

RADIX



ti team internet.

Unlocking ECommerce Success

Empower your customers to sell more with a .Store domain

Speakers

Moderated by

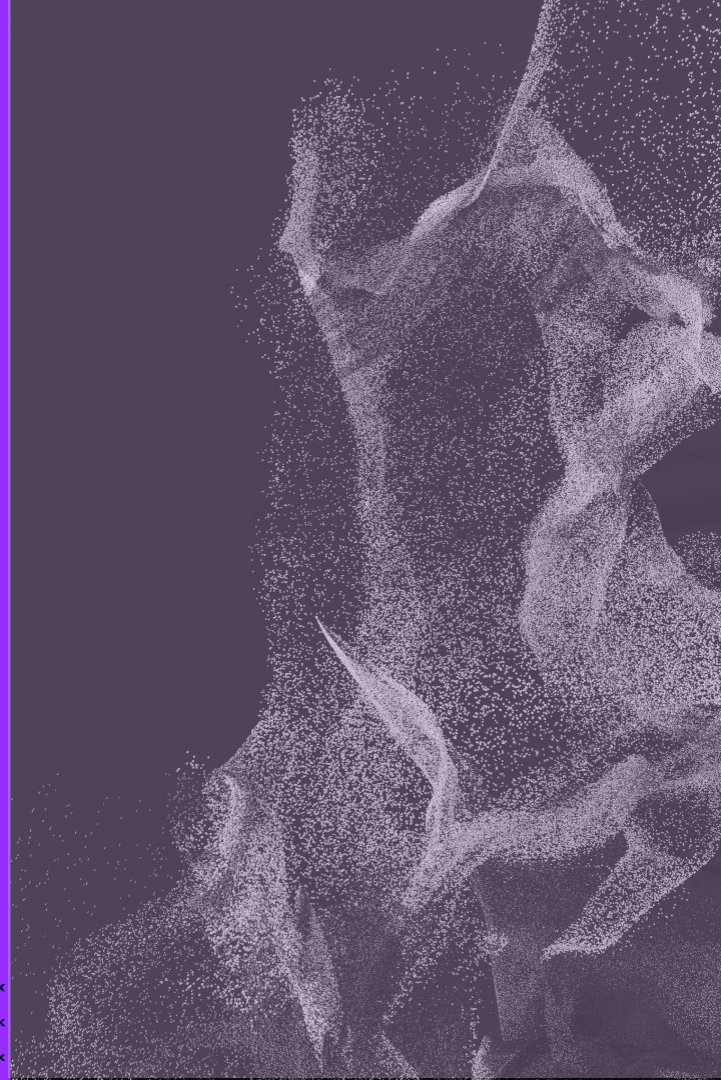
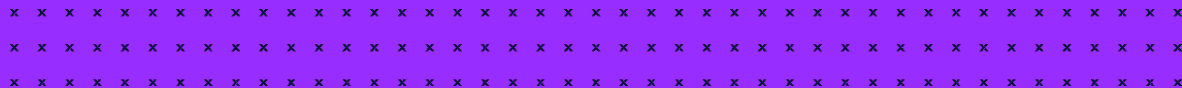


Sahar Khan

Sr. Manager
Channel Partnerships, Radix

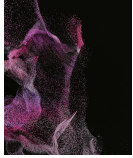
Arjun Pande

Brand Director
.Store Domains, Radix



Agenda

01



ECommerce Opportunity

Growing ECommerce trends

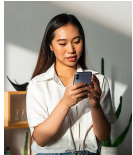
02



.Store as an Ecommerce TLD

.Store domains at the forefront

03



Need for an SEO Study

The whys

04



SEO Study Design

The whats

05



SEO study results

Our learnings and inferences

06



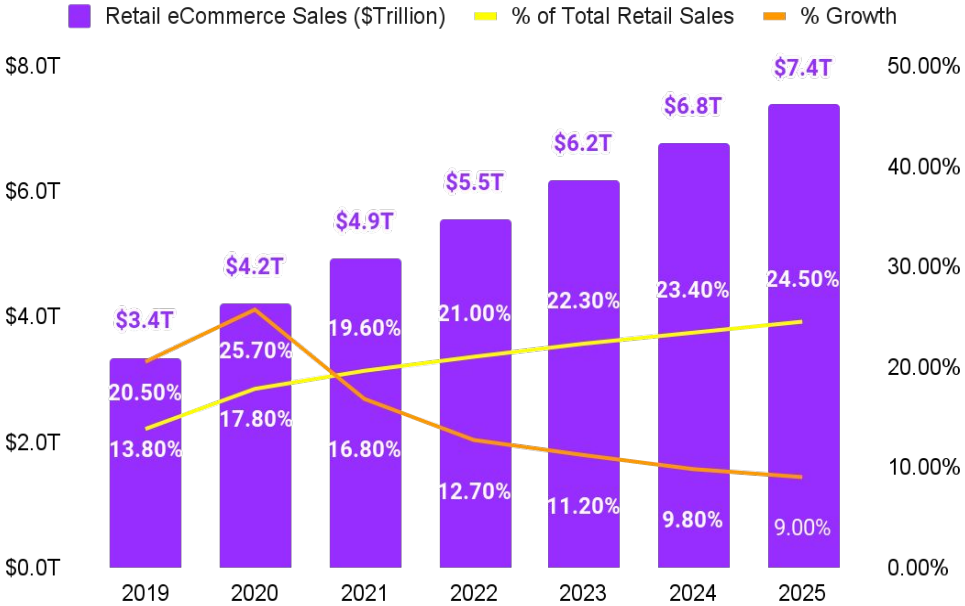
Conclusion

What does the study tell us

Growing eCommerce Opportunity



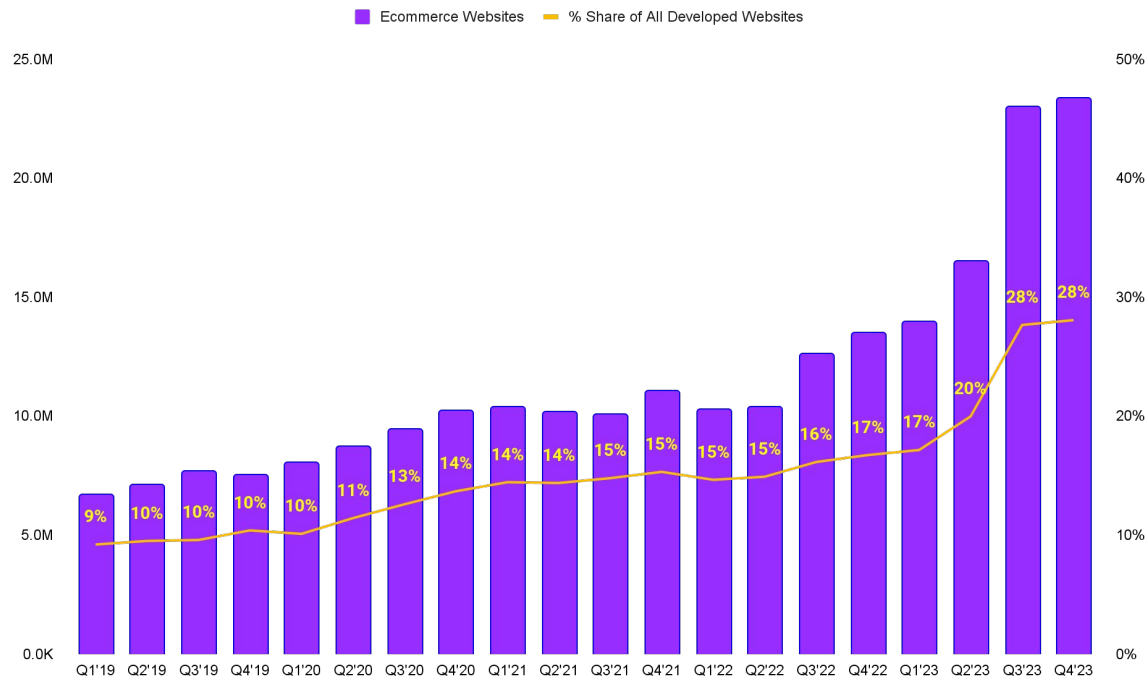
eCommerce Sales



~55% share of retail eCommerce sales is from D2C eCommerce

Source: eMarketer

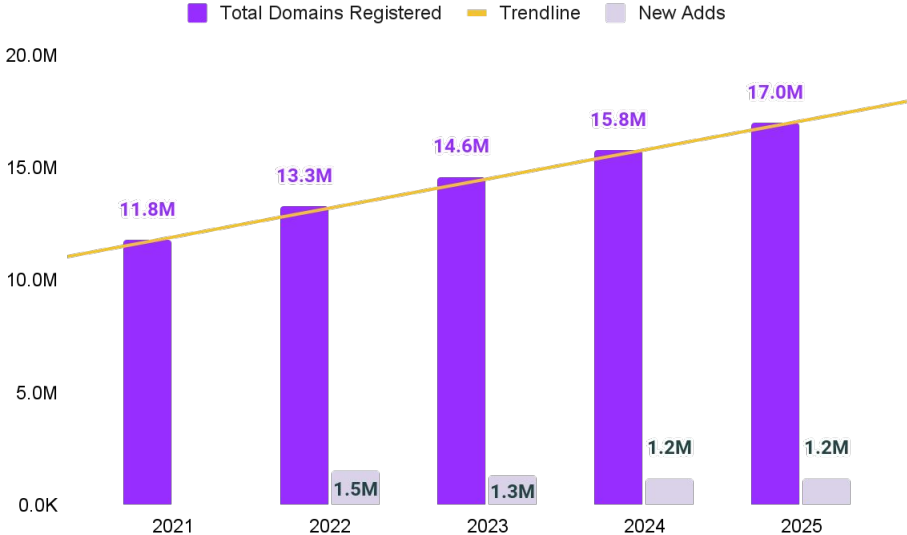
eCommerce Websites Growth - Global



The % market share of **developed eCommerce websites** of all developed website has **grown 28%** as of Q4 '23

Source: Dataprovider

eCommerce Domains Growth Projection



- Global eCommerce domains registrations are projected to **grow at ~10% CAGR by 2025**
- This growth rate is **almost double** the expected growth rate of the overall domains industry

Source: eMarketer

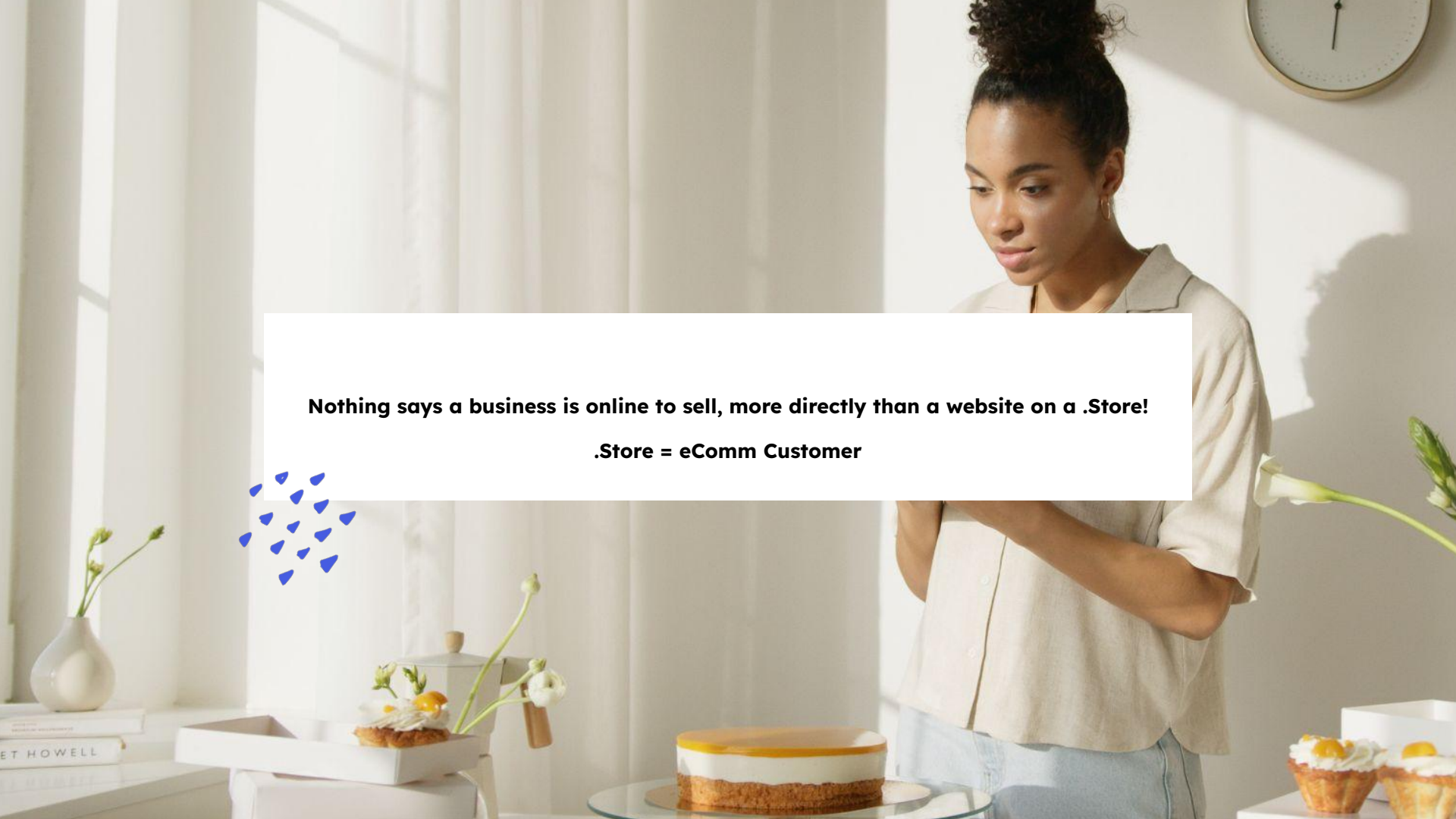
A woman with her hair in a bun, wearing a light-colored button-down shirt and jeans, stands in a bright kitchen. She is looking down at a round cake on a glass stand. The kitchen is decorated with a white vase of flowers, a clock on the wall, and other baked goods on the counter.

eCommerce is a growing opportunity and a growing CUSTOMER NEED

eComm sales are capturing a larger share of all retail sales.

Growth in eComm domains is beating regular domain growth forecasts.

A cluster of approximately 15 blue teardrop-shaped icons arranged in a roughly circular pattern.

A woman with her hair in a bun, wearing a light-colored button-down shirt and jeans, is looking down at a smartphone in her hands. She is standing in a bright, sunlit kitchen. On the counter in front of her is a round cake with a white filling and a yellow top layer, and several pastries with white frosting and orange slices. To the left, there is a white vase with green stems and a stack of books, one of which has the name 'ET HOWELL' visible. A round clock is mounted on the wall behind her. A white text box is overlaid on the image, containing text about e-commerce.

Nothing says a business is online to sell, more directly than a website on a .Store!

.Store = eComm Customer

A cluster of approximately 15 blue teardrop-shaped icons, arranged in a roughly circular pattern, pointing downwards.

**.Store is well primed to
serve the eCommerce
market**



.Store = proven eCommerce **Product Market Fit**

Leading eCommerce Domain Providers

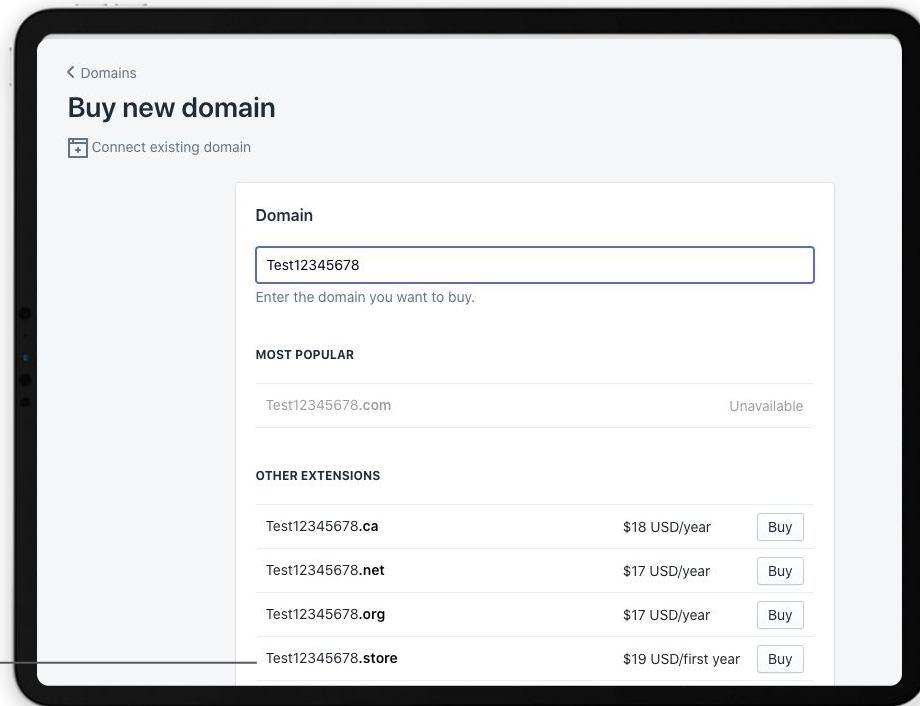
- **Shopify:** .Store is the 2nd highest selling TLD, immediately after .com
- **Etsy:** 70% of all domains registered are .Store

.Store: Product-Market Fit



- .Store is the 2nd most registered TLD at Shopify through its registration flow, after .com
- .store sells 3X the volume of .org and 1.8X the volume of .net

.Store in the top domain results



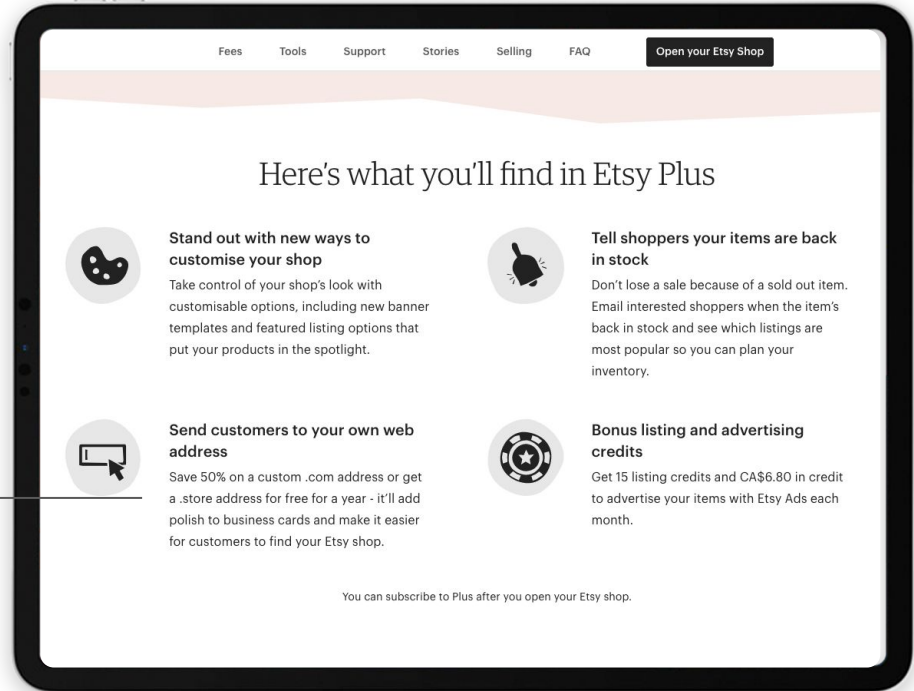
* Source: 3rd Party Regs Data

.Store: Product-Market Fit

- .Store is the highest selling TLD at Etsy
- 70% of all names registered at Etsy are .Store domains

Etsy

.Store exclusively offered for free as a benefit of an Etsy Plus subscription



Great Product Market Fit X Serving a growing CUSTOMER NEED

The emergence of .Store in the top domain results across the likes of Shopify and Etsy is a testament to the product market fit for .Store.

More importantly, it is a function of serving a growing customer need - **eCommerce**





BUT..

**Does the .Store TLD have an
advantage for SEO/SEM?**

Why the need for an SEO study?

We wanted to understand if using a contextually relevant and meaningful domain extension like .Store for eCommerce websites:

- Delivers better SEO performance
- Increases click throughs and sales
- Results in better Google search marketing performance

as compared to other generic and contextually irrelevant domain extensions

To test these hypotheses, we conducted [a detailed study via an independent SEO agency](#)



SEO study design and details

Study Design

A [controlled experiment](#) to run a live case study over an 18 month period starting with registering the domains and building the websites.

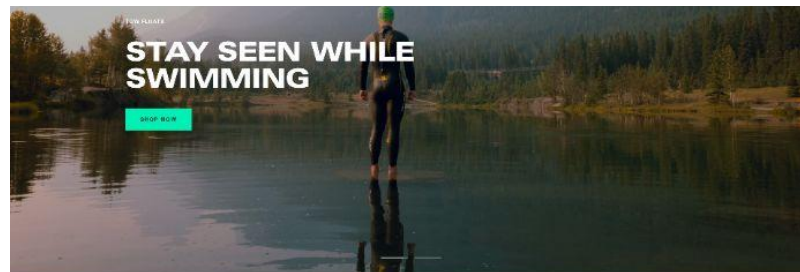
365 days of data collection from the day websites go live to measure SEO impact and eCommerce buyer perception between .Store and a legacy gTLD

- Launched 2 fully functional online stores to run this test:
 - Site one: brandname.gTld
 - Site two: brandname.store
- Measure the following:
 - Impact on SEO and organic performance
 - Impact on paid performance (search)

All variables, except for the domains, were kept materially the same across the 2 websites

Study Design

- Each site **built on Shopify** with the same theme
- **26 products live**, plus variants and 3 product bundles targeting 3 different price points
- **Similar content** and referring domains for SEO
- Each of the sites used the **same layout and product descriptions**



EXPLORE OUR PRODUCTS

NEST COLLARS TOW FLAJOLES DRY BAGS



ABOUT

SWIM WILD. SWIM FREE. SWIM SAFE.

Write all about the freedom of open water swimming - and how you can stay safe while doing it. That's why we stock industry-leading Swim Secure.

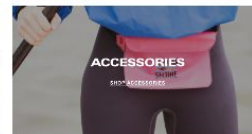
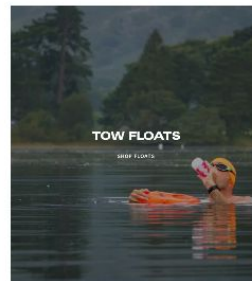


Study Design

- **Ran this as any business owner** or creator would run it
- Controlled the variables within this experiment by using **brand-new domains**
- Looked at each site's performance from an **indexing, paid search, and SEO** perspective



OUR COLLECTIONS



PERFECT IF YOU NEED TO WEAR A TOW FLOAT FOR YOUR LOCAL OPEN WATER VENUE. QUALITY IS HIGH AND THE FLOAT IS INFLATED USING AN EASY TO USE NON-RETURN VALVE.

El Niño Swim Cap



WORKING TV

T3

Swimmer

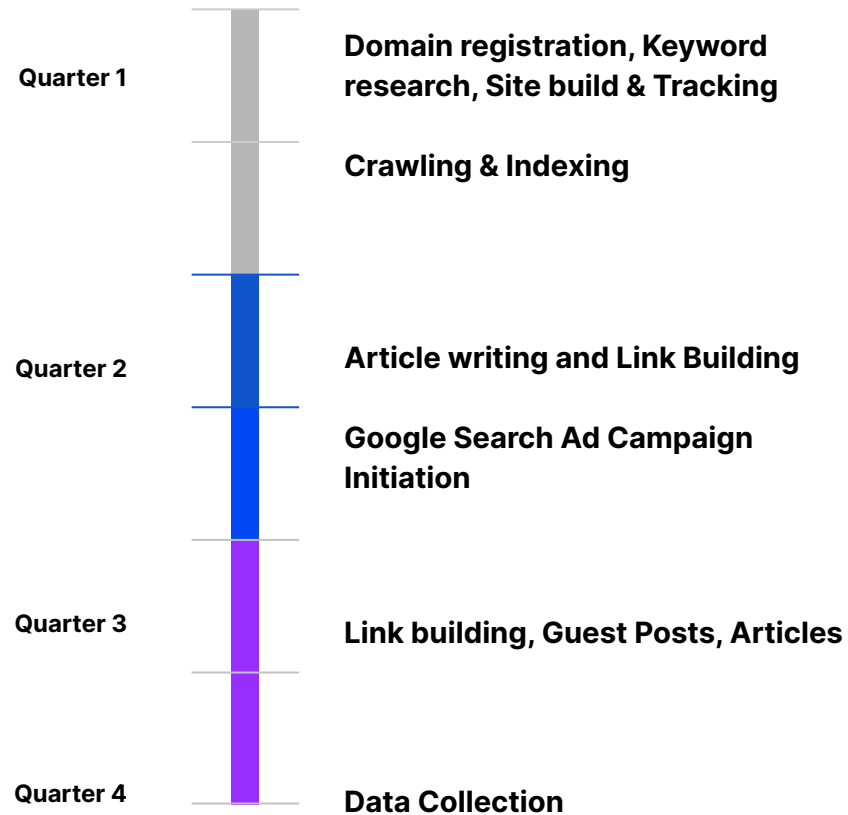
El Niño Swim Cap

COACH

COUNTRYFILE

WE SWIM WILD

Study Progression





Value from .Store?

Organic Results

brandname.gtld	
Impressions (GSC)	24,822
Clicks (GSC)	333
Average click-through rate (CTR) (GSC)	1.3%
Average position (GSC)	33
All page views (ex direct) (GA4)	5,546
Only organic page views (GA4)	461

brandname.store	
Impressions (GSC)	49,939
Clicks (GSC)	623
Average click-through rate (CTR) (GSC)	1.2%
Average position (GSC)	31.6
All page views (ex direct) (GA4)	6,728
Only organic page views (GA4)	759

Organic Results - .Store advantage

~2x
More impressions

~1.9x
More clicks

Search Marketing Results

brandname.gtd	
Impressions	20,488
Clicks	1,819
Purchases	24
Cost	£1,078.73
Click-through rate (CTR)	8.88%
Avg. CPC	£0.59
Conv. rate	1.32%
Cost / conv	£44.95

brandname.store	
Impressions	21,547
Clicks	2,229
Purchases	33
Cost	£1,306.54
Click-through rate (CTR)	10.34%
Avg. CPC	£0.59
Conv. rate	1.48%
Cost / conv	£39.59

Search Marketing Results - .Store advantage

~12%
lower cost of
acquisition

~16%
higher click
through rate

Concluding statements from the agency

Speaking honestly from my professional perspective the results came as a surprise to me. If anything, I would have thought things would have been equal, if not weighted towards the gTLD vs .store TLD. I wouldn't have thought that the .store site would statistically outperform the gTLD site in nearly all KPIs.

We saw that brandname.gTld outperformed brandname.store on initial indexing. Though following this, from an overall paid search and SEO perspective, the brandname.store statistically outperformed the brandname.gTld counterpart site on all but one measurable KPI.

In Google's own guidelines documentation they say "Overall, our systems treat new gTLDs like other gTLDs (like .com and .org)". We can safely say that this is true. The new gTLDs (like .store) are not looked at or weighted against in a negative way that would affect your site performance, in our case, it was only positive.

Finally, if you just want to launch your own store and keep it separate from your main website, I see no reason why you wouldn't do this on a .store TLD.

Link to the study: <https://contrast.digital/blog/domain-tld-experiment/>

In conclusion...

A.Store domain performs better!

87%

More traffic

2X

Visibility

12%

Better ROAS

Media Coverage

Search Engine Journal™

Now Reading:

Unlock Ecommerce Success: How You Can Get Up To 87% More Traffic [+ Report]

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Unlock Ecommerce Success: How You Can Get Up To 87% More Traffic [+ Report]

WRITTEN BY  ARJUN PANDE
December 4, 2023
👁️ 1.8K Reads



Search Engine Journal

Media Coverage

12-Month Study Shows .Store Strength and How New gTLDs Can Cut Through the Clutter

ICANN launched their new gTLD program over a decade ago, resulting in **more than 1,100 new domain extensions** being available for registration today. However, the **ten most popular new gTLDs**, less than **1%** of total TLDs, account for **53%** of all new gTLD registrations. It is obvious that reaching a high level of success with new gTLDs is not an easy task. Even so, in July ICANN green lighted the creation of **another round of new gTLDs** that are expected to arrive in 2Q-2026. With the already stiff competition soon to get even tougher, it is imperative that current and future new GTLD operators figure out how they can stake out a profitable piece of the market for themselves.



A good way to do that would be to look at what today's successful operators have done to cut through the clutter. That group includes **Radix**, the operator of ten new TLDs, who has made several of their extensions stand out in the crowd using a **multi-pronged strategy** that has included building communities around specific TLDs, conducting unique marketing campaigns that reward participants and providing credible research that demonstrates the inherent value of their TLDs. With respect to the latter tack, Radix commissioned a recently completed independent **12-month SEO study** of **.store domains** (one of the ten most popular new TLDs) conducted by eCommerce marketing agency **Contrast Digital**.

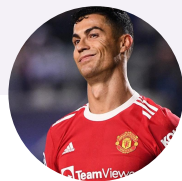
DNJournal.com

Who's using .Store?



Mr. Beast

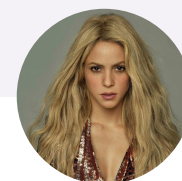
400M+ Followers
mrbeast.store



Cristiano Ronaldo
648M+ Followers
Cr7fragrances.store



Rihanna
329M+ Followers
rihanna.store



Shakira
266M+ Followers
shakira.store



Emirates

Emirates..store



Michelle Obama
91M+ Followers
michelleobamabooks.store



Zach King
45M+ Followers
zachking.store

About Radix



Radix in a snapshot

No. 1

nTLD Portfolio Registry basis total DUMs

8 Million +

Domains under management with 10 nTLDs

28% Market Share

nTLD Market share of new registrations in 2023

Our TLD Portfolio

.online

3.3 M+
domains

.site

1.8 M+
domains



1.5 M+
domains

.TECH

500K+
domains

.fun

450K+
domains

.space

440K+
domains

.website

320K+
domains

.uno

20K+
domains

.press

19K+
domains

.host

28K+
domains

Our TLD Portfolio

.online

3.3 M+
domains

.site

1.8 M+
domains



1.5 M+
domains

.TECH

500K+
domains

.fun

450K+
domains

.space

440K+
domains

.website

320K+
domains

.uno

20K+
domains

.press

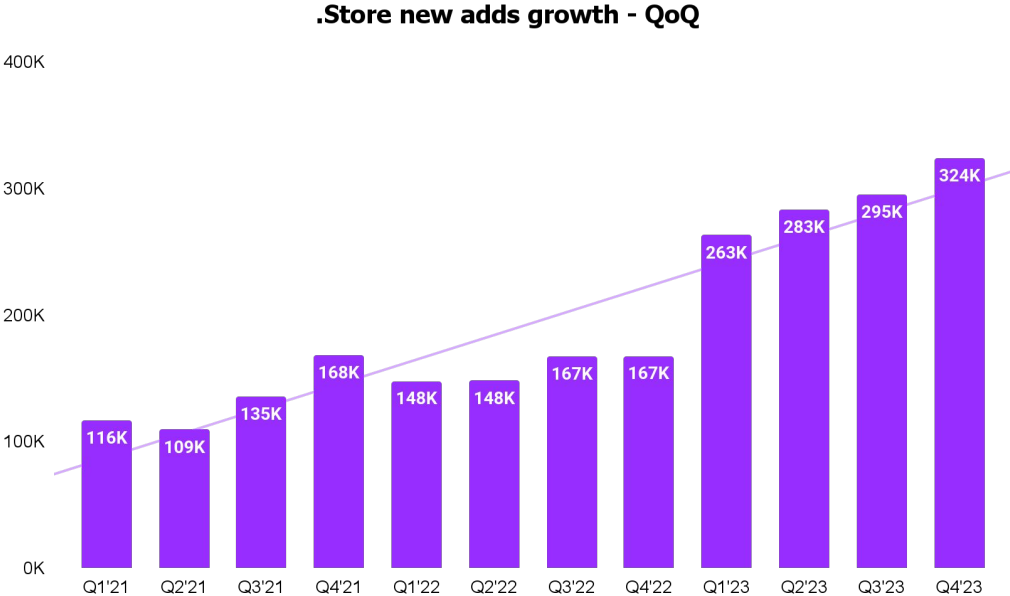
19K+
domains

.host

28K+
domains

.Store growth - Quarterly New adds

48%+ compounded annual growth rate (CAGR) since 2021 in new registrations



.Store growth - Quarterly Renewals

~43% compounded annual growth rate (CAGR) since 2021 in domain renewals



.Store at a glance



.Store

1.5M+

Total Domains Registered

49%

Growth in Renewals - 2021 vs 2023

3X Growth

in eCommerce Websites since Jan 2021*



* Dataprovider

THANK YOU



Arjun Pande
Brand Director - .Store Domains



Sahar Khan
Senior Manager - Channel Partnerships

www.radix.website

Let's Work Together

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