

SELL SMART AND CARRY ON

Pricing on B2B domain market



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WHO WE ARE?



- **International wholesale registrar**
- **1000 TLDs**, including .RU/.PΦ
- **2.000.000** domains under management
- **250.000** customers from 80 countries



- **Cloud Marketplace**
- Business automation platform
- **Hosting, SSL, Backup, Website builder...**
- **15.000** resellers from 150 countries

PRICING on B2C / RETAIL (1)

- **High-Low:**

high standard prices, discounts for key products

domain-for-test.ru.com	-84%	+209 p.	199 p.	Выбрать
domain-for-test.com	-55%	+086 p.	487 p.	Выбрать
домаин-фор-тест.рус	IDN		1 219 p.	Выбрать
domain-for-test.su			600 p.	Выбрать
domain-for-test.xyz	Тематические -95%	+102 p.	59 p.	Выбрать
domain-for-test.online	Тематические -86%	+450 p.	199 p.	Выбрать

PRICING on B2C / RETAIL (2)

- **Keystone pricing:**
often used for New gTLDs
- **Price leadership:**
common for .RU market
- **Dumping:**
selling domains
at cost price or even below

WHEN IN DOUBT,
x2 THE PRICE

WHY B2B is DIFFERENT?

- Customers are professionals
- Transparent and foreseeable market
- Unique Selling Points (USPs) are rare
- **PRICE, VOLUMES, AUTOMATION**

WHAT are the CHALLENGES?

- **Margins:**
make profit at low-margin market
- **Sales:**
long-term deals
pre-sale
professional sales team
- **Migration:**
easy way to transfer domains

Lead Generation

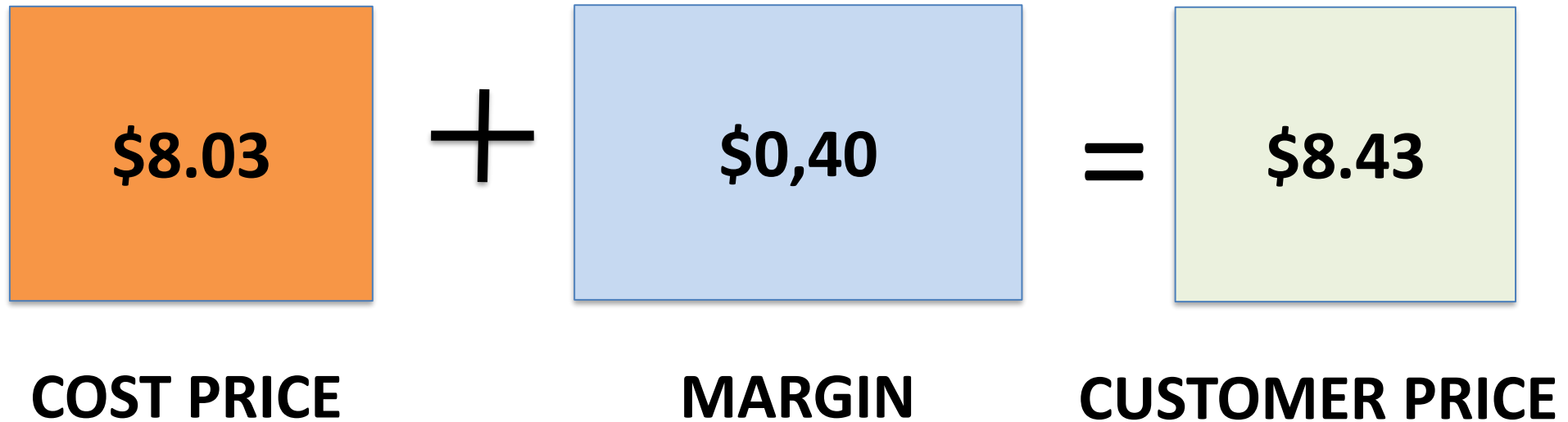
Cold acquisition

Sales Operations

Account Management

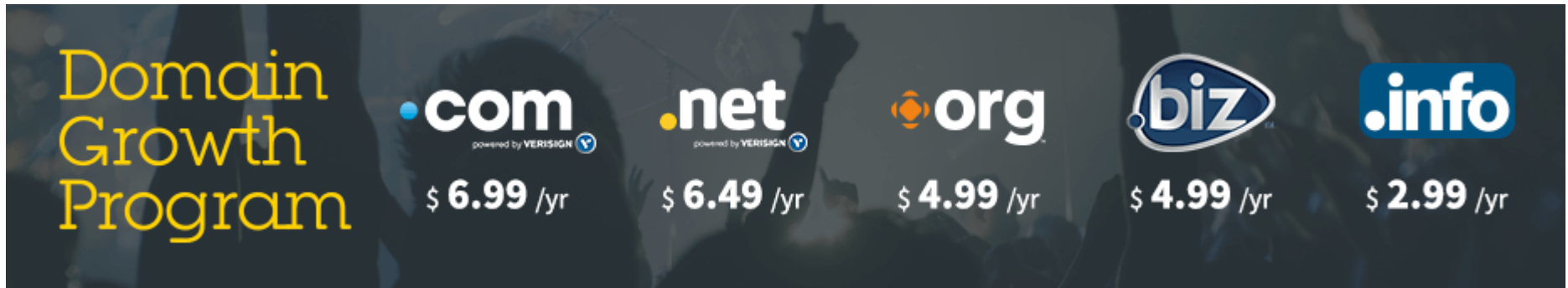
Migration

FIGHTING for the BEST PRICE



- Cost + margin for top products
- Slabs, based on volumes and deposits
- Standard pricing for «exotic» TLDs

BELOW COST PRICE?



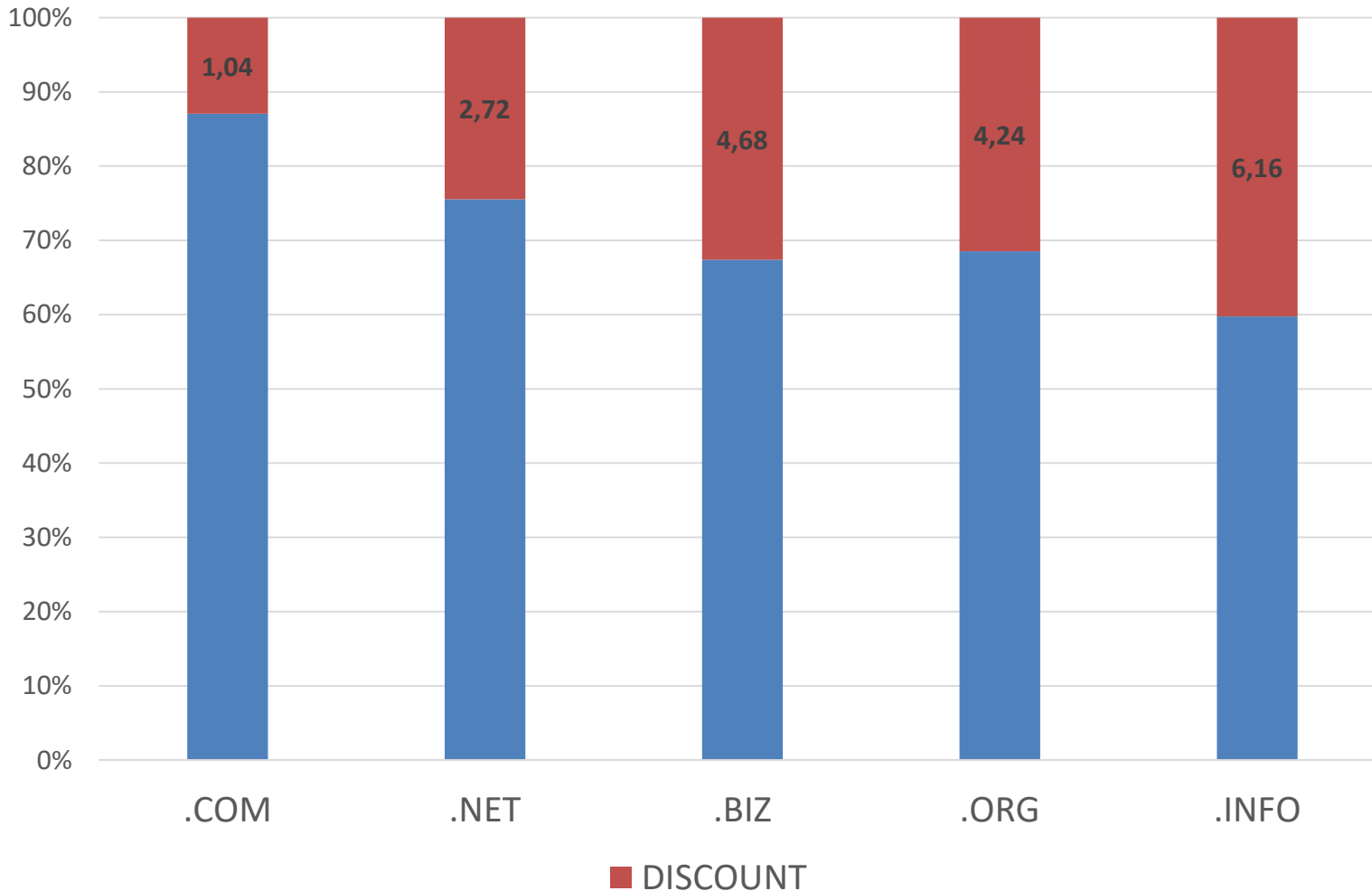
Domain Growth Program

Domain	Price /yr
.com (powered by VERISIGN)	\$ 6.99
.net (powered by VERISIGN)	\$ 6.49
.org	\$ 4.99
.biz	\$ 4.99
.info	\$ 2.99

- Only **new creates**, renewals do not count
- Minimal **commitment required**, we all need to grow!
- Don't provide discounts, but **close deals** instead!



HOW to MOTIVATE RESELLERS?



WHO WILL BENEFIT from DGP?

- **REGISTRY**

+ increase in new creates

- **REGISTRAR**

+ Unique Selling Point

- **RESELLER**

+ domains below cost price

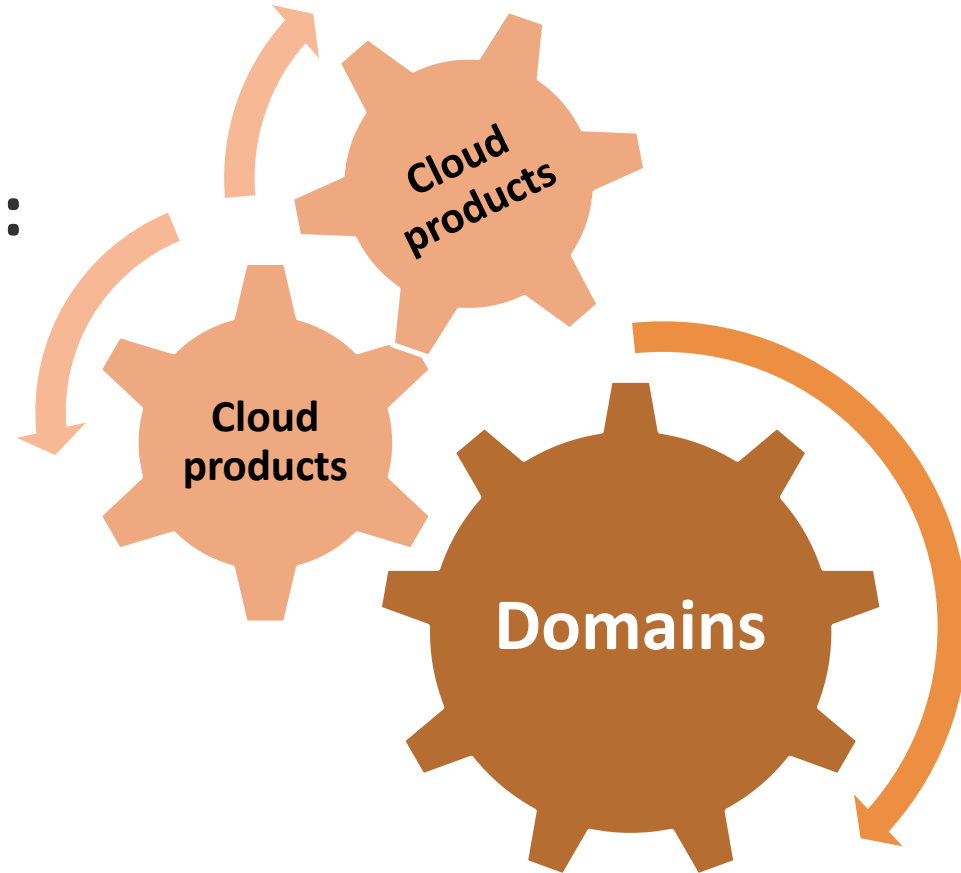
PRICE PROMOTIONS: DOES IT WORK FOR B2B?

- Discounts for dozens of TLDs
- Special activities for high-demanded products
- Good communication / Useful price lists

DOMAINS as a STARTING POINT

Easy step towards
cloud marketplace:

- Cloud hosting
- Website builder
- Backup
- Microsoft cloud products
- Azure Stack



QUESTIONS?

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