About Us

Established in 2002 by the Internet Society to be the Registry Operator for the .ORG domain name

» Awarded the .ORG contract in 2003

» Part of the original Generic Top-Level Domains (gTLDs), in existence since the 1980s

» Chartered to take a leadership role on advancing the global Internet

» Headquartered in Reston, Virginia USA
What we do

» **We Lead Major Internet Initiatives**
  – Initiate programs and initiatives that improve and advance the global Internet.
  – Advocate ideals and policies for the long-term health of the Internet through a commitment to security, stability, and openness.

» **We Advocate for the Community of .ORGs**
  – Empower the .ORG Community: the recognized global family of organizations that inspire, educate, and lead change.
Who we are

» We Manage .ORG
  – The definitive directory of over 7.5 million .ORG domain names
    • Over 2.1 billion lookups per day and growing!
  – Set the domain name wholesale market price
  – Manage Industry relations
  – Determine marketing, branding and product positioning for .ORG

» We operate through our Registrar partners
  – Over 600 channel partners (ICANN accredited registrars)
  – Registrants in over 100 countries around the world
Registry Channel Management

The most simple definition:

The process of identifying key customers, communicating, and continuing to create value after the initial set-up of the account.

CONTINUED LONG TERM RELATIONSHIPS
Components of Channel Management

» Segmentation
» Revenue Targets
» Marketing Programs
» Relationship Management
Segmentation

Identify Registrars by similar characteristics:

» Revenue
» Geography
» Growth Rate
» Business Model
» Renewal Rate

Registrars can be segmented based on criteria. A Marketing Strategy is developed for each channel segment.
Why Segment the Channel?

» Allows analysis of markets in a variety of methods (i.e. segment renewal rates by geography)
» Helps in the creation of marketing and promotional programs
» Identifies growth opportunities
» Identifies smaller but influential and growing clients
» Clarifies underlying trends affecting the registry business
Revenue Targets

Specific goals are assigned for each channel segment and/or account specific:

» Quantitative as well as qualitative
» Consider New Registration Revenue as well as Renewal Revenue
» Review progress and results monthly and in-depth quarterly
Relationship Management

To be successful, the registry must understand the client’s business and communicate frequently for updates

» Organizational structure
» Multi-level positioning within the account
» Business goals and objectives
» Top geographical markets and growth markets
» Quick dispute resolution and procedures
» Account strategy sessions quarterly (minimum)
Marketing Programs

» Creation based on customer input
  – Collaborative planning process
  – Based on individual account objectives
» Constant communication with customer for feedback to marketing
» Promotions based on business model and needs
  – Direct retail vs. reseller
  – Targets set by both the Registry and the Registrar
  – Simple and flexible

Design programs that meet the needs of the segment.

*One size does not fit all!*
Challenges & Opportunities

» Today’s Challenges
  – Fluctuations in capital markets and slowing economy
  – Lack of capital resources
  – Increasing competition and constraints on registrar’s time

» Today’s Opportunities
  – New and emerging opportunities
    • Geographical markets
    • Maximizing reseller sales
THANK YOU!

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