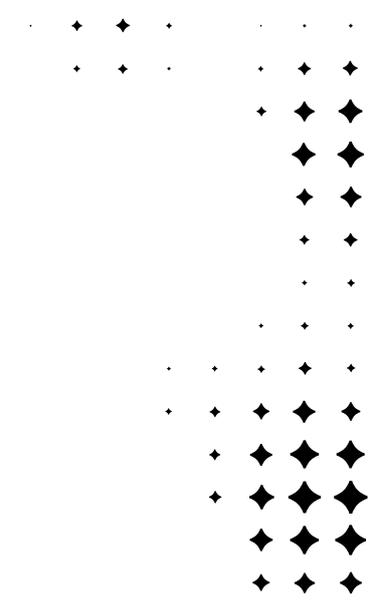


Is dotBrand Right for Your Company?

Strengthening Brand Authority,
Trust and Digital Leadership





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A company's brand remains one of its most valuable assets. The natural progression from trademark, to brand, to domain name and now to a dedicated dotBrand top-level domain (TLD) represents the next step in securing and elevating that asset in a digital-first world.

A dotBrand TLD is more than a technical feature. It is a long-term investment in brand authority, customer trust and the ability to build a future-proof digital ecosystem. Traditional domains such as “.com”, “.net” and country-code TLDs have served brands for decades, but leading global organisations are now adopting dotBrand TLDs to reinforce authenticity, streamline user experience and signal digital innovation.

Who Should Consider a dotBrand?

While initial costs start around €300,000, a dotBrand's 12-year minimum lifecycle makes it comparable to other brand protection or cybersecurity initiatives. Viewed as a marketing asset, a dotBrand's cost is modest relative to spend while delivering lasting brand value.

A dotBrand is ideal for organisations that view their online presence as a strategic asset and meet several of the following criteria:

1

You own a strong, established trademark

Required for ICANN validation and essential for operating a closed, brand-owned TLD.

2

You operate across multiple markets or regions

A dotBrand provides a clear, scalable structure for global digital presence (e.g., fr.brand, apac.brand).

3

Security and fraud prevention are high priorities

A closed dotBrand environment significantly reduces phishing, spoofing and impersonation risks.

4

You want a clear digital differentiator

A dotBrand signals trust, innovation and authenticity, especially valuable in competitive or highly regulated markets.

5

You regularly launch campaigns or microsites

While similar structures can be created using subdomains, a dotBrand provides short, branded URLs like campaign.brand within a fully trusted, brand-owned namespace.

6

You work with distributors, partners or franchise networks

Create secure, consistent delegated domains (e.g., dealer.brand) while retaining full control.

7

Preparing for or complying with regulatory frameworks such as NIS2

Frameworks such as NIS2 raise expectations around security and risk management, and a dotBrand supports this by creating a closed, brand-owned namespace that reduces exposure to phishing and impersonation while protecting customers, partners and employees.

8

You manage a large or complex domain portfolio

Consolidate fragmented web properties under one coherent namespace such as shop.brand, support.brand, careers.brand.

The Strategic Advantages of Moving to a dotBrand

Leading brands that have already transitioned to their own dotBrand TLD, such as Google, Sky, BNP Paribas, Zürich Insurance Group and E.Leclerc, consistently report clear benefits across trust, navigation, security and overall digital performance. Their experience highlights how a self-owned TLD can strengthen both brand presence and customer confidence.

The key advantages most frequently cited include:

1. Instant Authenticity and Greater Customer Trust

A dotBrand domain makes it immediately clear that a website is genuine and operated directly by the brand.

In sectors where customers are frequently targeted by fraud, phishing and impersonation, this provides a significant advantage.

Some industries that can especially benefit include:

- ◆ Hosting and infrastructure
- ◆ eCommerce and retail
- ◆ Healthcare and pharmaceuticals
- ◆ Finance, banking and insurance
- ◆ Airlines and mobility providers
- ◆ Car rental
- ◆ Booking and travel platforms

A dotBrand acts as a highly visible trust mark, supporting stronger user engagement, a more resilient brand reputation and healthier SEO performance over time.

2. Higher Click-Through Rates in Competitive Search Results

While search engines treat all TLDs equally from a technical standpoint, users take a different approach.

In search environments crowded with ads, intermediaries and competitors, a dotBrand domain stands out. People naturally gravitate toward results that look authentic and closely tied to the brand itself. This typically leads to higher organic click-through rates (CTR), which can positively influence overall search performance.

Domains such as store.brand, care.brand or support.brand give users immediate confidence that they have found the official source.



3. Stronger Brand Recall and Intuitive Navigation

Consumers are already familiar with brand-led navigation thanks to global examples like maps.google, music.apple and dealer.audi.

A dotBrand TLD enables the same intuitive experience:

- ◆ Easy to remember
- ◆ Simple to navigate
- ◆ Consistent across all markets and product lines

This instinctive way of interacting with a brand becomes particularly valuable for companies operating globally or with diverse product portfolios.

5. Complete Digital Control With a Self-Owned TLD

dotBrands are a clear signal of digital leadership. They distinguish forward-looking companies from those operating solely within traditional domain spaces.

For consumer-facing brands, particularly those investing heavily in marketing, the impact can be significant. Experiences like mens.brand or women.brand feel modern, clean and memorable compared with long, conventional URLs. This can translate into stronger affinity, more organic recognition and even increased media interest.

For brands with million-euro marketing budgets, the incremental cost of a dotBrand is relatively small, especially when compared with long-term brand value.

4. Higher Click-Through Rates in Competitive Search Results

A dotBrand enables companies to design domain structures that are not only clear and intuitive, but also governed at the highest level of the brand.

While similar structures can technically be built using subdomains on traditional domains, they often grow inconsistently across regions, teams and vendors. A dotBrand provides a single, authoritative framework for organising content globally, ensuring consistency across markets, products and services, and reducing fragmentation as digital presence expands.

This level of structural governance becomes increasingly valuable as organisations scale, helping users, search engines and automated systems clearly understand which content is official, current and brand-owned.

6. Complete Digital Control With a Self-Owned TLD

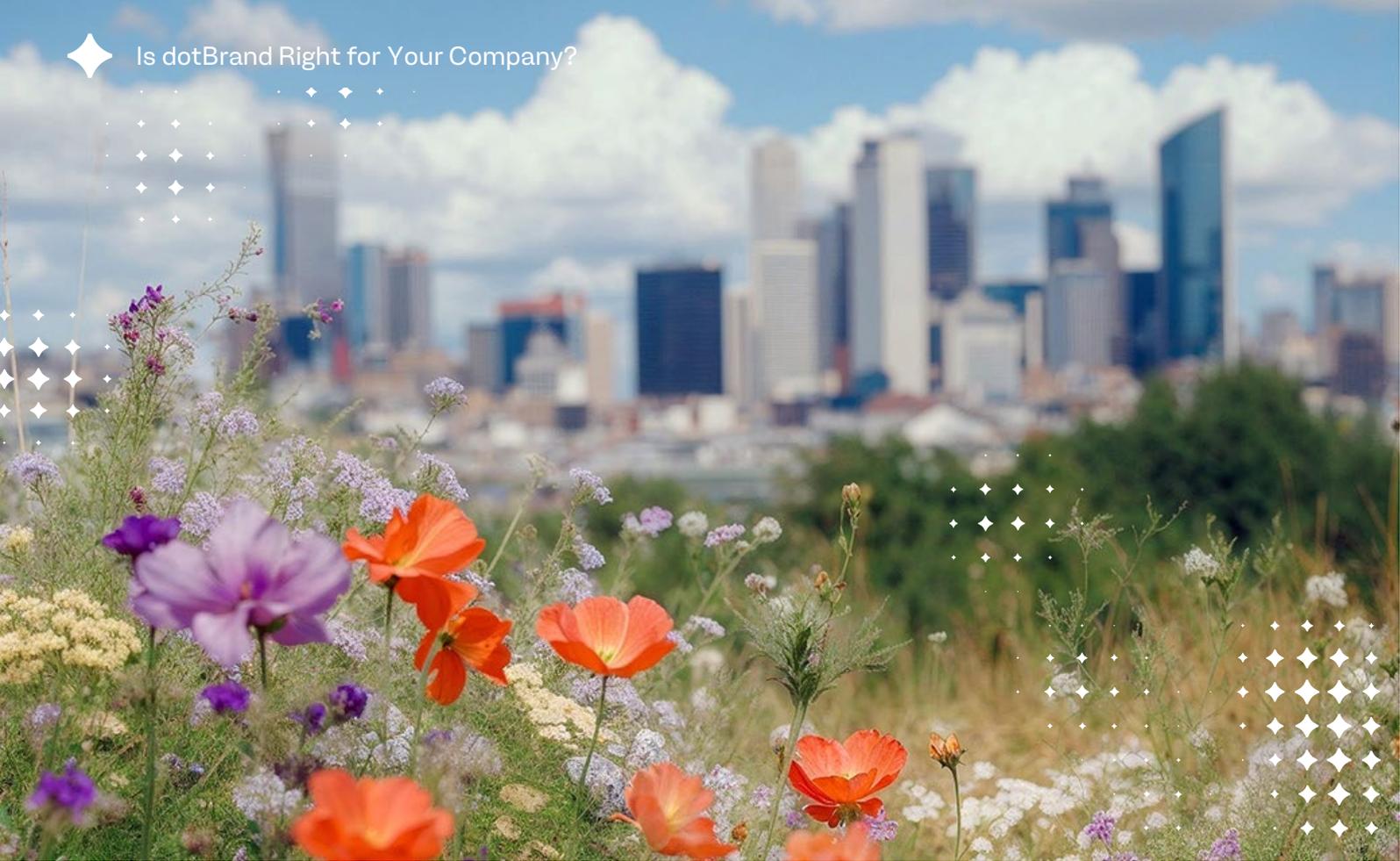
A dotBrand creates a closed, brand-owned namespace.

This provides:

- ◆ Significantly reduced exposure to fraud and cybersquatting
- ◆ Consistent and predictable user journeys
- ◆ Heightened security
- ◆ Full control over domain naming policies, renewals and allocations

No third-party TLD can offer this level of digital sovereignty.

Is dotBrand Right for Your Company?



| Feature | Traditional Domain (e.g., .com) | dotBrand (e.g., .brand) |
|----------------------------------|---------------------------------|---------------------------------------|
| Brand Ownership | Owned by registry | Fully owned by the brand |
| Trust & Authenticity | Moderate; easy to spoof | Very high; exclusive and unmistakable |
| Security | Dependent on third parties | Maximum control and reduced fraud |
| SEO Impact | Standard | Higher CTR + stronger trust signals |
| User Recall | Mixed; many similar names | Excellent; direct brand alignment |
| Scalability | Limited consistency | Unlimited; globally coherent |
| Brand Differentiation | Low | Very high; distinct market presence |
| Protection Against Impersonation | Variable | Strong; closed ecosystem |



Frequently Asked Questions (FAQs)

11 most Common Questions About dotBrand Answered

| | |
|--|--|
| 1. Is a dotBrand only suitable for very large technology companies? | No. dotBrands are used across industries including finance, retail, travel and healthcare, and are particularly valuable for any organisation where trust, brand protection and digital control are strategic priorities. |
| 2. Does Google treat dotBrand TLDs differently? | No. All TLDs are assessed equally. |
| 3. If all TLDs are equal, why use a dotBrand? | Because higher user trust leads to higher CTR, which strengthens SEO signals. |
| 4. Is domain age lost during migration? | The original domain’s registration age does not transfer to the new dotBrand. However, with correct redirects in place, existing authority, backlinks and overall domain reputation are preserved and passed on to the dotBrand domain. |
| 5. Will consumers recognise a dotBrand? | Yes. Adoption among global brands is growing and consumer familiarity continues to increase. |
| 6. Does a dotBrand reduce phishing? | Significantly. Phishing attacks typically rely on lookalike domains or spoofed sender addresses; within a closed dotBrand TLD, impersonation at the domain level becomes effectively impossible. |
| 7. Can campaigns be more targeted? | Yes. While similar structures can be built using subdomains, a dotBrand provides a clearer, fully brand-owned framework that improves consistency, governance and recognition across market- and product-specific digital experience. |
| 8. Does a dotBrand improve brand protection? | Yes. The entire namespace is under the brand’s control. |
| 9. Does adopting a dotBrand require replacing all existing domains? | No. dotBrands can be introduced gradually alongside current domains. Legacy domains can remain active and redirect seamlessly to dotBrand equivalents, allowing brands to transition at their own pace without disrupting existing operations. |
| 10. Can a dotBrand help with NIS2 compliance? | Yes. By creating a fully controlled, brand-owned namespace, a dotBrand reduces exposure to phishing and impersonation, supporting stronger governance and alignment with NIS2 security requirements. |
| 11. Is a dotBrand future-proof? | Yes. It aligns with the shift toward secure, trusted, brand-controlled digital ecosystems. |

Conclusion

A dotBrand TLD strengthens authenticity, enhances trust and supports stronger performance in competitive digital environments. It offers an exceptional level of control over the brand's online presence and creates new opportunities for intuitive navigation, global consistency and distinctive branding.

While SEO gains are primarily indirect, the experience of major global companies demonstrates that dotBrands contribute meaningfully to digital visibility, user confidence and long-term strategic positioning.

In addition, as regulations such as NIS2 raise the bar for security and accountability, owning a dedicated namespace becomes a strategic advantage.

For organisations focused on securing their digital future, reducing exposure to online fraud and standing out through innovative branding, a dotBrand is a compelling and forward-looking solution.





Ready to explore the potential of a dotBrand TLD
for your business?

Let's talk!



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