

Case Study

.KRED

“.KRED lets influencers identify themselves online both before and after the dot. It also allows them to connect with each other.”



 Website
<http://Go.Kred>

 Registry Name
PeopleBrowsr

 Location
San Francisco, California, USA

Background

For more than 10 years, PeopleBrowsr, the company behind Kred, has been providing infrastructure and apps to help businesses navigate the social space. It launched Kred in 2011 as a transparent tool designed to measure social online influence. Since then, it has expanded its offering to clients with custom social applications with integrated influence metrics. With the introduction of new generic top-level domains (gTLDs), and the launch of .KRED, PeopleBrowsr saw an opportunity to better integrate and showcase its proprietary technology to its 300,000+ Kred users, starting with a way of helping them identify themselves as influencers online.

Kred Membership grants users with a light, customizable profile on a unique .KRED domain. Members make connections and engage in interest-based (with topics like SEO, blogging and marketing) and geo-based (targeted in areas like New York City, San Francisco or London) conversations with other influencers.


Influencers like Brian Solis use their .KRED profiles to showcase their content on their own custom domains. Brands and agencies like KervinMarketing.Kred use Kred to target influencers based on a users' influence and outreach scores.


Objectives

.KRED is designed to help individuals, teams and enterprises increase the accessibility of their online personas. All .KRED members have access to the Engagement Platform, which allows users to connect with other influencers – friends, fellow subject matter experts or even influencers who have impact in a specific space. The platform also lets members quickly set up profiles that are easily customized with more than 100 drag-and-drop widgets (e.g., JeffreyHayzlett.Kred and BrianSolis.Kred).

To help raise awareness of .KRED and the benefits it provides to its members, Kred has held summits and presented at events (including SXSW) to build grassroots notoriety among an international community of influencers. As a socially led platform, it also shares relevant news and members' success stories via Story.Kred and stays in touch with its community on Twitter (62.4k followers) and Facebook (1.2M likes and follows).

TRIVIA

 Date TLD available on Internet: **February 2015**

 Number of registrations: **6,051 domain names as of 9 June 2017**

— **.Kred's blog, Story.Kred, provides visitors with tips and advice from some of the top online influencers, including Gary Vaynerchuk and others.**

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats



1930

total applications received by the deadline (May 2012)

1300+

new gTLDs or "strings" possible

Language Options



1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region



17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place



17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

