



Enhance Your Online Brand

November 9, 2016



Webinar Guidelines

- All participants except presenters will be muted
- Questions can be entered in the “Questions” box
 - fTLD will answer them during the Q&A at the end
 - Can be submitted to fTLD@fTLD.com after the webinar
 - fTLD may compile a FAQ from the webinar
- You can participate via audio through your computer or by using the dial in details provided with your registration confirmation
- Recording and presentation will be posted on <https://www.register.insurance/pr-tools/>



Agenda

- Market Summary
- Benefits
- Policies
- Security
- Considerations
- Q&A



Key Business Values

- Provides instant recognition for you as a trusted provider of insurance products, services and information
- Creates new marketing and branding opportunities with memorable names that can be more relevant to your products and offerings
- Differentiates themselves in the competitive online marketplace and build customer awareness of your insurance business
- Provides a more secure environment for communication with customers, third-party providers and other stakeholders



**Couldn't get
what you wanted in .COM?**

**.INSURANCE domain names
are straightforward and
the possibilities are endless.**



Here's how insurance companies are making .INSURANCE work for them

<u>EXISTING DOMAIN</u>	<u>-> JUST REGISTERED</u>
ICBLUESKIES.COM	-> ICI.INSURANCE
MOTORISTGROUP.COM	-> MIC.INSURANCE
SUREAPP.COM	-> SURE.INSURANCE
LIABILITY.COM	-> LIA.INSURANCE
HOMESITE.COM	-> HOMESITE.INSURANCE
AMERICANSTRATEGIC.COM	-> ASI.INSURANCE
WESTERNAMERICAN.COM	-> WAIC.INSURANCE



Premium Domain Offerings

- Single-character and certain two-letter names now available (details at <https://www.register.insurance/august-16-2016/>)
- Domains awarded first-come, first-served, subject to eligibility requirements
- Even shorter and more memorable addresses
- Check with an fTLD-approved registrar for availability and pricing (<https://www.register.insurance/registrars/>)



Eligibility Requirements

- Registrant Eligibility Policy:
 - Insurance providers/distributors (i.e., carriers, agents/agencies, brokers/brokerages and other equivalents)
 - Trade associations
 - Insurance regulators
 - Select service providers (e.g., technology service providers, content delivery networks) are subject to fTLD Board approval
- Name Selection Policy: must correspond to a trademark, trade name or service mark in *bona fide* use in the authorized jurisdiction



Verification Requirements

- Verification conducted by Symantec:
 - Entity is eligible
 - Contact is a full-time employee of the entity*
 - Contact is authorized by entity to register domain names*

* These steps are conducted via phone with the human resources manager or other appropriate contacts



.INSURANCE Has Robust Security

- Mandatory Verification and Re-Verification to ensure that only legitimate members of the global insurance community are awarded domain names
- DNSSEC (Domain Name System Security Extensions) to ensure that Internet users are landing on participants' actual websites
- Email Authentication to ensure brand protection by mitigating spoofing, phishing, etc.
- Strong Encryption to ensure confidentiality and integrity of communications and transactions over the Internet



Monitoring & Compliance

- Security Requirements:
<https://www.register.insurance/enhanced-security/>
- Weekly notification to registrars of domain names that are not in compliance
- fTLD will work with registrars/registrants on an appropriate remediation plan
- Continual evolution of the Security Requirements; contact fTLD to provide your input/get involved



On the fence about .INSURANCE?



- Organize a team to plan for your domains expansion and include Marketing, IT, Digital, etc.
- Time to significant activities (e.g., rebranding, website redesign, merger/acquisition)
- Research which registrar best suits your needs
- Devise your .INSURANCE strategy; should we move all of our activities to .INSURANCE or should we keep some activities in our existing domains?
- Consider protecting your trademarks
- Discuss with your third-party service providers



Recap

All Under One Umbrella

The .INSURANCE Domain Offers:

- Unique online branding opportunities
- Differentiation in a competitive market
- Memorable and relevant domain names
- A more secure environment online for insurance customers
- Instant recognition as a trusted provider of insurance products, services and information



Learn more at www.register.insurance.



Resources

- Contact Craig Schwartz at fTLD@fTLD.com or 202.589.2532
- Sign up to receive updates: <https://www.fTLD.com>
- Choose a registrar: <https://www.register.insurance/registrars/>
- Read the FAQ: <https://www.register.insurance/faq/>
- PR Tools (helpful documents and past webinars): <https://www.register.insurance/pr-tools/>
- .INSURANCE Success Stories: <https://www.register.insurance/success-stories>; see also .BANK stories at <https://www.register.bank/success-stories>.
- Look for the planning/implementation guides this month



Questions & Answers



Thank You

Craig Schwartz
craig@fTLD.com
202.589.2532

