

# .BNPPARIBAS

## The modern face of banking

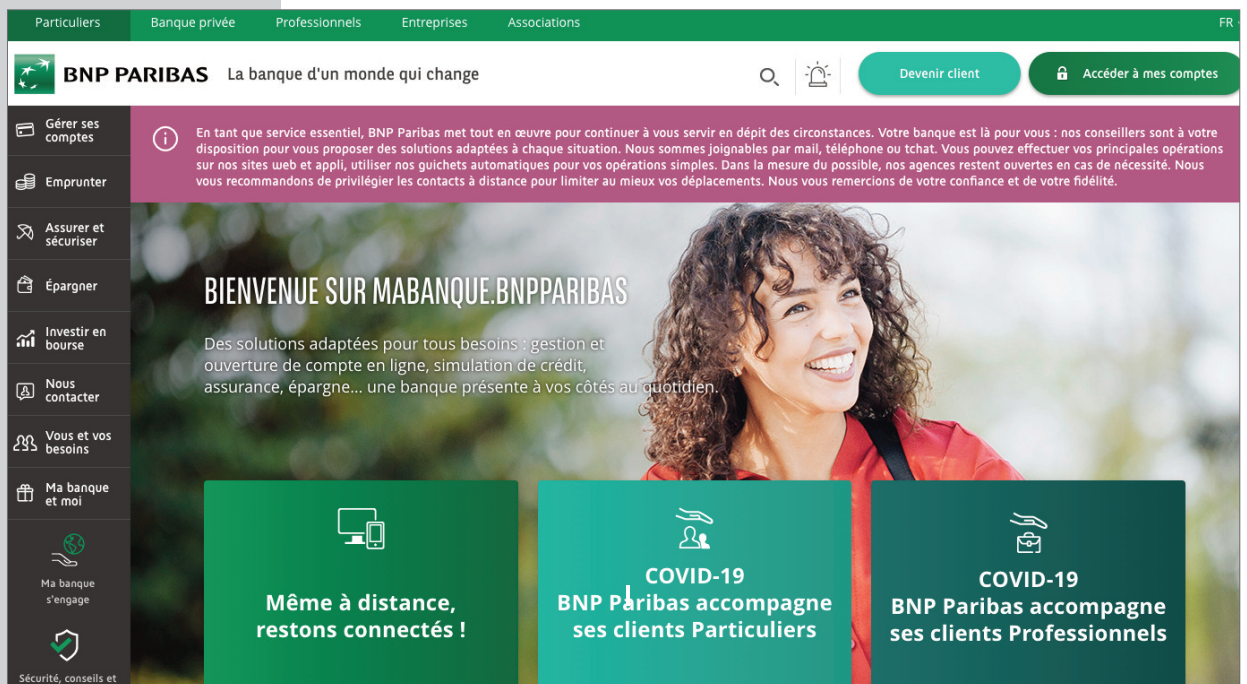
### .BNPPARIBAS CASE STUDY IN BRIEF

- **Initiatives**  
Personalised customer service and improved security through MABANQUE.BNPPARIBAS
- **Main models of use**  
Client facing, full migration, transactional
- **Key benefits**  
Improved CX/UX, additional security

## Enhancing security and trust with .BNPPARIBAS

French international banking group BNP Paribas launched **MABANQUE.BNPPARIBAS** with a clear strategy to improve customer experience and consumer trust when banking online. The move has also helped the bank to build its reputation for innovation on the global stage.

The French international banking group BNP Paribas has been a high profile adopter of the new dot brand. It was one of the first banks to switch its focus completely from its legacy TLD registrations (.fr, .net and .com) to its new .brand extension. Today, if you enter bnpparibas.com into your browser, it automatically diverts you to the group's main corporate site GROUP.BNPPARIBAS. Its eight million retail banking customers are similarly diverted to MABANQUE.BNPPARIBAS ("my bank"), a fully functioning and secure online banking service, and the bank's flagship URL.



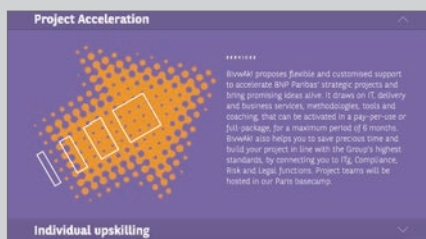
MABANQUE.BNPPARIBAS

### Growing customer loyalty

As the banking group explained in a case study for ICANN in 2018, one of the key reasons behind its move was the “additional security benefits” that the dot brand delivers for online customers, adding:

*“As an international bank, servicing millions of customers and businesses, .BNPPARIBAS provides an additional layer of security that our customers rely on. A .BNPPARIBAS website and web pages give customers additional peace of mind while conducting business with an international bank even at a local level, helping BNP Paribas Group to deliver on [its] brand promise of transparency and trust.”*

*BNP Paribas has effectively used its dot brand TLD to enhance security and consumer trust...*



BIVWAK.BNPPARIBAS



WAI.BNPPARIBAS

From a customer experience perspective, the new URL also supports the banking group's wider digital and business goals to strengthen its brand and grow customer loyalty. It also helps that it is an easy-to-remember URL.

## Becoming a leader in digital innovation

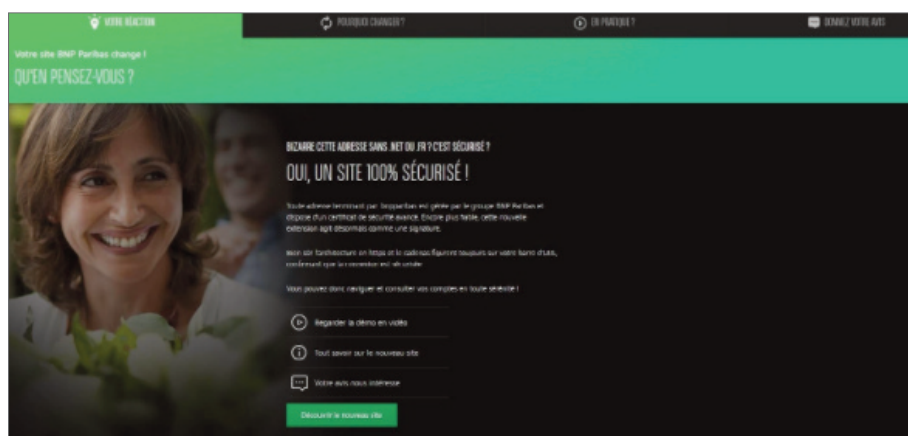
As it also set out in the case study and its original ICANN application, BNP Paribas has a “goal to serve as a leader in sustainable business and digital innovation”. In practice, this means using “its own online domain in the expanding Domain Name System (DNS) to build a secure network of websites that adapt to the needs of the business – from creating a corporate site to campaign specific websites for their various initiatives.”

The banking group has put this strategy into practice not just by launching its GROUP and MABANQUE.BNPPARIBAS sites. It has also launched a series of websites related to specific services or products, and that serve specific markets or regions, such as APISTORE.BNPPARIBAS (for technical teams), USA.BNPPARIBAS, WAI.BNPPARIBAS (for start-ups), FOCUSMAGAZINE.BNPPARIBAS (its online magazine for corporate clients) and WEALTHMANAGEMENT.BNPPARIBAS. There is also a dedicated portal to celebrate its sponsorship of professional tennis: WEARETENNIS.BNPPARIBAS.



WELOVECINEMA.BNPPARIBAS

Importantly, the bank has taken time to support its business units and educate its consumers, so as to ensure a “seamless transition” and “no interruption to service”. It achieved this by taking simple but necessary steps, such as ensuring the new URLs are reflected in all relevant materials “so as to elevate awareness of the new TLD”. It also put the security benefits of its migration front and centre in its advertising and customer education campaigns (as pictured below).



To see if a branded Top Level Domain is right for your company, request a free assessment: [experts@comlaude.com](mailto:experts@comlaude.com).

To read more dot brand use cases, visit: [observatory.domains](https://observatory.domains).

With a suite of targeted websites actively serving its customers and key markets, BNP Paribas has effectively used its dot brand TLD to enhance security and consumer trust, helping strengthen its international presence, customer relationships and reputation for innovation.