

.store

Registrar Information Document



A Snapshot of the E-Commerce Market



\$176 billion

Online retail sales in US in 2014



\$480 billion

Online retail sales projected in US
in 2019



\$325 billion

B2C ecommerce revenue in
Europe in 2013



\$534 billion

Ecommerce revenue projected from
Europe in 2018



Online Shopping is a Global Phenomena

40%

Internet Users worldwide have
shopped online

70%

Of the population of US, UK,
Netherlands, Sweden shops online

191 million

Online shoppers in US in 2013

215 million

Online shoppers projected in US
in 2018



Why Online Stores are Indispensable

72%

Millennials research their options online before visiting a store

50%

Millennials regularly browse for items they don't plan on buying

71%

Shoppers believe they will get a better deal online than in physical stores

84%

Store visitors use their mobiles before or during a shopping trip

44%

Shoppers are more likely to purchase online if they are able to pick up their order in store

62%

Shoppers prefer shopping online vs. in physical stores as long as exchanges are permitted

Enabling Business & Individuals to join this Massive Revolution

The First E-Commerce Focused TLD

.store

Domains for your Online Store



The Need for .STORE

- Brands use the term '**store**' in their domain name to clearly identify their online store
 - MicrosoftStore.com
 - DisneyStore.com
 - BungieStore.com
- **460,000+** existing domains contain the term **store**
- **1.7 million+** existing domains have e-commerce enabled websites:
 - 1.1 million+ of these are developed websites
 - 600,000 domains redirect to an e-commerce site

Source – Domainsbot



.STORE has an Enormous Target Market

Millions of merchants using e-commerce platforms worldwide

- 2 million+ Amazon sellers
- 1.4million+ Etsy stores
- 300,000+ Buildabazar stores
- 250,000+ Bigcartel stores
- 100,000+ Shopify stores
- 90,000+ Bigcommerce users

'store' is a common suffix used by brands when registering domains

460,000+ existing domains contain the term 'store'

338,000+ of these domains end in 'store'

.STORE Target Audience + Use Cases



Who is .STORE For?



Online Shopping
Portals



Retail Brands



Local Small
Businesses



Start-ups



Storage Solution
Providers



Using .STORE Domains – Established Brands

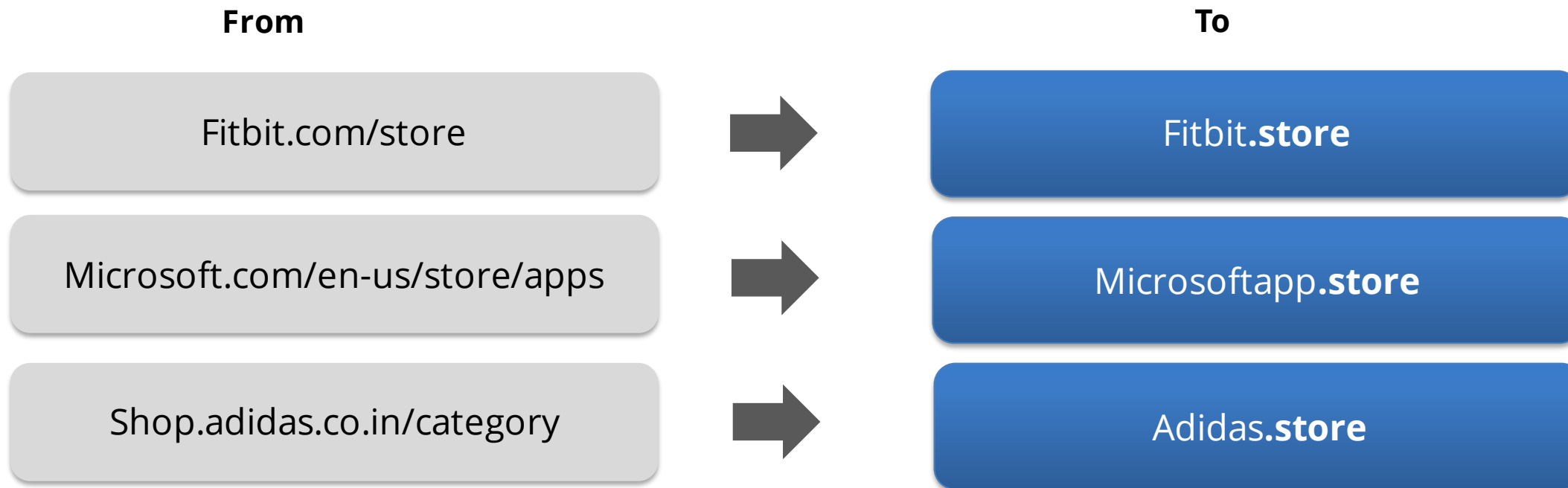
Existing sellers can use a .store domain:

- To directly take users to the sale or shopping section of their website
- As an easy & memorable CTA for their Marketing Campaigns across all media - Print Ads, TV Ads, Radio Ads



Using .STORE Domains – Established Brands

Companies can create a direct URL for the shopping section of their website



**The above is a sample illustration of the potential usage of .store domains*



Using .STORE Domains – Established Brands

Companies can create a Portal *dedicated* to selling their products

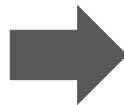
A corporate website to share information about your brand

From

Playstation.com

Mango.com

NationalGeographic.com



A .STORE to sell your products online

To

Playstation.**store**

Mango.**store**

Nationalgeographic.**store**

**The above is a sample illustration of the potential usage of .store domains*



Using .STORE Domains – Established Brands

Grab a category killer. Give the brand the marketing edge it deserves!

From

Zappos.com

Adidas.com

Ikea.com



To

Sneakers.store

Fitness.store

Furniture.store

**The above is a sample illustration of the potential usage of .store domains*



Using .STORE Domains – Small Businesses

SMBs that mainly operate offline, can use a .store domain:

- To expand their reach & serve more customers
- To service customers that may not be able to visit their store offline
- Easy & Memorable CTA for their Marketing Campaigns - both online & offline



Using .STORE Domains – Small Businesses

SMBs can complement their offline presence with an online store

From

Flower Shop in Denver

Jane's Organic Food Mart

Quality Furniture Store



To

Denverflowers.**store**

JanesOrganic.**store**

QualityFurniture.**store**



Using .STORE Domains – Small Businesses

Brand your store on a 3rd party platform & make it professional

From

Facebook.com/amysearrings

Amazon.com/amysjewelery

Amysjewels.Myshopify.com

Amys-jewelery.Etsy.com



To

Amyjewels.store



Using .STORE Domains – Retail Start Ups

Budding entrepreneurs & start-ups in the Retail Sector:

- As their primary URL
- Avoid longer names, confusing domain hacks, or misspells
- Clearly identify themselves as a retail business



Using .STORE Domains – Retail Start Ups

As a Short, Distinctive, Refreshing and Memorable Primary URL

From

Flipkart.com

TopComputerAccessories.com

JaneBrad.ly



To

Flipcart.store

ComputerParts.store

JaneBradley.store



Using .STORE Domains – Storage Solution Providers

- **Offline Solutions**
 - Warehousing services
- **Online Solutions**
 - Online & Cloud Storage
 - Companies offering physical Storage Devices
 - Hard Drives
 - Pen Drives
 - DVDs
 - SD Cards



Using .STORE Domains – Storage Solution Providers

Storage Solution Companies can get a name that perfectly represents their business

From

Containerstore.com

Kingston.com

Dell.com/in/business/p/storage-products



To

Container.store

Kingston.store

Dell.store

Why YOU Should Offer .STORE?



Why YOU Should Offer .STORE?

- **Massive market with a huge potential**
 - 1.7 million domains support e-commerce & are developed sites
 - 460,000+ existing domains contain the term 'store'
 - 360,000 of these domains end in store
- **First e-commerce focused TLD**
 - No other domain extension fits the e-commerce market so perfectly!
- **Perfect value add for your e-commerce products**
 - Bundle .store with your e-com site builder and webhosting services



Why YOU Should Offer .STORE?

- **Strong customer buying power**
 - .store domain buyers are business minded
 - Likely to buy more products from your registrar business
- **Good quality customers**
 - .store customers likely to use the domain to set up a store online
 - Higher renewal probability - the domain being an integral part of their business
- **The E-commerce boom is global**
 - Healthy growth of the e-commerce market across all geographies



Start Offering .STORE

Launch Dates

- Sunrise: 6th April to 5th June, 2016
- Early Access Phase: 7th June to 14th June, 2016
- General Availability: 14th June, 2016 onwards

[Enroll in the Launch Promo](#)

Marketing Kit – Coming Soon!



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www.radix.website