

# .INSURANCE Success Story: Peterson Insurance Agency

[www.peterson.insurance](http://www.peterson.insurance)



“Don’t be afraid of the costs of moving to .INSURANCE as this is an investment for the future that is already beginning to pay off for our agency.”

**DUSTIN PETERSON,  
INSURANCE AGENT**

Founded in 1966, this family-owned insurance agency based in Clinton, Illinois, provides a full range of insurance products including personal, commercial and farm and crop products. With a team of twelve agents in Clinton and Pana, the agency provides unmatched service and pricing with products from more than 20 companies. They are active members of the Independent Insurance Agents of Illinois where Jay Peterson is a regional director and the Independent Farm Insurance Agents of Illinois where Dustin Peterson serves on the Board.

## WHY .INSURANCE?

Dustin Peterson said the agency looked at .INSURANCE as a way to simplify its domain name and email address. Using PETERSONINSURANCECIAG.COM was too long and confusing for customers to remember. Since there was another insurance agency with the same name in another state, the agency’s customers often ended up at the wrong website.

Dustin first heard about .INSURANCE from another agent and he asked PAQ Interactive, the agency’s IT firm, to let them know when a domain name could be registered. Once .INSURANCE launched in May 2016, the agency quickly registered PETERSON.INSURANCE in June.

Dustin noted that although the registration process took longer than he had anticipated, the strict verification steps clearly would stop malicious actors from securing or using a .INSURANCE domain. This boosted his confidence in the value of the .INSURANCE domain right from the start.

## MIGRATION

Since the agency is not large enough to have its own servers and systems staff, Peterson Insurance uses PAQ Interactive, based in nearby Monticello, Illinois, for its IT services including website and email hosting as well as ongoing website maintenance. PAQ Interactive Manager Bobby Hancock confirmed that Peterson Insurance asked them to manage all technical aspects of the acquisition of the domain and completion of the conversion of both the website and email services to PETERSON.INSURANCE.

To start the process, Hancock noted that he and the other PAQ Interactive staff involved in the conversion carefully read through the [fTLD Guides](#) to make sure they knew what to do. Following the steps in the Guides made it a relatively painless process. In fact, some of the more challenging aspects of the acquisition and implementation process were identifying a registrar to secure the domain and confirming the services needed to supplement its own to support a .INSURANCE domain.



@fTLD\_Registry

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The process was easy enough that the PETERSON.INSURANCE website was launched in August 2016 only two months after purchasing the .INSURANCE domain; the move to email followed a week or so later. The agency's old domains will be retained indefinitely and the website and emails will remain active for another year or so to ensure a smooth transition for its customers.

## TECHNICAL CONSIDERATIONS

Hancock reported that the transition to a .INSURANCE domain went relatively smoothly. Although they provide all of the IT support for Peterson Insurance, PAQ Interactive is using .INSURANCE Managed DNS provided by 101Domain to ensure PETERSON.INSURANCE is compliant with the security requirement that the authoritative name servers for the domain are in the .INSURANCE zone.

Peterson Insurance chose to redirect both its old website and email traffic to the new .INSURANCE counterparts. Hancock noted there were some email issues associated with the email service provider since its conversion software did not recognize .INSURANCE as a legitimate domain extension. That caused them to handle the email transition manually, but there were no other problems. Once PETERSON.INSURANCE email was live there were a few issues associated with the DMARC setting, but 101Domain helped PAQ Interactive quickly solve the problem.

The agency occasionally has issues with vendors and other third parties not accepting .INSURANCE email addresses, and for local customers and vendors this is generally resolved with a phone call. In cases where the issue is more time consuming to resolve or cannot be immediately addressed, the old email address comes in handy.

## MARKETING CONSIDERATIONS

Being a smaller agency made it easy for Dustin to talk to the staff about the changes to the website and email as well as the security updates that were part of the transition to PETERSON.INSURANCE.

The agency chose to use an organic marketing approach for its initial roll out of PETERSON.INSURANCE to customers and other external users as 2016 was the 50th Anniversary of Peterson Insurance and promotional plans for that were set before .INSURANCE options were known; adding another "event" during the year would have lost its impact.

However, in 2017 the agency will start promoting its new online identity by emphasizing "We're just .INSURANCE, that's it." Dustin noted this was prompted by the initial confusion by some users of whether the new name was actually "PETERSONINSURANCE.COM" instead of just "PETERSON.INSURANCE". They plan to reinforce the messaging with pens, note pads and updated materials with the new website name and email addresses.

Dustin shared that most of the customers who have started using the new domain or email addresses have had no problems with the new name and the general comment is, "That's easy to remember!"

## LESSONS LEARNED

Although Dustin acknowledged that the cost of the domain is higher than its .COM name, the expenditure is a small part of the amount they and many other agencies generally spend for marketing. Securing PETERSON.INSURANCE now means the agency can move forward with a name that is meaningful to them and its customers. The agency's early adoption of a .INSURANCE domain will put them a step ahead in forging its new and enhanced online identity.

Other than acquiring the .INSURANCE domain, the only other cost to the agency was driven by its decision to maintain both its old and new email addresses for at least another year, which costs about \$30-\$40 per month. The overall cost of the conversion and these small additional "continuity" expenditures are well worth the investment for the long-term benefits in improving the agency's online identity.

In short, Dustin said "Don't be afraid of the short-term costs of moving to .INSURANCE as this is an investment for the future that is already beginning to pay off for our agency."

