

TRAFFIC conference – New York City – June 2007

Premium Generic Domains

Goldmines...
one word at a time

Sales

- Beat competitors to prospects
- Obtain more qualified leads
- Increase closing ratio

Marketing

- Expand into a new market
- Enhance position in current market
- Consolidate a fragmented market
- Reinforce brand (or “reverse brand”)
- Capture mind-share

Finance

- Improve revenue and profit
- Reduce or avoid recurring costs
 - Customer acquisition
 - Branding
 - Advertising
- Own an asset that will continue to appreciate

Operations

- Provide a memorable, unchanging address
- Reach a world-wide audience
- Improve web traffic, search ranking and ad-placement
- Leverage online advertising expenditures

Trends

- Web audience – up
- Online advertising – up
- Importance of web identity – up
- Domain valuations – up

One-word name availability – nil

Opportunities

- Capture a category – broadly or narrowly
- Stand shoulder to shoulder with much larger companies
- Use social media to selectively enhance brand
- “Own a word” in the mind of the prospect – and prime your site