

.SAXO

The future of banking

.SAXO CASE STUDY IN BRIEF

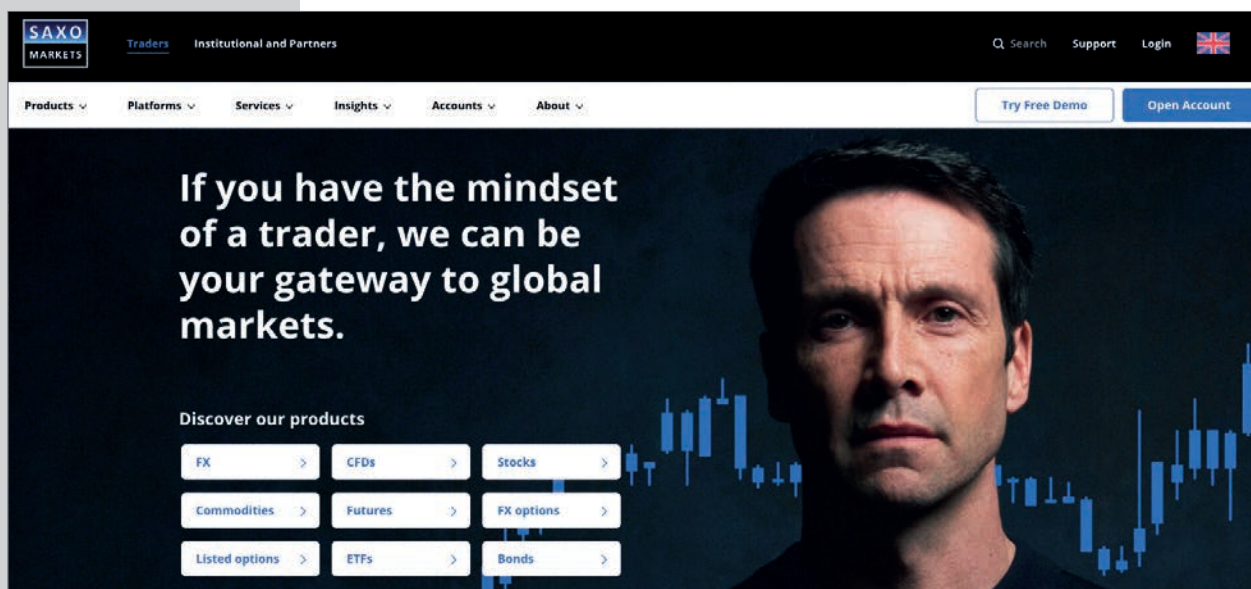
- **Initiatives**
Improving security and customer experience
- **Main models of use**
Full migration and marketing campaigns
- **Key benefits**
Customer security, innovation, channel marketing, user experience, website consolidation, control and flexibility

Building trust with .SAXO

The dot brand provides the banking sector with an unrivalled opportunity to build a trusted and responsive online network. Danish investment bank, Saxo Bank, has used .SAXO to explore secure and innovative new ways to communicate with customers.

As the number and complexity of banking scams continues to escalate, cybersecurity has become a top priority for financial institutions. According to the World Intellectual Property Organization (WIPO), the banking and finance industry was the most active filer of cybersquatting UDRP complaints in 2018, comprising 12% of all WIPO cases.

The new dot brand domains have provided the financial sector with a key opportunity to clearly highlight authentic sites, improve security and rebuild customer trust. As one of the most active pursuers of cybersquatters (per WIPO's figures), Saxo Bank quickly embraced the innovation. The fact that SAXO.COM had already been taken (by a Danish bookstore) was also likely to have been an influencing factor.



HOME.SAXO

Saxo Bank has been able to take full control of its presence online, while providing customers with secure access to account information.

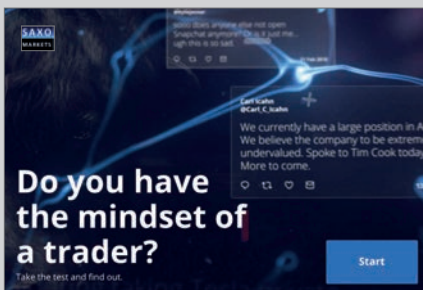
In an industry increasingly disrupted by new market entrants and new online-only banking models, established incumbents have had to rebuild trust while reducing operating costs and improving security. The dot brand TLD has provided 'traditional' banking giants with an innovative new way to address some of these challenges.

Anchoring the brand at the top level with .SAXO

Saxo Bank's dot brand registration has provided it with a platform to build a recognisable and trusted banking space online. It has done this by migrating its primary internet presence over to HOME.SAXO. This is its new corporate and customer space, appears in its advertising and serves as the primary online destination for Saxo. This approach leads consumers to an online environment that they can trust is securely and safely under Saxo Bank's full control.

“ [Dot brand TLDs] communicate a high level of security for visitors ”

Anna Granholm-Brun,
Global Head of Projects, Saxo Bank



MINDSET.SAXO



PULSE.SAXO

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

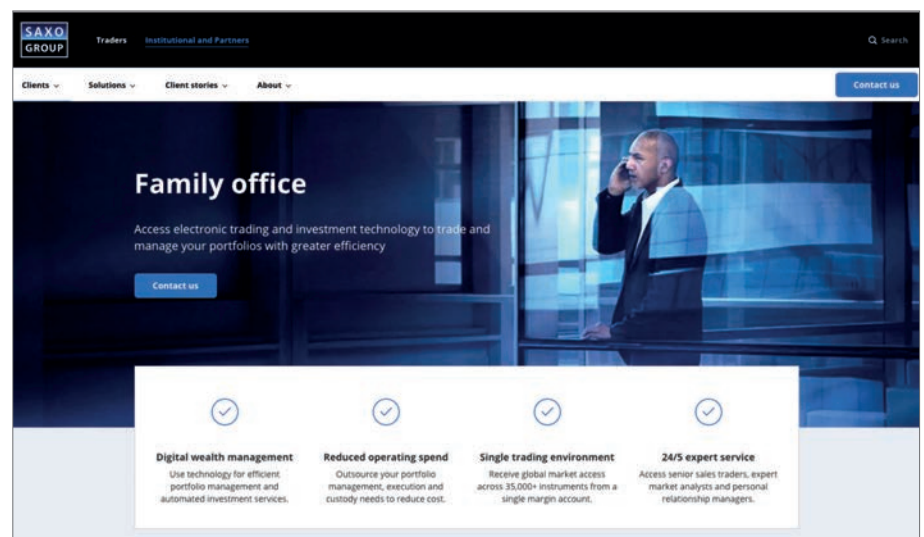
To read more dot brand use cases, visit: observatory.domains.

According to Anna Granholm-Brun, now Global Head of Projects at Saxo Bank, there were four main reasons for the business's decision to change to .SAXO: “First off, being a first-mover within the area of technology and innovation is a familiar position for Saxo,” she explained in a 2016 interview with Leaprate.com. “Second, was the ability for TLDs to further communicate a high level of security for visitors engaging with the site [...] Third, we saw value in the increased level of branding flexibility that came from consolidating our URL structure – enabling us to both highlight the head brand and the local brand in their own relevant and unique ways [...] Lastly, we saw the .SAXO TLD as yet another opportunity to enhance user experience [...] Every single touchpoint in the user journey towards joining Saxo matters, and this was yet another effort to make that experience with Saxo enjoyable and effective.”

Consolidation and simplicity

The migration to the dot brand TLD .SAXO coincided with a re-design of the main company website. In keeping with the overall strategy of “creating a simpler, more relevant user experience”, HOME.SAXO has enabled Saxo Bank to consolidate most of its web presence under the one primary domain and, in its words, “simplify our URL structure”.

HOME.SAXO serves as a centralised gateway to the investment bank's full range of electronic services via descriptive domains such as GO.SAXO, INVEST.SAXO, MARKETS.SAXO, or HEDGE-FUNDS.SAXO, CAREERS.SAXO, and FAMILY-OFFICES.SAXO. These second-level registrations refer users to the bank's internal departments, individual business units or subsidiaries. The names are chosen to be descriptive, either referring to business units or day-to-day business activities and also may help with search engine rankings.



FAMILY-OFFICES.SAXO

Other second-level registrations tie in with marketing campaigns, such as its dedicated recruitment site for traders MINDSET.SAXO, or market commentary, such as RECESSIONWATCH.SAXO. Where required, additional URLs have also been set up to link to authorised partner sites, as with PULSE.SAXO.

Granholm-Brun has commented:

“ By decreasing the time needed to go to market with new material, as well as the time needed for day-to-day website management, we can reallocate effort towards developing and delivering more relevant content to our visitors, and generating genuine interest in what Saxo has to offer. ”

Complete control enabled by .SAXO dot brand

Thanks to its investment in .SAXO, Saxo Bank has been able to take full control of its presence online, while providing customers with secure access to account information. The flexibility of the system has also enabled the investment bank to interact with its customers and target audiences in more innovative and creative ways.