

OpenSRS

Case Study:



“Get Your Name” Promotion

This is a promotion we tested on Hover, our retail domain name and email service. The results have been outstanding. We want to give you any materials, instructions and learnings we can so you can enjoy the same success (and avoid any of the same mistakes).

Background

Scanning our domain names under management, we realized that, while our customers had domain names that represented their businesses, hobbies, organizations and various sort of “online alter egos”, very few had simply registered their own name - firstnamelastname.com.

Plus, there are so many great services out there now - from personal homepages to site builders to blogware to livestreaming services - that could be so useful in putting your own name to work for you as a personal online address.

What We Did

Landing Page

We developed a landing page at myname.hover.com. We outlined the value of establishing your own name as a personal Web address. We highlighted some of our own customers that were already doing it well. We suggested services that might help. (This might be different for you than for Hover. We do not offer site building or hosting, so we were happy to recommend other services. You might prefer to focus on a free or inexpensive service of your own that could serve as a personal homepage. But we would still recommend citing some of the popular services your users are already using, such as LinkedIn or Flickr, that could be even better with a personal domain name.) Finally, we offered a special discount.



ABOUT US

OpenSRS is the wholesale reseller services group of Tucows. Through our reseller network of web hosting companies and Internet service providers, we provide web and email addresses for millions of people worldwide



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List

We ran a match against our opted-in list with the following logic:

- If <first><last>.com is available, use this as “available domain”
- If <first><last>.com is not available, then <first><last>.net
- If <first><last>.net is not available, then <first><last>.me
- If <first><last>.me is not available, do not send

You can obviously choose whatever TLDs you think would resonate with your customers. We attempted to suppress any customers that used words in the <first> or <last> fields that were not really names - sales, info, testing, etc.

We also made a silly mistake. We did not suppress customers that already had their <first><last>.something. So, following the logic above, if John Smith already owned johnsmith.com, he got an email from us suggesting johnsmith.net. That is a lame pitch and we quickly apologized for it. Avoid making the same mistake.

Email

We sent the email below to the roughly 75% of our actives customers with a match.

We tested two subject headers:

- Shouldn't you be at <firstname><lastname><tld>?
- Get <firstname><lastname><tld> at 15% off

The first one got a 33.3% open rate. The second got a 28.5%.

Open rates will differ greatly depending on your relationship with your customers. For us, these are about the best we've ever seen for a “marketing email”. It was also heart-warming, for some reason, to see the subject that did not include the discount prevail.



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We coded the domain name in the email so that a click would perform a domain name search (directly to the search results page) and included multiple links to the landing page.

What Happened

- 8.9% of unique opens clicked (about 3% of all recipients)
- About half of clicks went to the landing page and half directly to search results
- 14% of those who clicked bought a domain (about .4% of all recipients)
- 43% of domains had an email address attached (way above our usual attach rate)

You can compare these numbers to your own efforts to determine whether this promotion works for you. We are thrilled with the results ourselves and we are hopeful that these are the sorts of domain names that are likely to get renewed at a high rate year after year.

Please feel free to swipe and re-brand any creative elements that we have included here.

Also, please let us know if we can help in any way.



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