

Case Study

.NEUSTAR

“Creating trusted interactions in a connected world remains paramount to growing and guarding any organization. Our customers benefit from the secure, streamlined experiences that we are able to provide with .neustar at the helm.”



 Website
<http://home.neustar>

 Registry Name
Neustar

 Location
Sterling, Virginia, USA

Background

Neustar, a leading global information services company and Registry services provider, believes that .brand Top-Level Domains (TLDs) are the future of digital branding, enabling brands to build long-term, personalized connections with customers.

Through .neustar, the company created its own digital ecosystem to take ownership of who can create .neustar domains, an important element for helping bolster online security. The ecosystem is comprised of homepages for each Neustar solution, such as security.neustar, and can be used with any business segment, subsidiary, sub-brand or product. This allows Neustar to easily get new business up and running, and clearly identifies the business solution for the end user.

Objectives

Neustar’s goal in creating .neustar was to streamline the customer experience and simplify online navigation. Now site visitors, both internal and external, can more easily find the pages they are looking for due to the shorter web addresses that bring customers directly to the information they seek (e.g., careers.neustar or support.neustar). These URLs help reduce search time and confusion. A Neustar-specific search engine, search.neustar also removes ads and distractions for customers, further simplifying online navigation.

Owning branding both before and after “the dot” allows customers certainty that the information on .neustar sites comes directly from Neustar. In an age of impersonation, brand reputational harm and customer privacy concerns, .neustar offers advanced security and peace of mind to customers. .neustar also provides global brand value for the company as it allows them to reinforce the Neustar name at every customer touchpoint. Neustar can also quickly create campaigns with memorable URLs, which are used across all social platforms.

To help raise awareness of Neustar and of the move to .neustar, Neustar plans to market and develop product and campaign related messaging throughout all of their communication activities in 2018. .neustar is evolving the digital experience of the company from the executive team to the call centers.

TRIVIA



Date TLD available on Internet: **March 2015**



Number of registrations: **622 as of March 2018**



Since moving to a TLD, every post on social media now includes a shortened .neustar link – for example, <https://www.security.neustar/ddos-protection>

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS



gTLD Key Stats

1930

total applications received by the deadline (May 2012)

1300+

new gTLDs or "strings" possible



Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.



Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean



Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet