EURid Co-funded Marketing Programme

ccNSO meeting, ICANN 48 meeting
Buenos Aires, 20 November 2013
How it started

- A way to promote .eu awareness and registrations via partnering with our accredited registrars
- Development of criteria for eligibility and co-financement in 2008 and approval by the European Commission
- Launch in 2009
- Refinements in the past four years
How it started

- Funds automatically deposited into the registrar’s marketing accounts
  - New .eu registrations: 0.75 euro
  - .eu renewals: 0.30 euro

- Funds to reimburse up to 75% of the eligible costs of approved campaigns
Number of campaigns

Number of campaigns per country 2009

Number of campaigns per country 2010

Number of campaigns per country 2011
Kind of campaigns

**2009**
- Events/initiatives: 7
- Banners: 2
- Actions for resellers: 2
- Printed advertisements: 4
- Google Adwords: 2
- Direct mailing: 2
- Social Media: 2

**2010**
- Events/initiatives: 7
- Banners: 2
- Actions for resellers: 7
- Printed advertisements: 7
- Google Adwords: 8
- Direct mailing: 17
- Social Media: 1

**2011**
- Events/initiatives: 9
- Banners: 7
- Actions for resellers: 5
- Printed advertisements: 2
- Google Adwords: 4
- Direct mailing: 17
- Social Media: 1
2010 evaluation

- It strongly supports EURid’s strategic objective of creating localised marketing campaigns
- Registrars view EURid as a partner in marketing
- Registrars combine the Co-funded Marketing Programme with promo-programmes
- Registrars who experience the Co-funded Marketing Programme rate it very highly
2012 evaluation

- Consolidated uptake
- Registrar appreciation of EURid liaison managers and the Programme help-desk throughout the various steps of a campaign
- A model to follow for other registries
- No big negativities in the feedback from the registrars
- Small refinements
To what extent does the cf-marketing scheme enable you to create a campaign suited for your local market?
Refinements over the years

- Up to 75% reimbursement
- Submission of applications, final reports and complementary documentation via email only
- Simplified forms for application and final report
- Success stories updated on the registrar extranet
- Option to use the funds to purchase co-branded corporate merchandise
The future

- Continue the Programme in 2014
- Conduct the by-yearly evaluation in Q2 2014
- Introduce further refinements where necessary
- Expand the success stories section on the registrar extranet
The CENTR award
Thank you!

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