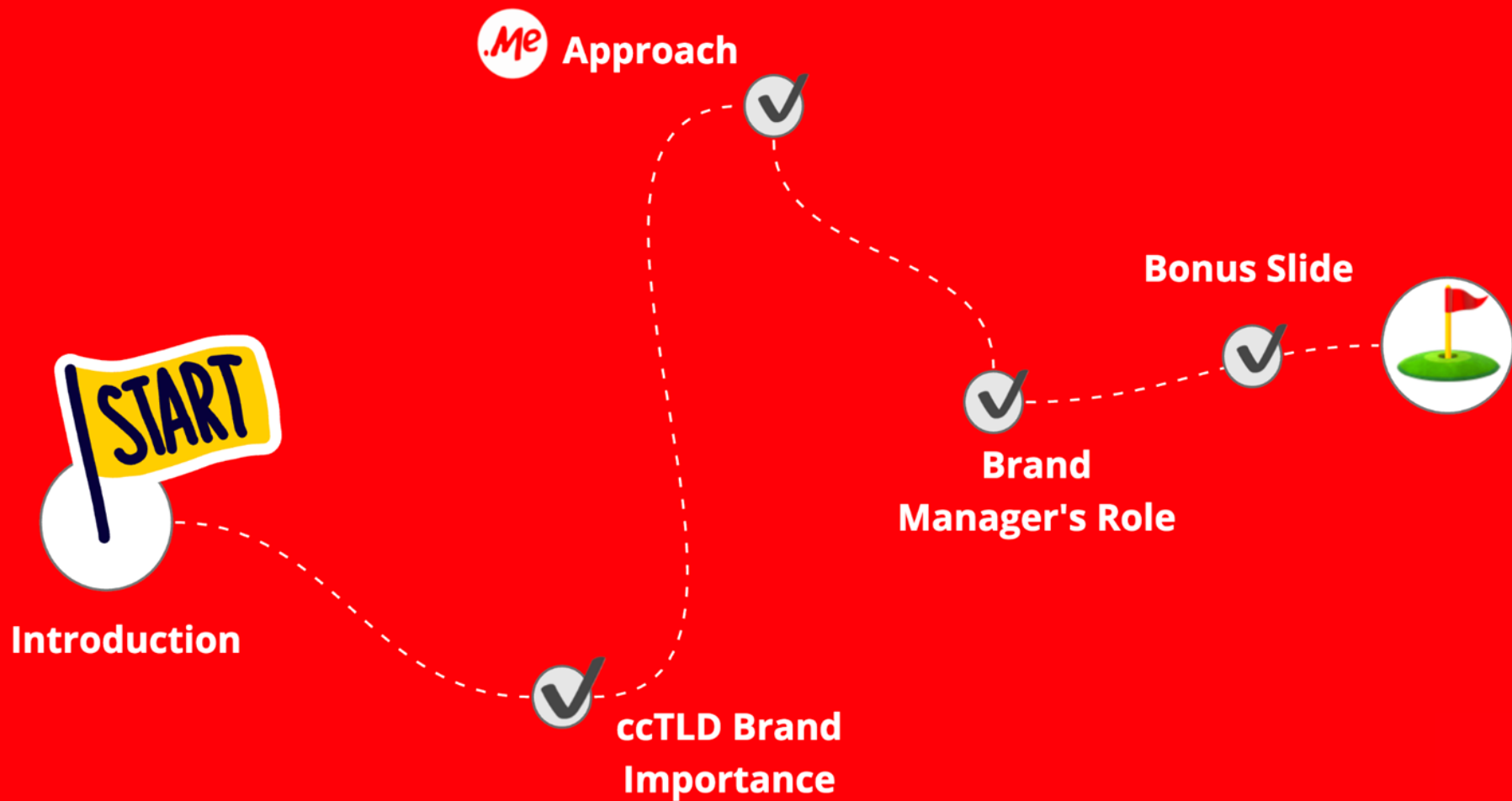




Second Letter to None: What's the Value of Branding and Ideal Brand Manager for ccTLD session

Ivana Gazivoda, .ME Registry





15

YEARS of 

OVER
1.1 MM
domains

OVER
300
registrar
partners

Customers from
OVER
200 countries
and territories
WORLDWIDE

OVER 2,500
domains in
The Majestic Million¹

¹The million domains with the most referring subnets according to www.majestic.com

Why is the ccTLD brand important?



MARKET SHARE AND POPULARITY



53.9% local registrations

Domains distribution

By TLD type



- New generic 18%
- Generic 42%
- Country 40%

Source: Domain Name Stat

Source: CENTRstats for the top 30 CENTR member countries



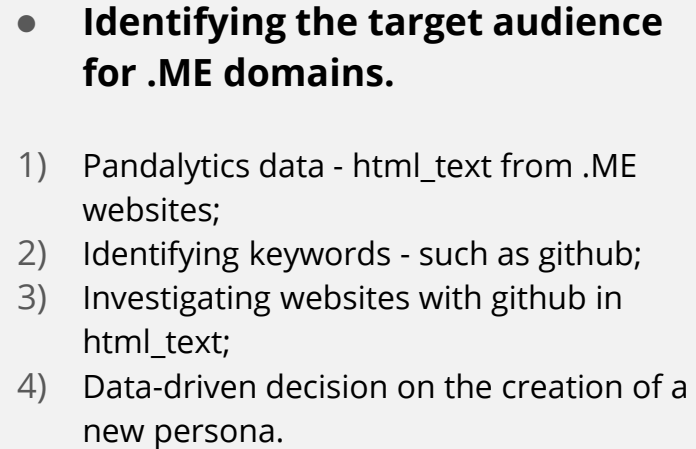
What is the .ME's approach?

.ME is personal

.ME is the most personal domain extension in the market, which **helps creators build a personalized online presence** (e.g. Name.me, Nickname.me, Lastname.me, NameLastname.me) **and assists brands in communicating a personal aspect of the business to their customers.**

.ME domains are ideal for online creators who want to add a personal flavor to their online brand and businesses focused on building a more intimate relationship with their customers.

One sentence description





Strategic positioning of the .ME domain in the market

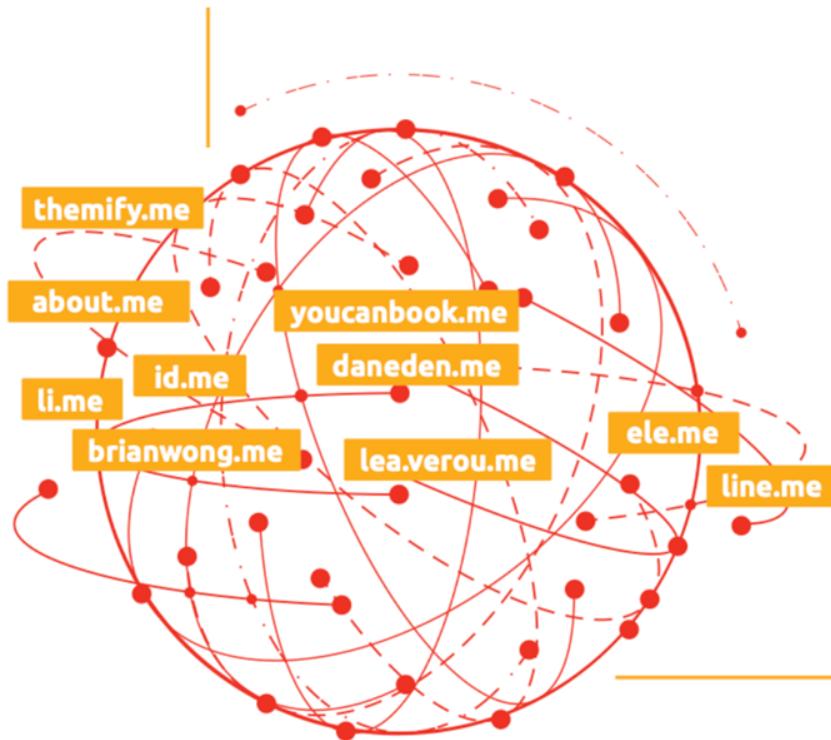
.ME is truly global

.ME carries a meaning in multiple languages including English, Italian, Spanish, all South Slavic languages and even Chinese. It can be registered in just a few clicks by anyone, anywhere and [geo-targeted by Google](#) which makes it SEO-friendly and similar to gTLDs.



.ME is safe & secure

To stay true to the mission of keeping our neighborhood safe, we check .ME domains for abuse on a daily basis using software for abuse detection and mitigation, and provide services like [registry lock](#) and [DNSSEC](#).



Strategic positioning of the .ME domain in the market



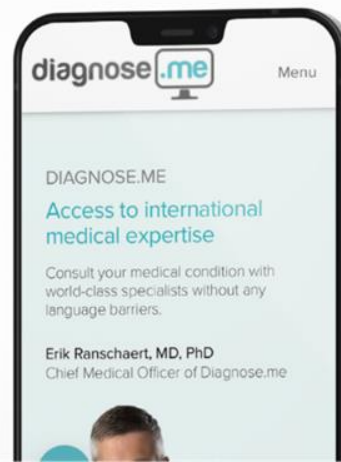
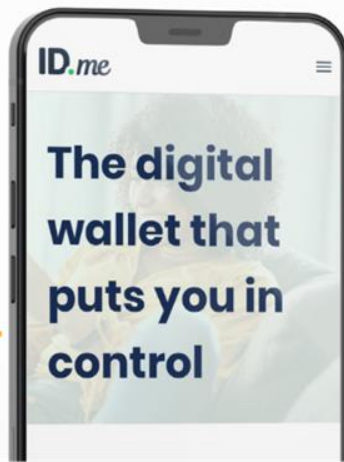
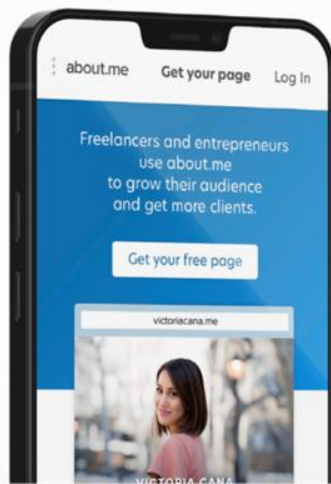
.ME is ideal for call-to-action

Nothing is more engaging than a domain that explains your business in just two words like **about.me**, **id.me**, **call.me** and **diagnose.me** or catches the eye of your customers by creating a call to action out of your brand's name.



.ME is short, sweet and .MEmorable

In the online world every interaction counts! ReMEMber that .ME is only two-characters long, ideal to make a personal statement and easy to remember.



Success Stories **.Me**

.ME is extensively used by Fortune 500 companies as a shortener (Facebook uses fb.me and m.me, Instagram uses ig.me, WhatsApp uses wa.me) or complementary domain for personalized accounts (PayPal uses pp.me and paypal.me)





Brand Manager's role

- **Brand Strategy**
- **Market Research - User Persona Understanding**
- **Market Development**
- **Collaborations and Partnerships**
- **Community Building**
- **Performance Marketing**

Think
You Know
Domains?
Try **TLD Trivia!**



TLD Trivia - download here:





Thank you!

Here are my contact details:

