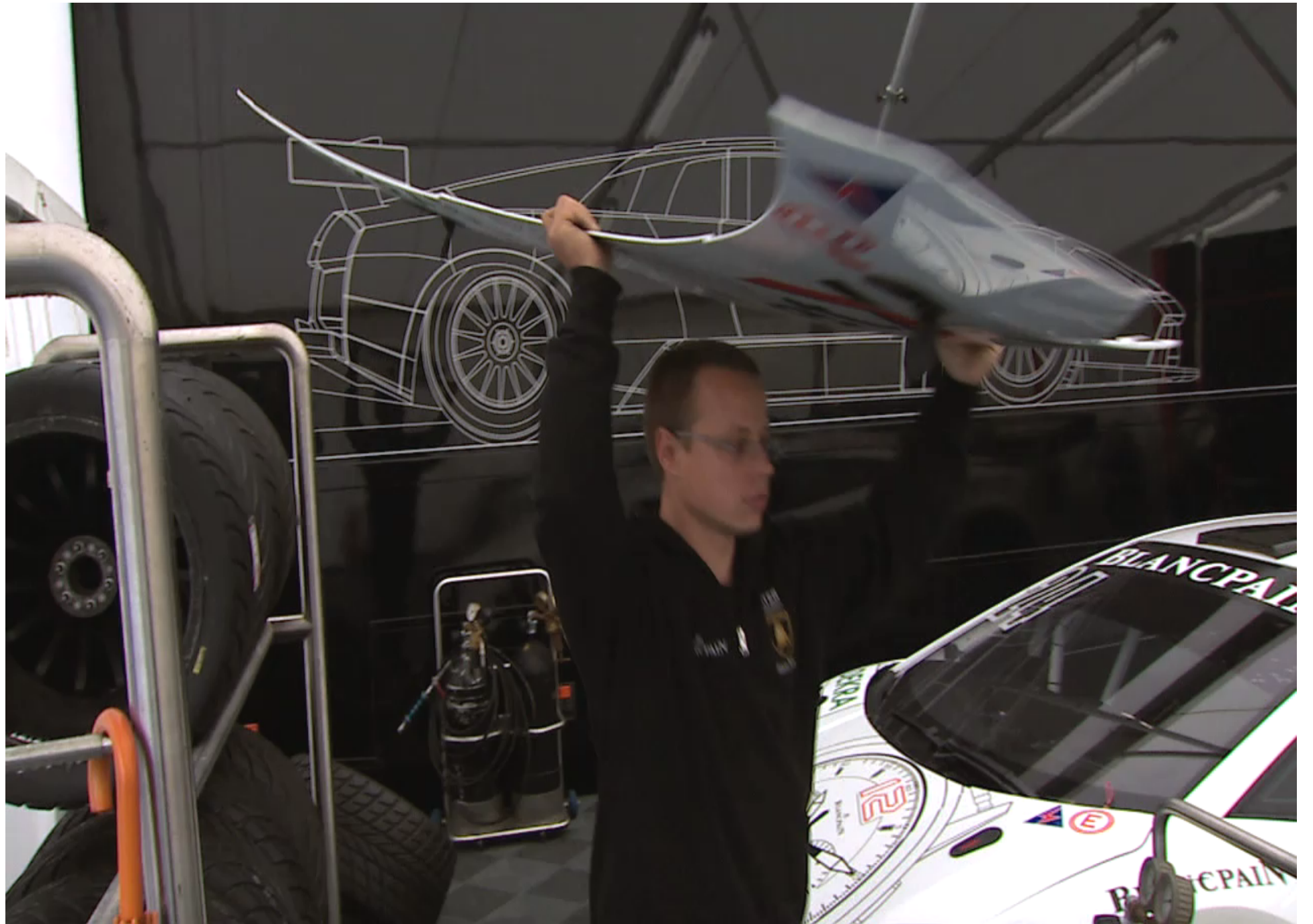


EURid Co-funded Marketing Programme

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

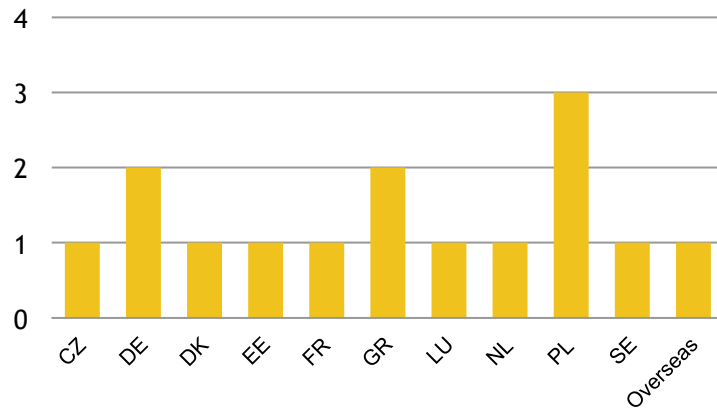
How it started

- 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

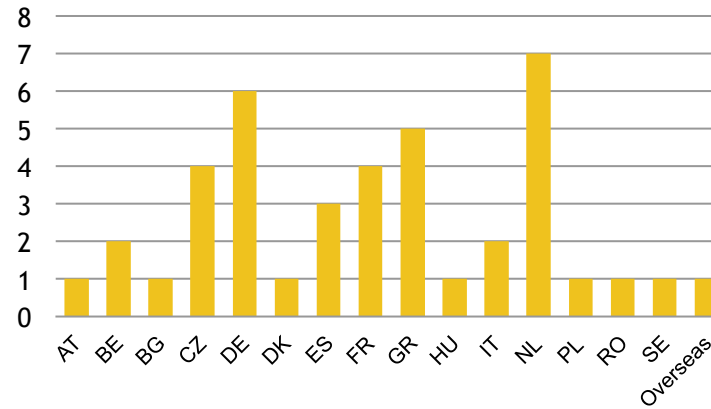


Number of campaigns

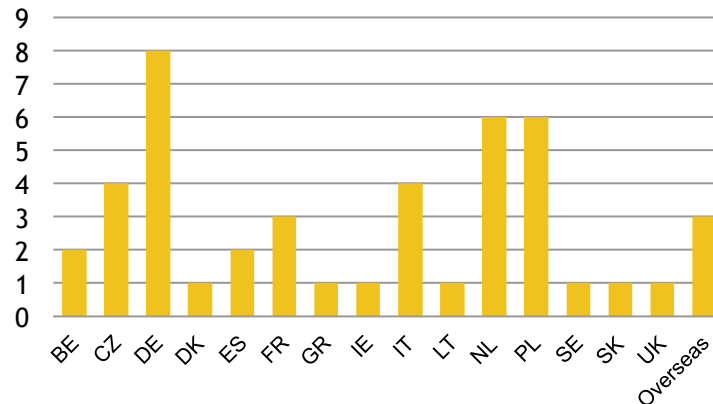
Number of campaigns per country
2009



Number of campaigns per country
2010

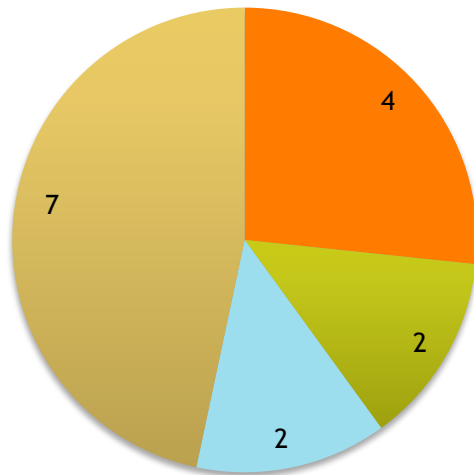


Number of campaigns per country
2011



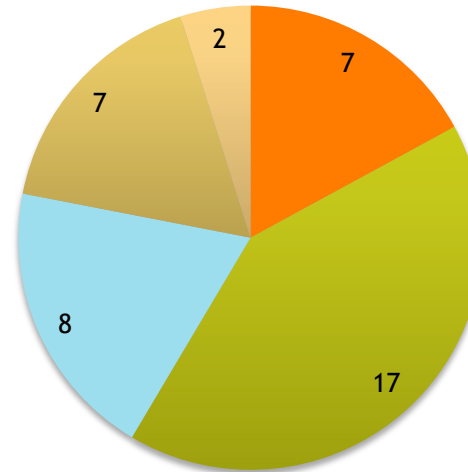
Kind of campaigns

2009



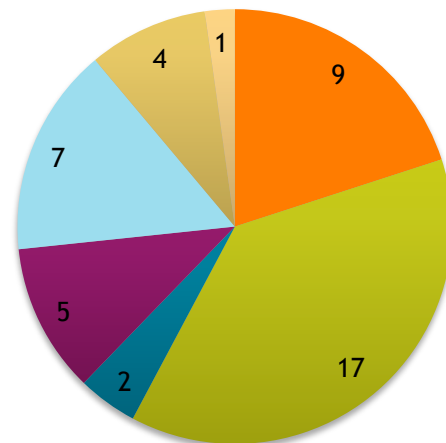
- Events/initiatives
- Banners
- Actions for resellers
- Printed advertisements
- Google Adwords
- Direct mailing
- Social Media

2010



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2011



- Events/initiatives
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2010 evaluation

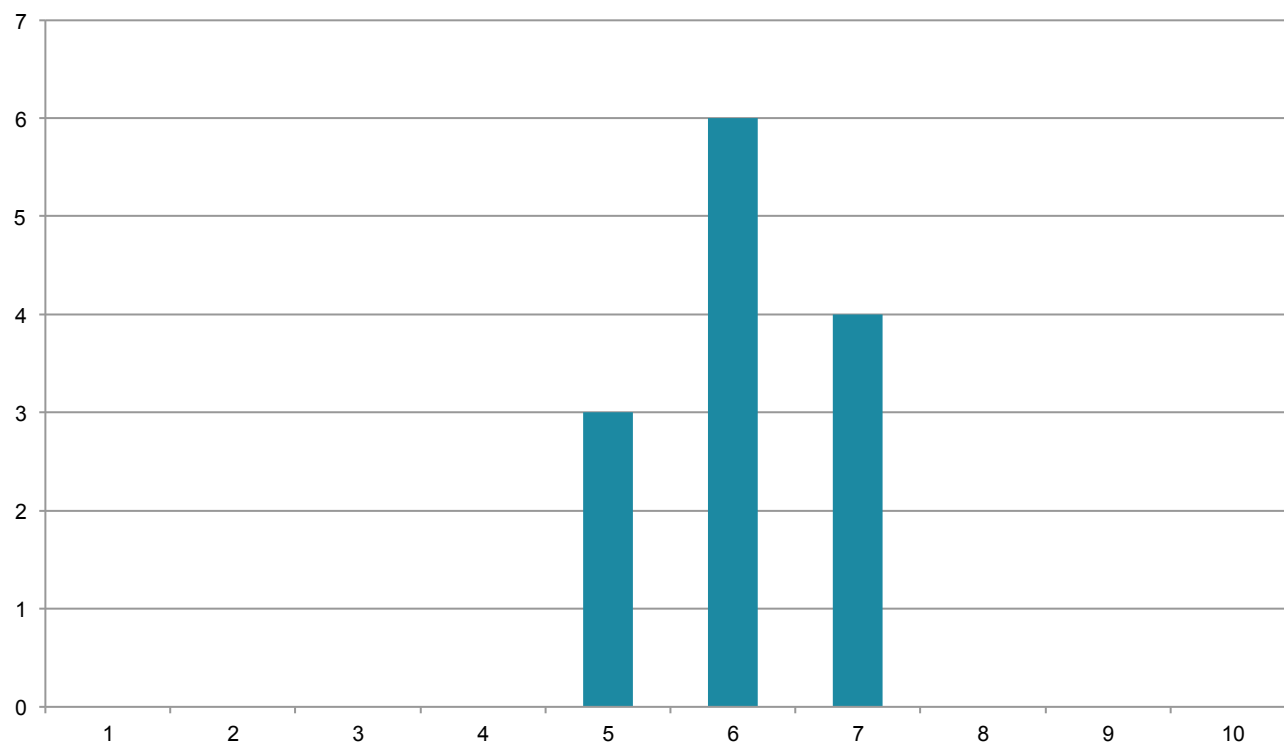
- It strongly supports EURid's strategic objective of creating localised marketing campaigns
- Registrars view EURid as a partner in marketing
- Registrars combine the Co-funded Marketing Programme with promo-programmes
- Registrars who experience the Co-funded Marketing Programme rate it very highly

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

2012 evaluation

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!

Giovanni Seppia
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