Channel Management

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.ORG, The Public Interest Registry
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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 RELATIONASHIPS

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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