



Keeping your ccTLD attractive in a Changing Market

The .nl case

Michiel Henneke, CCNSO Marketing, 20th of October 2015

The changing market: a little quiz

Study design

1. Analysis of online panel data

- 10.000 users
- 160.000 unique domain names per month.
- 10.000 apps per month.

2. Additional questionnaires

- 4,885 Consumers
- 753 Businesses

The analysis

4

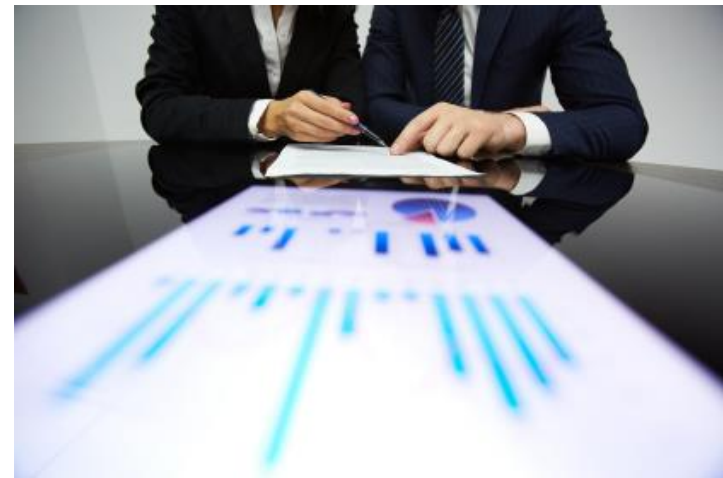
Computers

24/7

Running day and night

261

Hours of analytical processing



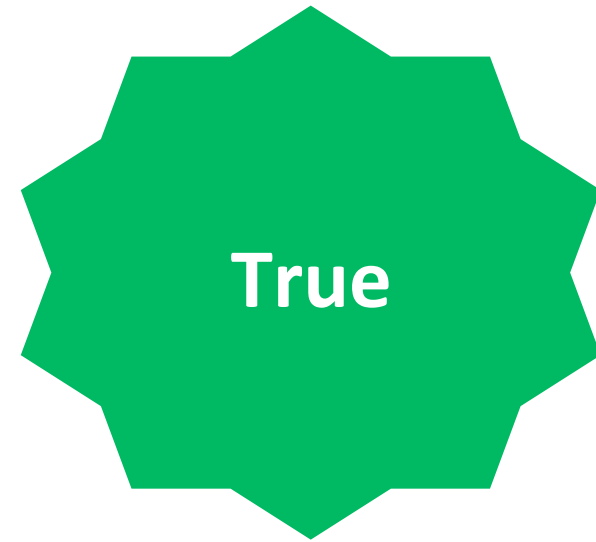
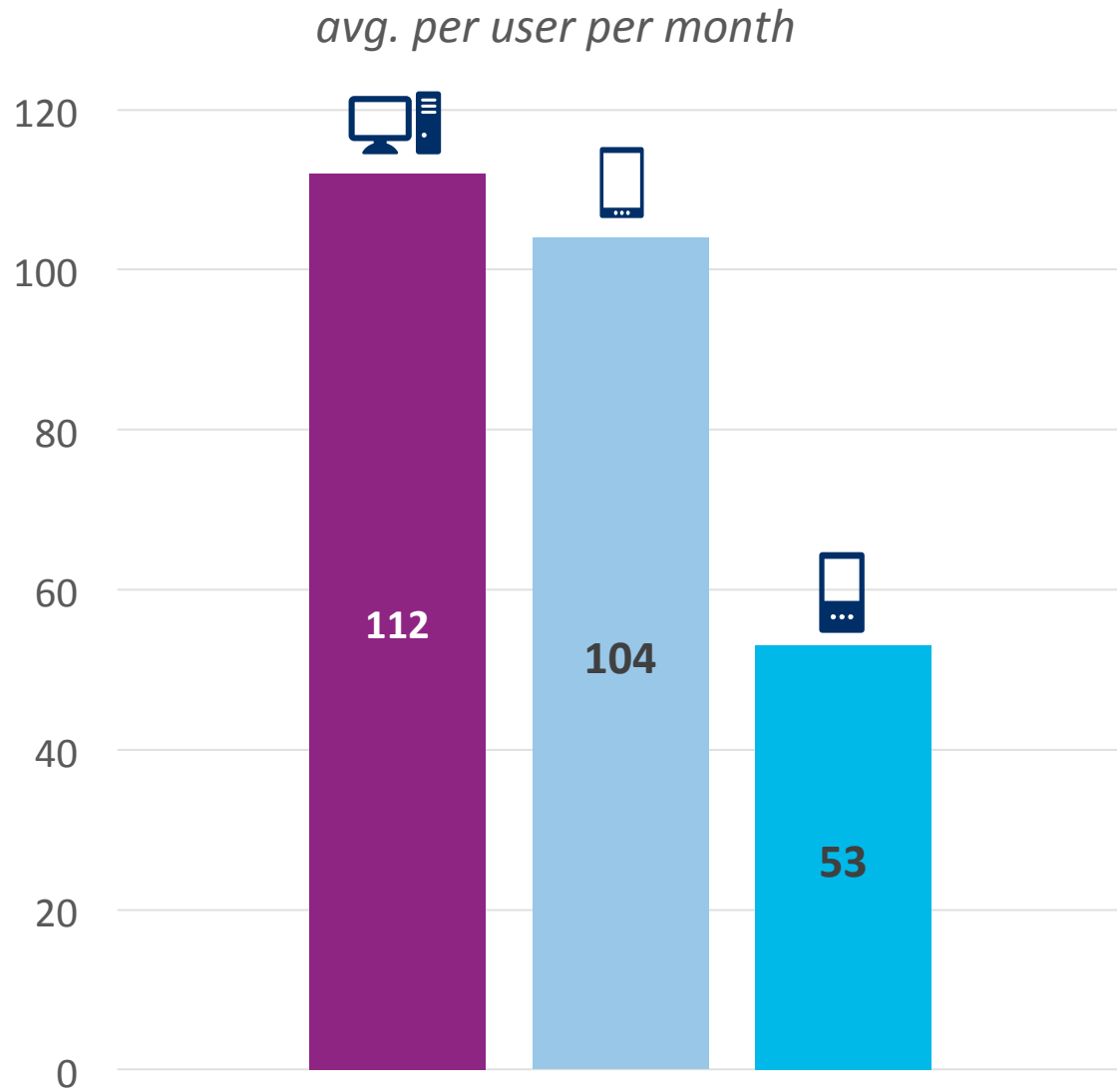
Question 1

Dutch internet users visit more domains on PC's and laptops than on smartphones and tablets.

True

False

Number of unique domains visited per device



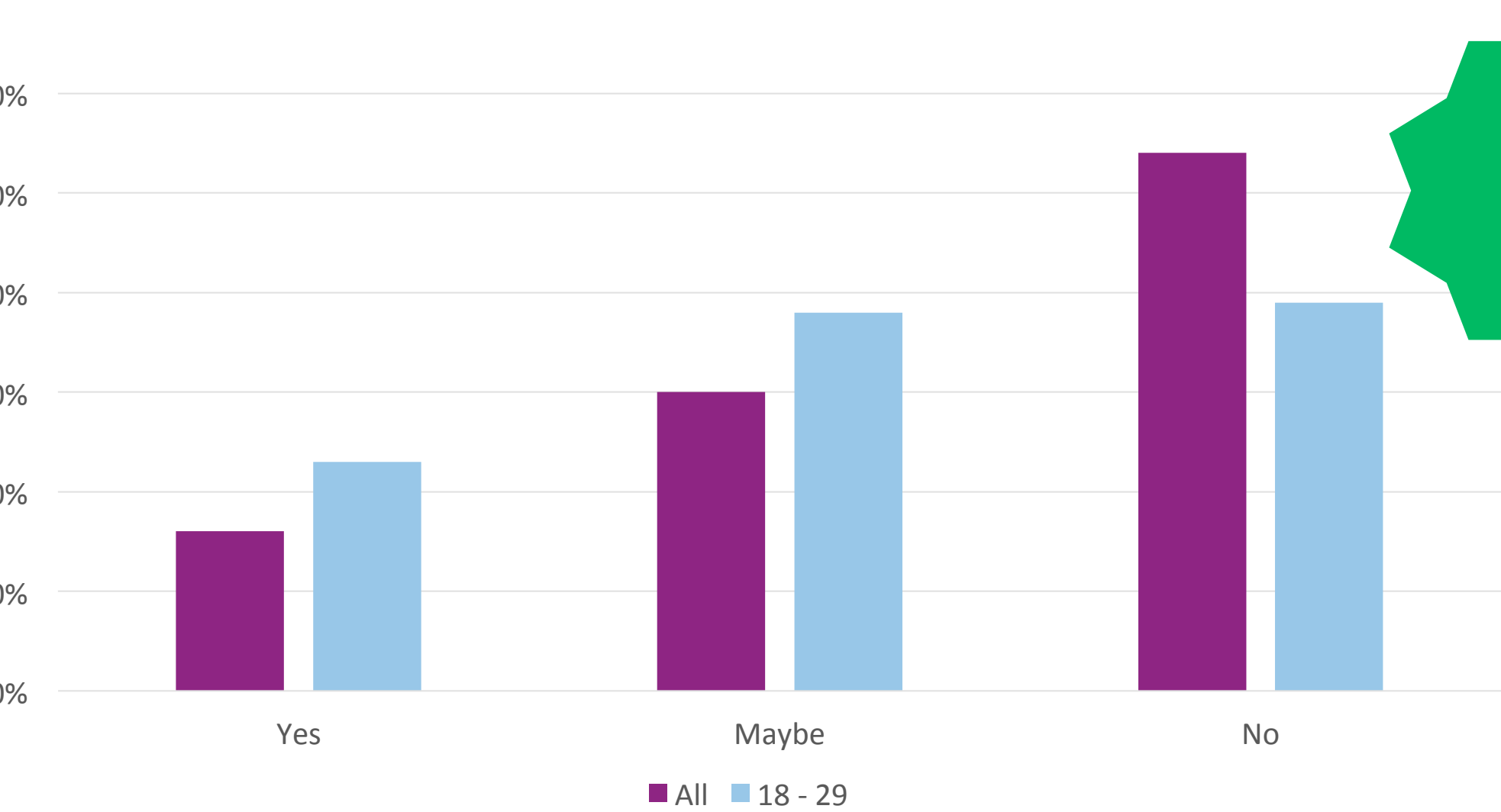
Question 2

Young internet users are more likely to consider registering a domain (18-29) than internet users in general.

True

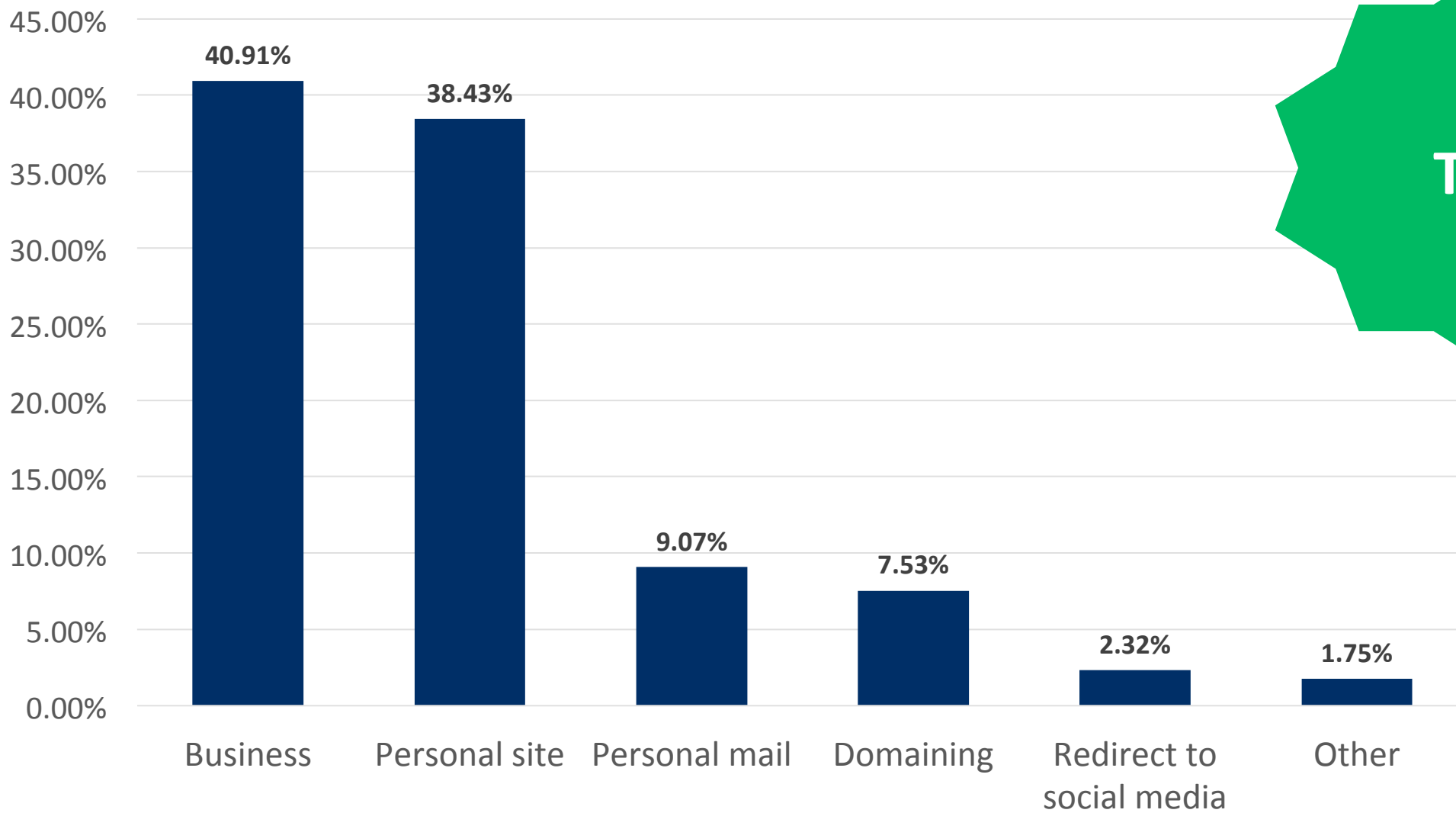
False

Q: do you plan on registering a domain name?



True

Motives for registration among young internet users (18 – 29)



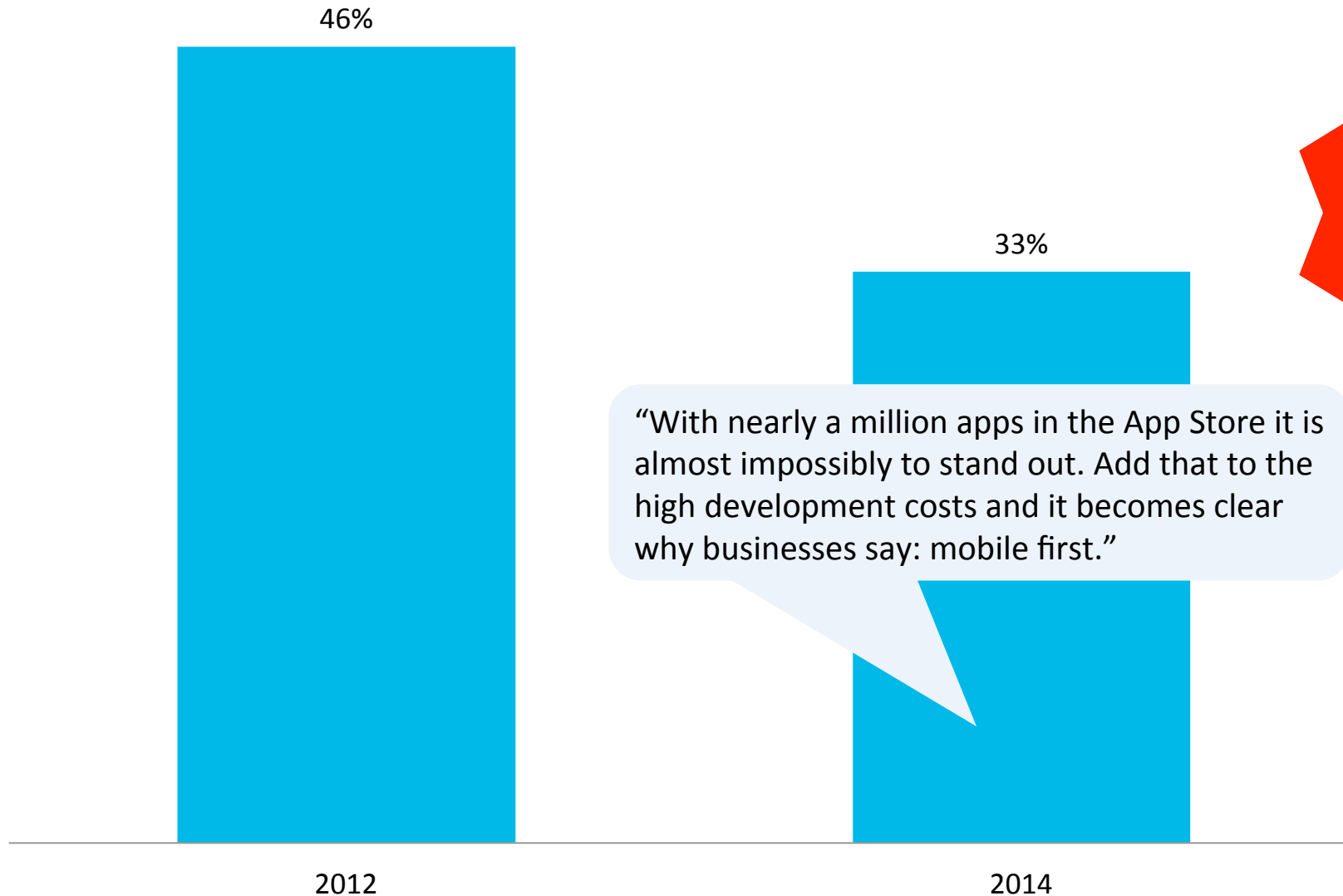
Question 3:

The importance of mobile apps for businesses is increasing

True

False

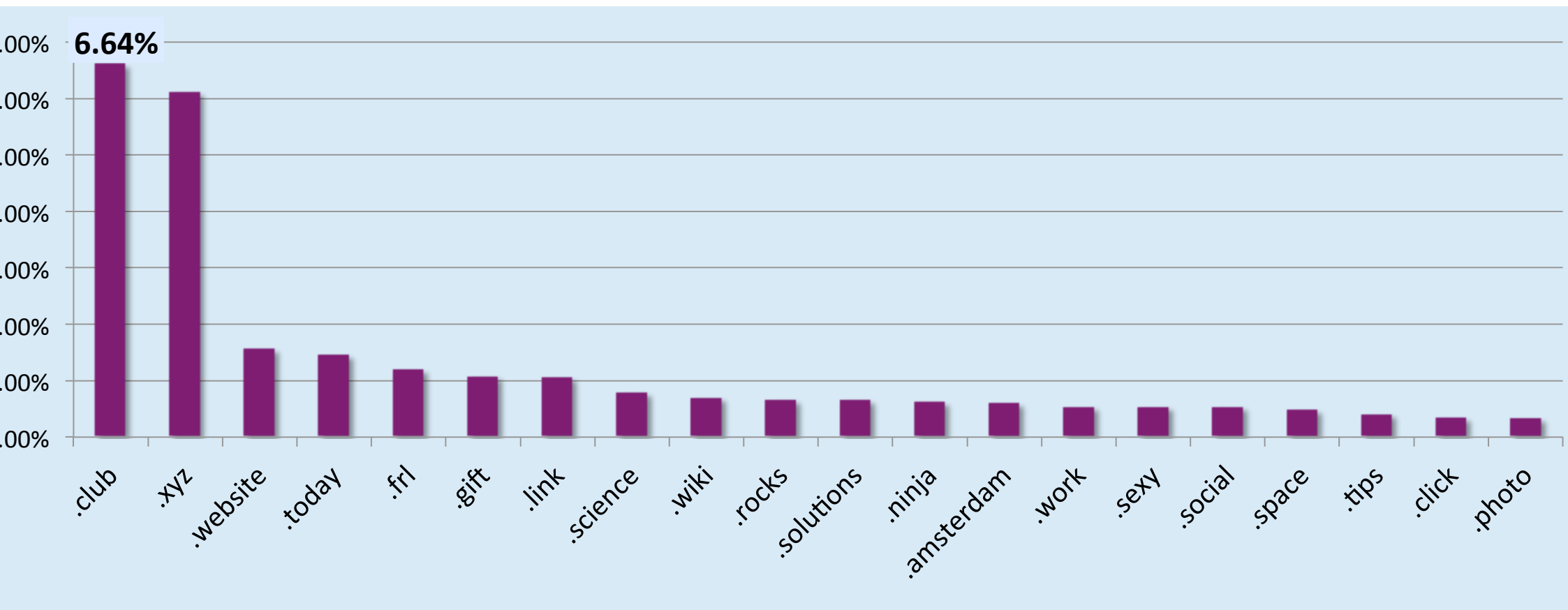
Q: will mobile apps be important for your business in the next three years?



False

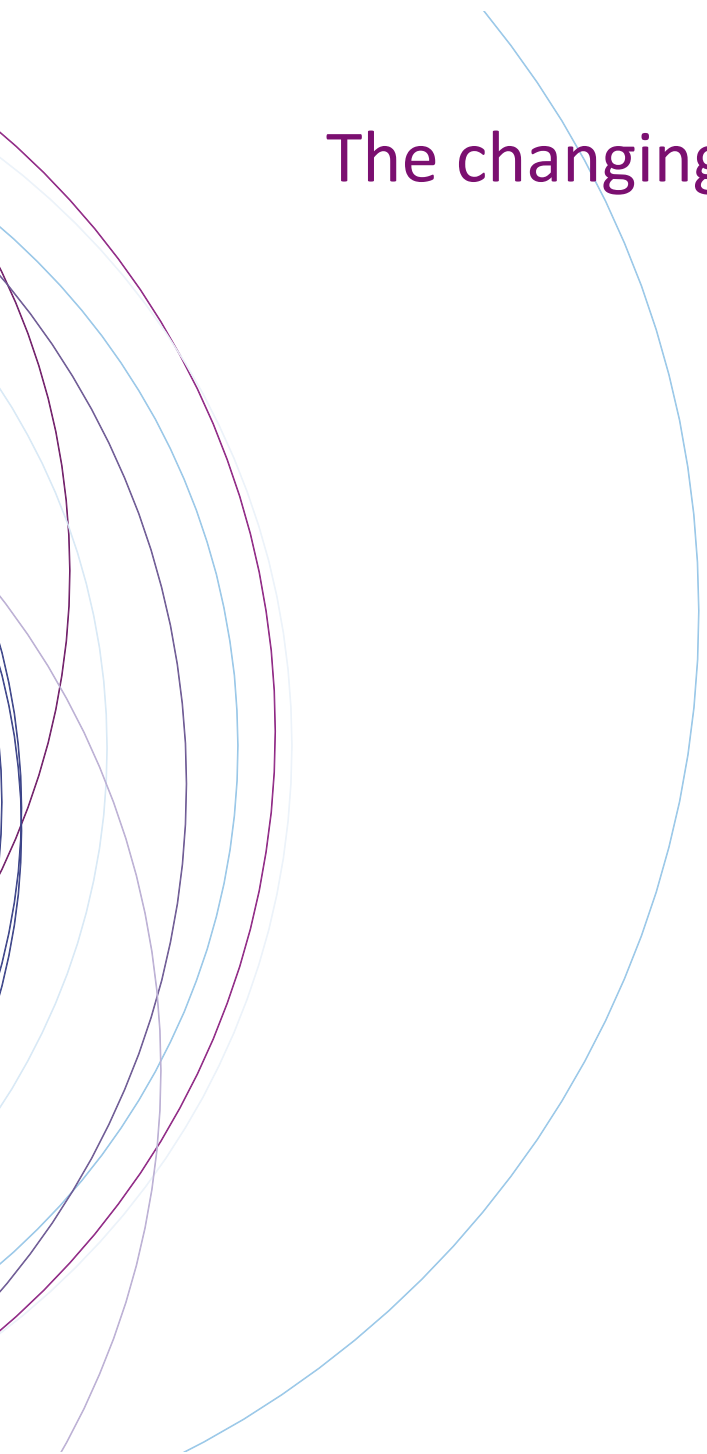
he final

.club was the most nTLD with the highest reach in the first six months of 2015. How many % of Dutch Internet users viewed a .club website in that period?

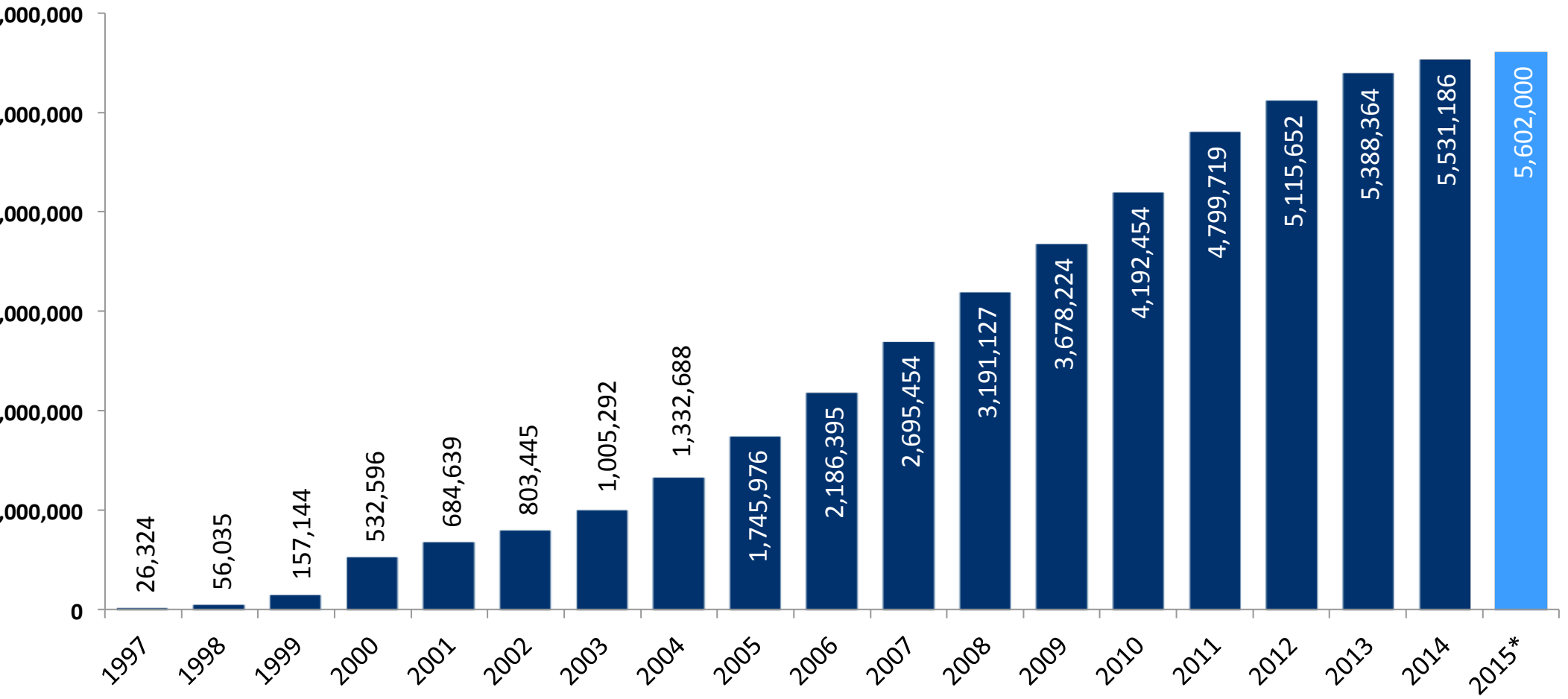


Reach - Domain: % of 10.000 users visting a nTLD H1 2015 on PC, tablet of smartphone

The changing market: growth



Development of .nl

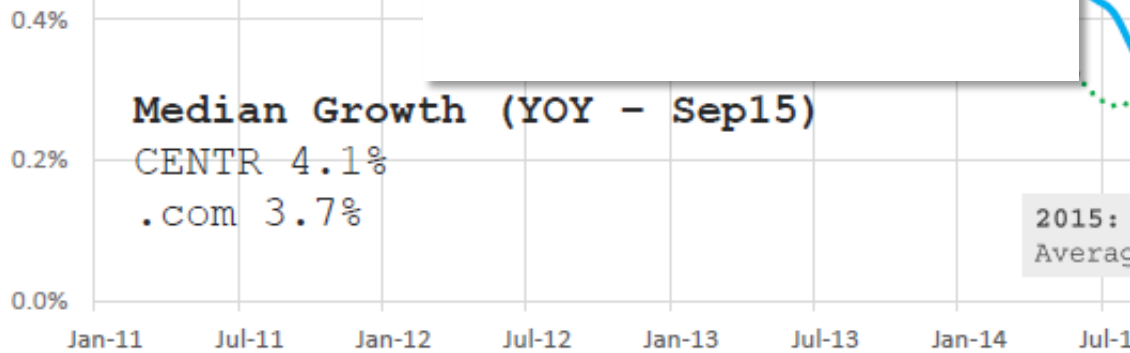


Growth is slowing down, 'competition' increasing



— CENTR ···· APTLD ···· LACTLD ···· .com

2011:
Averaging 1.0% monthly



2015:
Averag

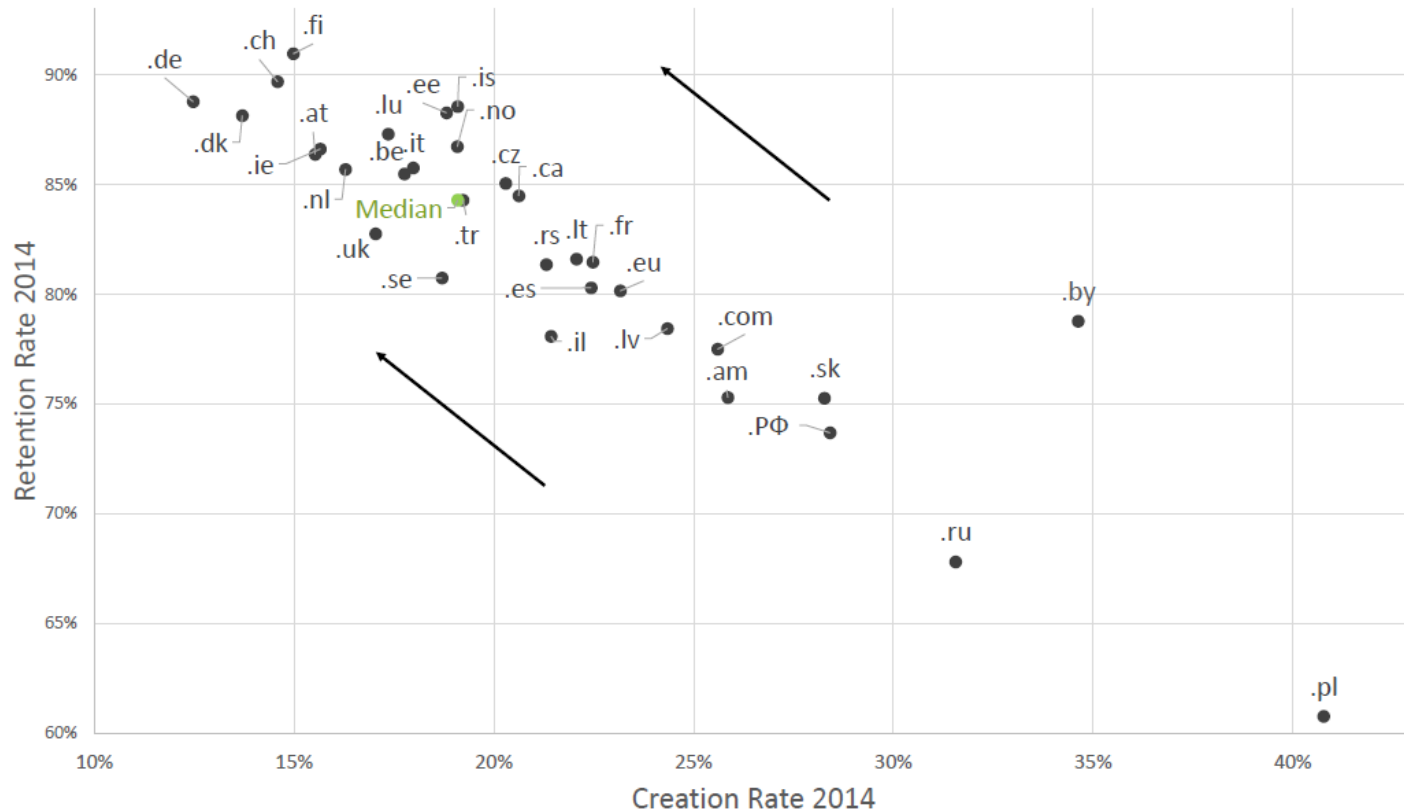


What can you influence this?

Domains with a high creation rate suffer from low retention.

Domains with a high retention rate have fewer creations.

Source: centrstats.org

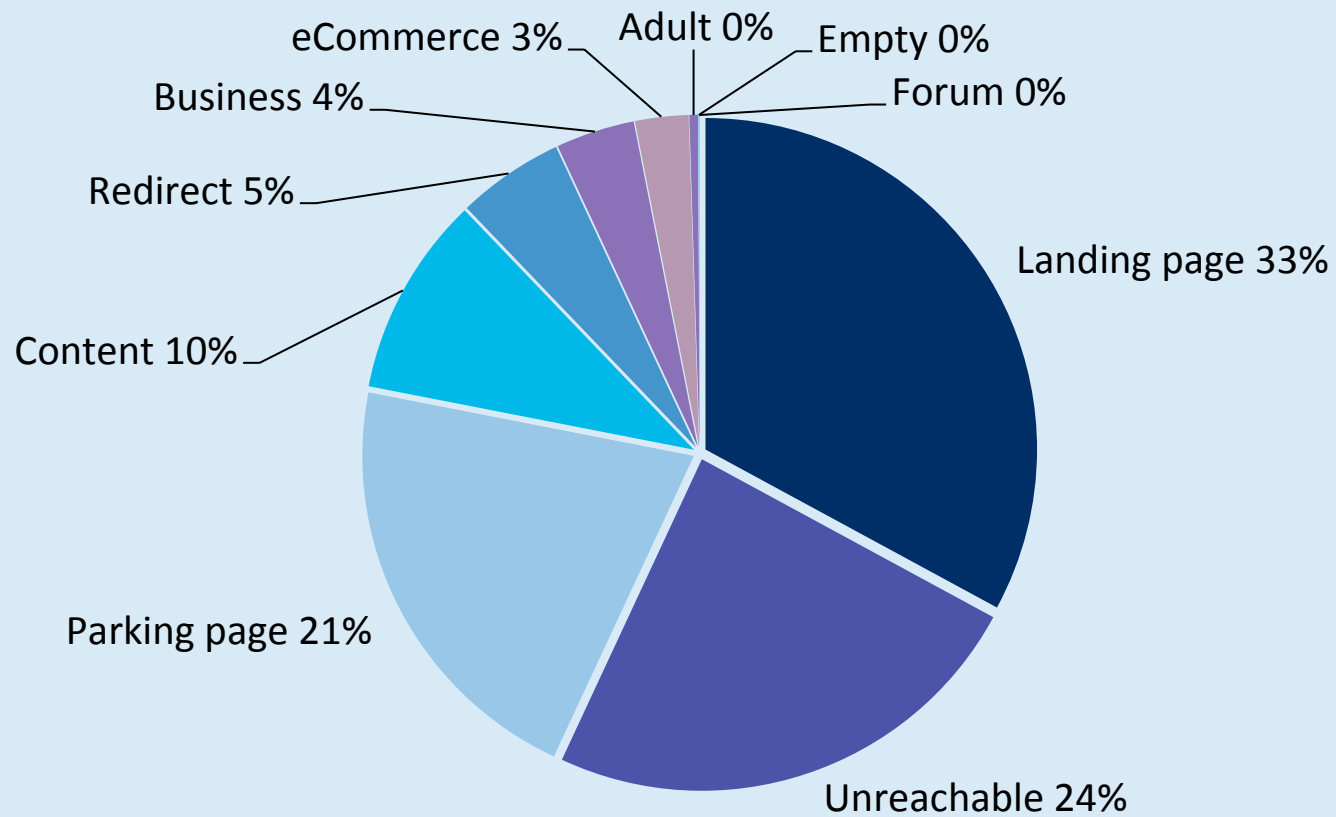


High Market Penetration indicates Saturation



There is one domain name for two people in the Netherlands

and a lot of them are unused...



Usage of the entire .nl-zone

o what can you do?

- . Invest in registrar loyalty.
- . Promote use: the more use, the more retention.
- . Invest in your brand.

The Registrar Score Card



News and notices

.nl domain names

My account

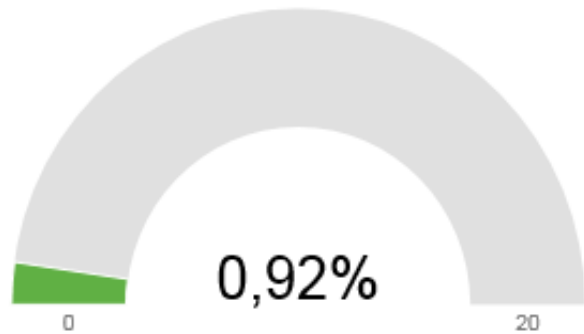
Knowledge and overviews

[Frequently asked questions](#) [Sign in](#) [NL / EN](#) [Logout](#)

Rewarding registrars with active domains in their .nl portfolio.

Stichting Internet Domeinregistratie Nederland [terms and conditions](#)

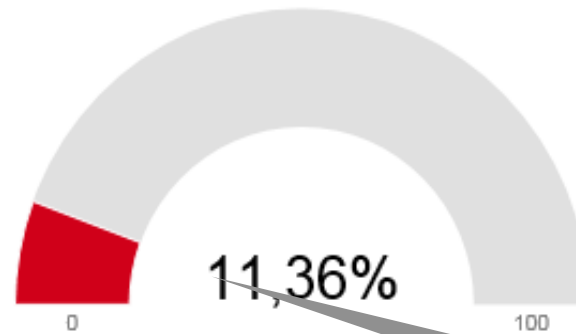
Low churn score



217
domain names

2
cancelations

Active use score



217
domain names

15
with content

Reward forecast

€6,51

indicated value,

Detailed breakdown and report available.

Example of usage data

eCommerce	Online Store	Boolean	Yes
	eCommerce Probability	Integer	37%, (scale from 0% - 100%)
	Shopping Cart Software	String	Magento
	Trustmarks	String (multi value)	Thuiswinkel waarborg,
	Delivery Services	String (multi value)	TNT, DPD
	Payment Methods	String (multi value)	Mastcard, VISA, PayPal
	Payment Service Providers	String (multi value)	PayPal, Docdata

	Technical Evaluation	Float	6,7 (scale from 1 - 10)
	SEO Score	Float	84% (scale from 0% - 100%)
	Flash	Boolean	Yes
	RSS	Boolean	Yes

SSL Certificate	Boolean	No
SSL Issuer Organization	String	No
SSL Issuer Common Name	String	No

Ranking .nl: online starters

- .NL is the preferred domain for young internet users.
- Business is their primary registration motive even as individuals.
- Business is also the most prominent use of the browser on mobile devices.
- Businesses shift focus from apps to mobile websites.

Our primary target group to stimulate awareness: 'online starters'.

Invest in the .nl Brand: position .nl with 'online starters'

Est. Size: 150k online starters

Sponsoring Chamber of Commerce events.

Participating in national SME knowledgebase.

Providing database of available .nl domains (through registrars).

Participating in wiki of E-Commerce branch organisation Thuiswinkel.org.



Thank you!

SIDN:

- Mail: marketing@sidn.nl
- Twitter @SIDN
- LinkedIn SIDN

Research report:

<https://www.sidn.nl/a/knowledge-and-development/trends-in-internet-use>

