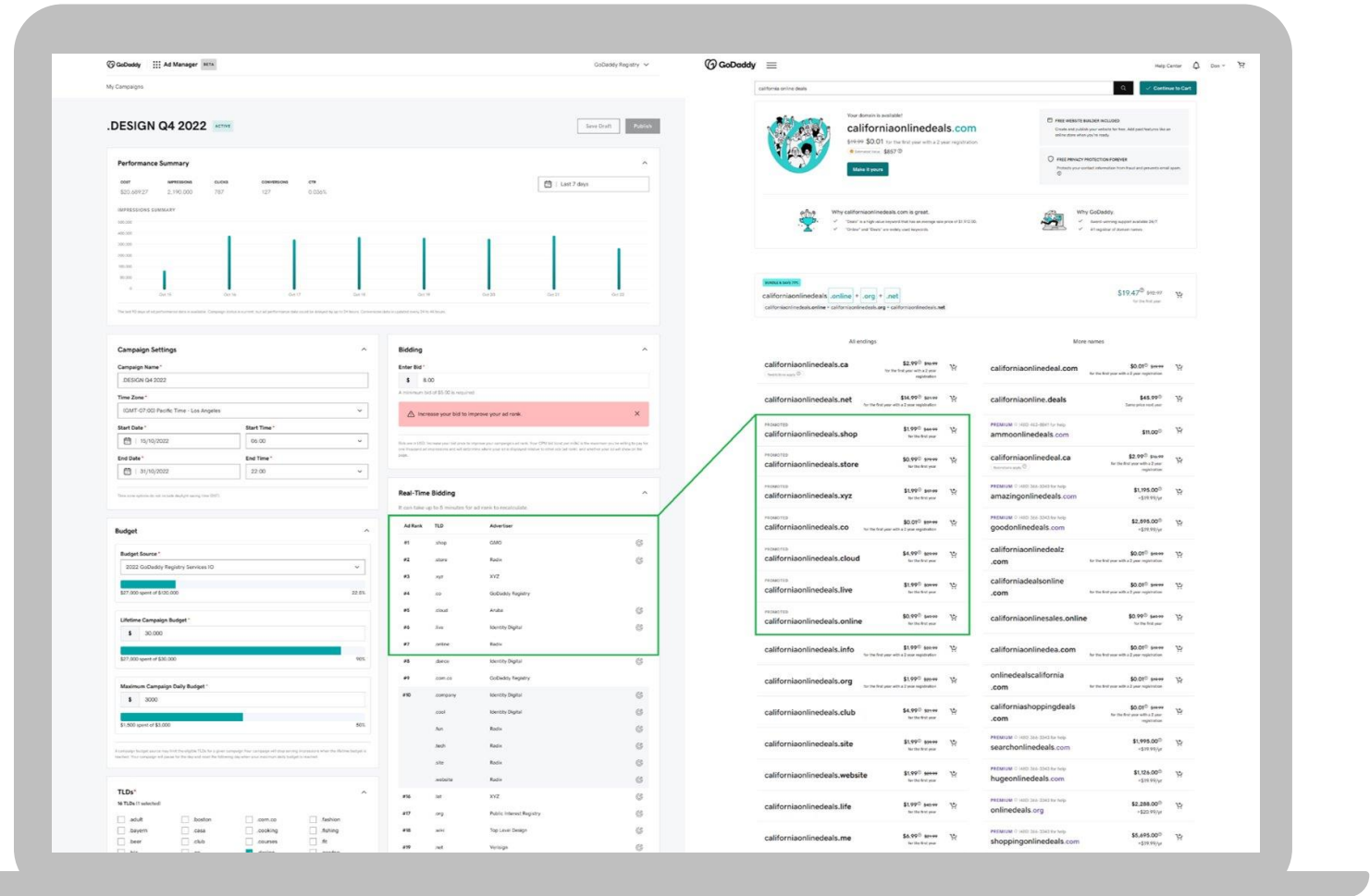


# GoDaddy Ad Manager

## >> Consideration/Conversion

Introducing the GoDaddy Ad Manager, it is a self-serve auction-based platform to buy GoDaddy SERP placements. The auction uses real-time bidding on a per-thousand impression (CPM) payment model – giving advertisers control and flexibility over their campaigns.

Advertisers can schedule and pause campaigns, manage campaign budgets, target by keyword or geolocation and monitor campaign performance with the built-in dashboard.

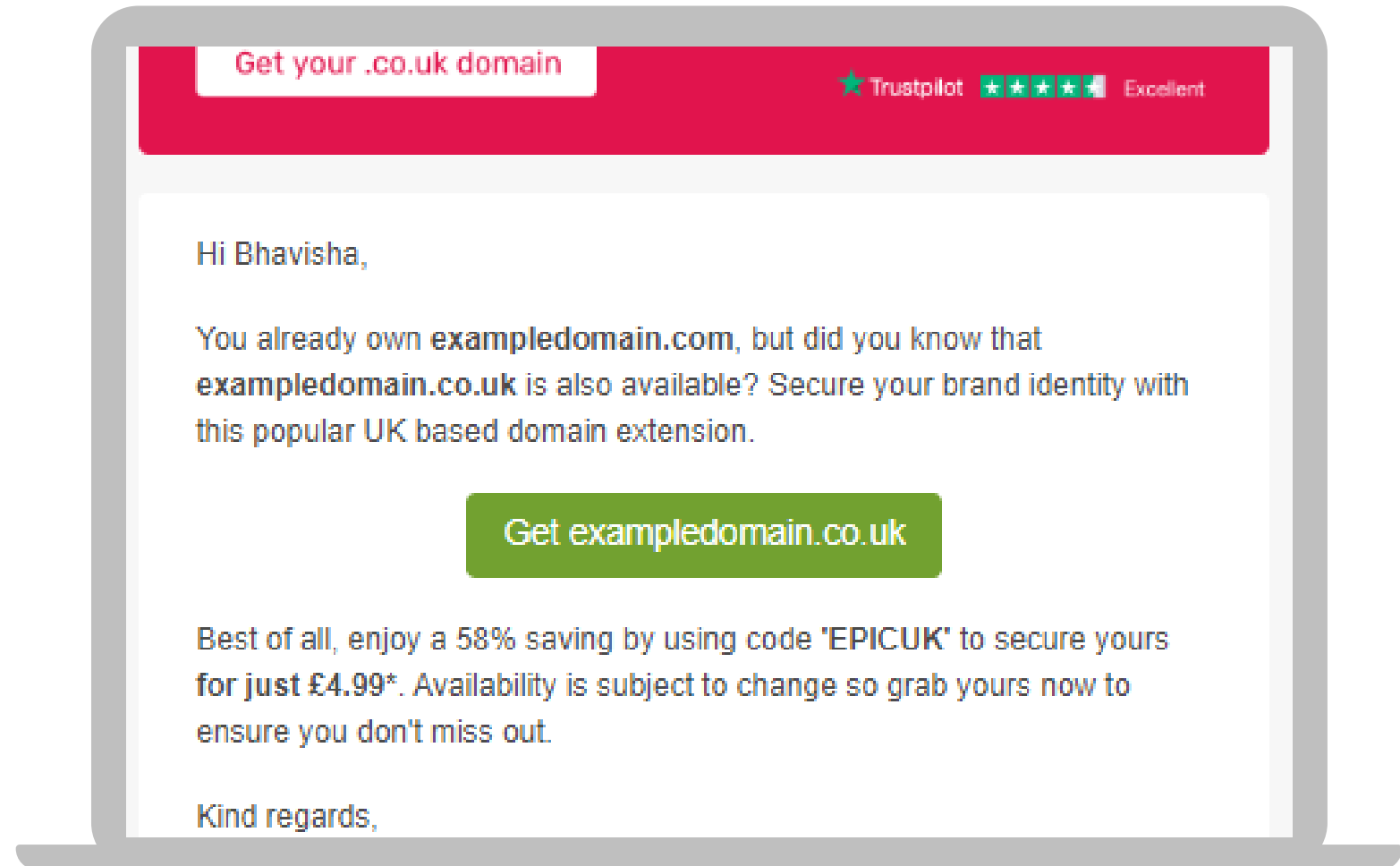


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# GoDaddy Domain Match Emails

## >> Consideration/Conversion

GoDaddy Domain Match is an email marketing sponsorship opportunity that sends out an email to a subset of GoDaddy customers and recommends an alternative domain based on a domain in the customer's portfolio.



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# Onboard Program

Over the years, GoDaddy has onboarded several hundred TLDs with varying degrees of commercial success

We are evolving the current program to provide more incentives to achieve long term commercial success

- Encourage promotion and growth for newly onboarded TLDs via matched Media Solutions credits.
- Provide opportunity for new TLDs to surface through an intuitive experience on the GoDaddy platform in order to empower GoDaddy customers to name, create and grow their venture

# Key Takeaways





## Key Takeaways



**Awareness** – Highlight local identity and build connections with customers



**Data and Targeting** - Leverage GoDaddy first-party data and custom targeting to find your audience.



**Test and Iterate** – Media is not a one size fits all, test out different strategies and ad products to find the right fit for your goals



**Contact us** - Reach out and schedule a call with us to learn how to get started



A smiling woman with glasses and a headband is talking on a phone. She is sitting at a wooden table with a coffee cup and a blue bag. The background is a blurred city street at night.

# Thank you

Contact us at:

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[sdhaddy@godaddy.com](mailto:sdhaddy@godaddy.com)