

Volume 2, Issue 4

# Expand Your Business or Project

HOW TO GET ONLINE

**xyz** QUARTERLY



Starship.xyz, autonomous  
robot delivery service

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# Letter from the XYZ Team

“Change before you have to.”

— Jack Welch



Expanding your business or project is key in order to increase profits and reach new audiences. At XYZ, we're continually focused on growing to meet the needs of Internet users worldwide. We have introduced new domain offerings like the **1.111B® Class**, made **.xyz** the first domain extension to allow **pairing capability with Ethereum wallets, expanded into China and other markets globally**, and introduced an additional **11 new domain extensions** the world since the launch of our flagship domain **.xyz** in 2014.

During the fourth quarter of the year, we carried that spirit of instigating change into each marketing campaign, event, and partnership. At the **Educause Annual Conference in Chicago**, we met with hundreds of IT professionals from the higher education field and shared how **.College** could help supplement their institution's online presence. We knew **.College** could disrupt the higher education landscape's status quo when we launched it soon after **.xyz**. Four years later, many of the leading universities and educational institutions from **around the world** have expanded their horizons and secured **.College** domains.

After Educause, we celebrated All Hallows' XYZ with our Halloween themed **.Monster** campaign. We gave away limited edition (and highly coveted) **.Monster** t-shirts on our **Instagram** and coding influencers **Eazy.Monster** and **Steminist.Monster** joined the fun and helped promote the campaign as well. Black Friday Cyber Monday has become a yearly tradition for **.xyz** sales, and this year was no different, as our retail partners continued to offer **incredible holiday deals on .xyz domains**.

Black Friday wasn't the only way we collaborated with our partners this quarter. We shared our expertise on **how to begin investing in domain names** and **domain name security best practices** in two guest posts on GoDaddy's popular blog. We welcomed a new partner this quarter as well, Dealer Inspire. We supported their ReFuel event with swag for participants and information on how they can

**boost their website's SEO** and attract customers in their region by adopting **.Cars, .Car, and .Auto** domains for their dealerships.

We also supported budding developers, programmers, and technology innovators at five separate hackathons this quarter across three countries. The events included **Cutie Hack, HackRPI, and HackBI** in the United States and **Toronto Youth Network's FinHacks** in Canada, as well as Africa's biggest hackathon, **NaijaHacks**. At each event we were proud to see the innovation of the participants and we are excited to continue our support of the next generation of internet users.

We were able to look back on this quarter as yet another in which we expanded our marketing efforts and diversified our strategies while continuing to support the adopters of XYZ's family of TLDs. We hope this edition of the XYZ Quarterly helps you complete the process of successfully branding online with the right strategy to expand your business.

## The XYZ Team

— The XYZ Team



# By the Numbers



**250** retailers that manage .xyz domains<sup>5</sup>



**18+** collaborations with retail partners

<http://9998422.xyz>

**211,079** 1.111B<sup>®</sup> Class .xyz domains sold<sup>1</sup>



**2,246,439**

new registrations across all XYZ TLDs in 2019<sup>1</sup>



**304** variably priced .xyz domains sold<sup>1</sup>

**274** customer features in XYZ #WebsiteWednesday series, social media, and newsletters<sup>3,9</sup>





Less than 1% active abuse on .xyz domains<sup>3</sup>



75,000+ engagements on social media<sup>2</sup>



.XYZ fastest growing TLD by usage<sup>5</sup>

\$1,331

average .xyz aftermarket sale price<sup>4</sup>

2,056,314

new website users on [gen.xyz](#) in 2019<sup>10</sup>

2 new TLDs launched<sup>8</sup>



327

customers highlighted on [gen.xyz/live](#)<sup>9</sup>



\$75,000,000

in funding awarded to XYZ TLD adopters<sup>6,7,8</sup>

<sup>1</sup>Source: Internal XYZ Registry statistics

<sup>2</sup>Source: [Instagram.com](#), [Twitter.com](#), [Facebook.com](#), [LinkedIn.com](#)

<sup>3</sup>Source: [NTLDStats.com](#)

<sup>4</sup>Source: [Namebio.com](#)

<sup>5</sup>Source: [Namestat.org](#)

<sup>6</sup>Source: [Medium.com](#)

<sup>7</sup>Source: [Upstream.auto](#)

<sup>8</sup>Source: [Starship.xyz](#)

<sup>9</sup>Source: [Gen.xyz](#)

<sup>10</sup>Source: [Google Analytics](#)

<sup>11</sup>Source: [Monster Launch Press Release](#)

# 2019 XYZ Year in Review

2019 was another amazing year for all things XYZ! We brought our domains to thousands of new customers all over the world, while also strengthening the bonds we've built within the XYZ Community.

It's no wonder that .xyz is the world's favorite new domain, with customers in nearly every country and territory globally. Let's recap the key factors that made 2019 such a success.



## Quality time with partners and potential customers

We always welcome a chance to introduce our domains to a new audience. The team hit the road up to San Francisco in the first month of 2019 to discuss the branding benefits of [.Cars](#), [.Car](#), [.Auto](#) domains at the [NADA Annual Expo](#) and to get quality face time with our retail partners at Namescon. Then in April, the XYZ family of domains welcomed its two newest members, [.Baby](#) and [.Monster](#)! This was just in time for the team to introduce the domains to our partners at [GoDaddy during our annual trip](#) to visit their offices in Iowa and Arizona. June marked [.xyz's 5th anniversary](#), which it celebrated as the [world's favorite new domain](#) with thousands of adopters in over 230 countries and territories. Then in July, the [#XYZsquad brought the party to LA at E3](#).



As fall arrived, the XYZ team helped the startups at [TechDay LA](#) brand their businesses with .xyz and held a [spooky social media giveaway](#) for [.Monster](#) at Halloween. Later in the month we set course for Chicago to show leading higher education institutions attending the [Educause Annual Conference](#) how they could enhance their online presence using [.College](#) domains, and wrapped up the year in November by offering stellar deals during the annual [Black Friday Cyber Monday .xyz](#) sale.



## Amplifying the reach of the XYZ community

It's no secret that the community of [XYZ TLD](#) adopters is at the center of everything we do. In 2019, XYZ put our support behind [15 hackathons](#), providing .xyz domains for participants and prizes that rewarded their creativity and ingenuity. XYZ



published two guest posts on [GoDaddy's blog](#), offering guidance to aspiring domain investors and domain owners, and partnered with [Matbao](#) to produce an [e-book](#) offering valuable insights on branding and nurturing a new business.

## **STARSHIP** Upstream

Adopters of XYZ TLDs had a big year as well, with the combined \$75 million in funding that was raised by some of [.xyz's leading startups](#). Our team likes to play our part in promoting the success of our end users whenever we can, and over the past year that has taken the form of 274 customer features across our [social media platforms](#), [newsletters](#), and [#WebsiteWednesday](#) posts. On [gen.xyz/live](#) we featured 327 [.xyz adopters](#), helping expose their websites to our over two million website visitors in 2019.

### **Growing our family of users and protecting our namespace**

Another great way to see the success XYZ had this year is to look at things by the numbers. Throughout the year .xyz has been the world's favorite new domain. This is evidenced by .xyz's usage, which has outpaced any other new domain name on the market, and its solid 2019 aftermarket sale price average of \$1,331 (compared to [industry averages](#)), all while keeping less than 1% active abuse in the namespace. There were 304 variably priced .xyz domains sold, and 211,079 1.111B® Class .xyz domains sold, as well. Considering the clear popularity of .xyz, it is not a surprise that 250 retailers manage .xyz domains.

Overall XYZ TLDs had a busy year, seeing 2,246,439 total registrations across all TLDs.

This year was a big win for our team here at XYZ, our partners, and our community of adopters. We have even more exciting plans in store for 2020, so be sure to follow us on [social media](#) and subscribe to our [newsletter](#) so you never miss an update!

# Four Key Ways to Expand Your Business or Project

The previous three issues of the [2019 XYZ Quarterly](#) helped you to pick a [well-defined market to serve](#), [establish a strong brand](#), and [grow your audience of customers, fans, and members](#). It's now time for the fourth and final step in our 2019 How To Get Online series: expanding your business or project.

If you are exceeding your goals, have a solid team in place, and can take on the added expense, then you could be in the perfect position to ramp up your business or project and take it to the next level.

Expanding your business or project, if done well, can increase your profits or results. It enables you to serve more people who would find value in what you have to offer. At XYZ, we have expanded to new markets in the domain space by adding an entire [family of domains](#) to our flagship domain: [.xyz](#).

Below, we will cover six key ways that you can expand your business or project. Just like our tips on growing your audience, it's important to review them carefully and evaluate which tactic would help you to reach your brand's goals.

## 1 Extend your market reach

Perhaps the most straightforward way to expand your brand is to target a new audience with your existing product or service. Pick a new demographic, like gender, age, or city, that you weren't originally serving, and promote your brand to them. The key here is to make sure that the new audience will find your product or service valuable.

Delivery robot innovator [Starship.xyz](#) made George Mason University the first school in the U.S. to incorporate robot deliveries in student meal plans. Twenty-five autonomous robots deliver food and drinks to the Virginia university's 40,000 students, faculty, and staff. Due to the success of this program, [Starship.xyz](#) raised an additional [\\$40 million](#) to expand to 110 college campuses across the country.



Starship.xyz fleet at George Mason University

## 2 Diversify your products or services

Another straightforward way to expand your brand is to continue to serve your current audience with a new product or service. Figure out which products or services your community wants and how much they're willing to pay for them. The advantage here is that you have a customer base that you can ask for feedback on your new product or service ideas before you commit any resources to them.



Flume by [WeAreHypothetical.xyz](#)

Arts and entertainment professional [WeAreHypothetical.xyz](#) creates content for major music festivals like [Lollapalooza](#) and [Electric Daisy Carnival](#). He started his career strictly photographing musicians and artists, and then expanded into video content when he recognized the need for it. He now offers hybrid photography and videography services to his clients, giving him a competitive advantage over those who offer only one or the other.

### 3 Go global

International expansion is another way to grow your business. Taking your product or service into other countries could vastly increase the community around your brand and help you to meet new goals. It could also potentially provide coverage for seasonal limitations or fluctuations in your current market. Do your market research beforehand to ensure that your brand fits within the culture of your potential new target audience.



Playground.xyz 4th Anniversary Celebration

Marketing and advertising agency **Playground.xyz** is known for their tech-centric approach to marketing and was named a **2019 Rising Star by the Deloitte Technology Fast 50**. Headquartered in Australia, the company has expanded to Asia, Europe, and North America with offices in Singapore, London, New York, Los Angeles, and Montréal. This expansion has led them to start serving companies in a total of 10 countries around the world, including massive markets like the United Kingdom and the United States, as well as emerging markets like Malaysia and Vietnam.

### 4 Expand into a different industry

There are times when it may make sense to branch out into a completely different industry. This might mean creating another brand and even registering a new domain name for a new product or service. Expanding into a new industry can be a risk, so it's more than important to study your target markets and evaluate if your new project would succeed.

No discussion about expanding your brand could be complete without **Milk.xyz**. The pop culture editorial platform is an expansion itself from

Milk Studios, the full service photography and film studios in New York and Los Angeles. The strong online following the company built with **Milk.xyz** lead the company to expand yet again to the cosmetic industry with Milk Makeup. The eco-friendly makeup and skincare brand is a new favorite among Millennials and has reached a cult-like following of its own.



Milk Makeup by the Milk Group

### Conclusion

The thought of expanding your business or project can be very exciting. You could serve more people, increase your revenue, and continue to spread your message on a global scale. Remember, not every expansion idea may be right for your business or project. Be sure to research further as you consider taking the plunge into any of these ideas.

If your business or project needs a new domain, getting your own **.xyz** will prepare you to serve a global audience. With adopters in over 230 countries and territories and support in over 200 languages, more people use **.xyz** than any other new domain in the world. Every project or idea has a home with **.xyz**.

**.xyz**  
Get YourBrandName.xyz before someone else does.  
Register your .xyz today!

# Customer Focus

The XYZ Community includes many customers that have gone on to expand in exciting ways after their business or project's initial success. We have chosen some of our favorites to share with you, and hope you find their stories as inspiring as we do.



## STARSHIP.XYZ

**Starship.xyz** is an autonomous robot delivery service created by the co-founders of Skype. The startup aims to make delivery more cost-effective and efficient with the use of their six-wheeled robots and mobile delivery app. **Starship.xyz** launched in corporate, industrial and college campuses, and made George Mason University the first school in the U.S. to incorporate robot deliveries in its student's meal plans. Twenty-five autonomous robots deliver food and drinks to its 40,000 students, faculty, and staff. Due to this success, Starship.xyz **raised an additional \$40 million** to expand to 110 college campuses across the country.



## WEAREHYPOTHETICAL.XYZ

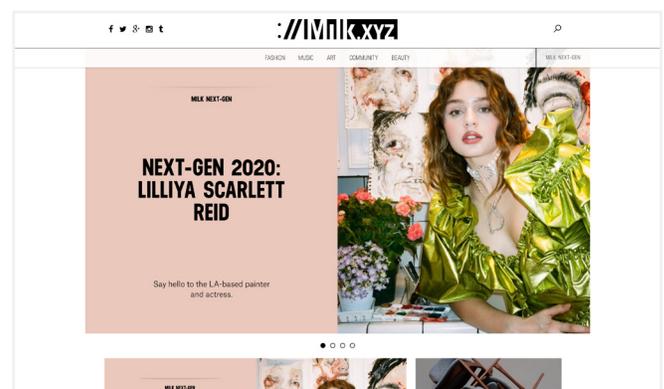
**WeAreHypothetical.xyz** is the online portfolio of Sydney-based arts and entertainment **photographer** and **videographer** William Zhang. He's traveled the world capturing photos and videos at music festivals like **Lollapalooza**, **Electric Daisy Carnival Japan**, and **Falls Festival**. His portfolio features some of music's biggest names, including **Flume**, **Odesza**, and **Anderson Paak**.

He started his career strictly photographing artists and then expanded into video after recognizing it as a common need the artists shared. He now offers hybrid photography and videography services to his clients, giving him a competitive advantage over those who offer only one or the other.

## MILK.XYZ

**Milk.xyz** is a pop culture editorial platform that's known for its cutting edge coverage of music, streetwear, art, and culture. Readers flock to **Milk.xyz** to read about innovative new **fashion designers**, **discover trending playlists**, and **get an inside look at LA events**.

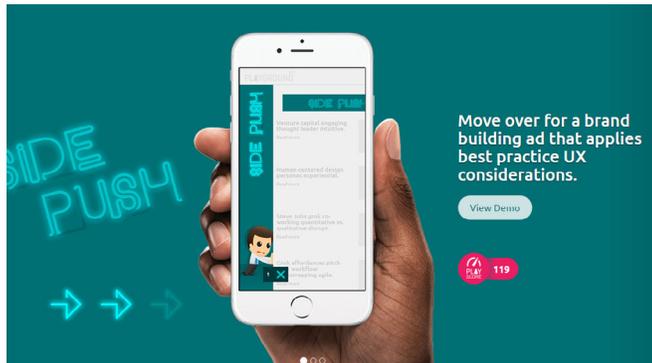
Their story of expansion is actually two-fold. As a part of the Milk Group, **Milk.xyz** is an expansion itself from Milk Studios, a full service photography and film studio in New York and Los Angeles. The strong online following that was built with **Milk.xyz** lead the company to expand yet again to its now cult beauty brand: Milk Makeup.



## JJDELGADO.XYZ

[JJDelgado.xyz](#) is the personal website of Juan José Delgado, Amazon.com alumnus and current Chief Digital Officer of famous Spanish brewery Hijos de Rivera. With over 12 years of business experience at well-known brands across Europe and Latin America, [his impressive resume](#) includes serving as Amazon's Head of Marketing Services South Europe up until 2017, where he's known to have led the biggest international sales day in Amazon history.

With a PhD in Digital Economy and Online Human Behavior, JJ has expanded to sharing his expertise to those outside of the companies he works for. He's a professor at The London School of Economics, where he teaches classes on topics like Digital Transformation, Leadership Skills for the Digital Era, and the Digital Economy. He has written two books on marketing strategy, including *Think Video: Smart Video Marketing & Video Influencing* and *The New Digital Consumer: The Cube NORISO*. He has also been a keynote speaker at marketing, corporate, and networking events around the world.



## PLAYGROUND.XYZ

Advertising company [Playground.xyz](#) made their name in the mobile advertising industry by introducing five new ad formats that have [garnered critical praise](#) and helped companies increase the impact of their marketing. [Playground.xyz](#)'s dynamic new approach to mobile ads has helped the company secure some of the world's biggest marketing firms as clients including [Dentsu Aegis Network](#), [GroupM](#), and [IPG Mediabrands](#), affording them the ability to expand their reach into new markets.

Since 2016, [Playground.xyz](#) has expanded from their original client base in Australia to serve 10 new countries. That includes massive markets like the United Kingdom and United States, as well as emerging markets like Malaysia and Vietnam. Reinvesting in your company and growing your reach can be instrumental in solidifying your company's claim as the leader in your industry, and [Playground.xyz](#) is leading the way.

## KISABURO.XYZ

Fourth-generation Kimono designer Kisaburo Iwamoto took over his family's century-old Kimono tailor shop and retailer Iwamoto Wasai in 2015, and has guided the business into the modern fashion landscape by incorporating new designs to appeal to Western styles.

You can browse the brand's collection of unisex designs at [Kisaburo.xyz](#), where the unique styles, made to be mixed and matched into customers' existing Western-style outfits, are on digital display. By expanding the appeal of their collection to capitalize on current fashion industry trends, [Kisaburo.xyz](#) has helped their product reach more diverse audiences.



# Questions?

We're listening at [hello@gen.xyz](mailto:hello@gen.xyz)

We'd love to hear from you!

Get in touch with XYZ at [www.gen.xyz/contact](http://www.gen.xyz/contact).



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