

# Registrant and Reseller Research

Thursday 5<sup>th</sup> November  
.nz Registrar Conference  
Presented by David Morrison

# Why do it?

- We want to better understand registrants and resellers
  - Why .nz
  - How they are used
- By better understanding the market we can adapt and improve what we do as a registry and as registrars

# The process

- Develop the survey tool
- Open offer to registrars to participate
- Setup individual web collectors for each participating registrar
- Registrars send out EDM to registrants and resellers using the web collector link
- Responses received centrally
- Data analysed and presented (today)
- Participating registrars get their own data to review.

# Some key learnings/insights

- Better question design
  - Should have done some controlled tests with a small sample of registrants and resellers
- Controlled distribution /content?
  - Different response rates due to different content? Not sure...
- Would satisfaction data be better on a more regular basis?

# Registrar participation

- Registrant Survey
  - 9 Registrars participated
  - 1433 responses
  - Covering 57.56% market share by domain names
- Reseller survey
  - 3 Registrars participated
  - 89 responses
  - Warning: *results unlikely to be representative of all registrar reseller channels. But there are some interesting insights.*

# Registrant Research

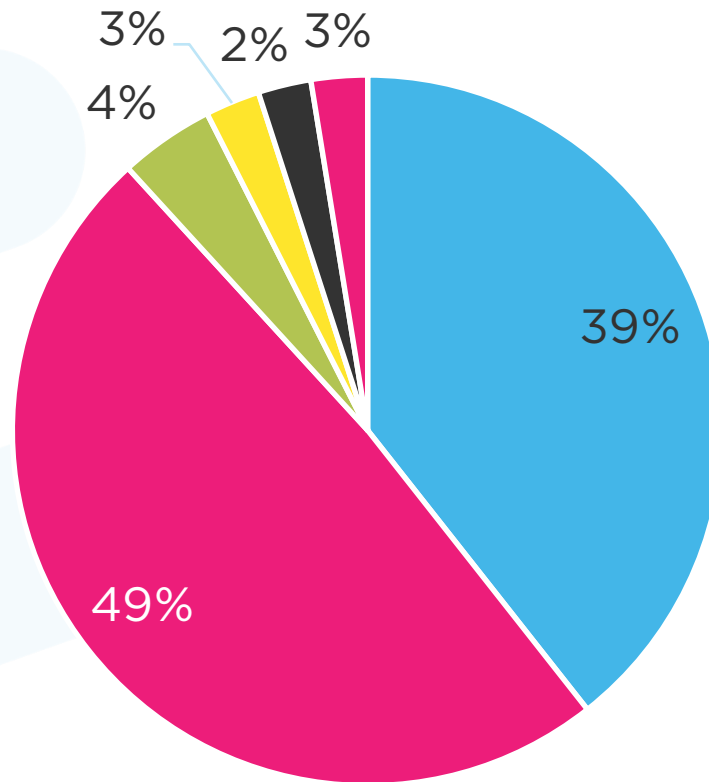


# Results - Registrant

- Which 2LD
- Awareness of 2LR
- Reasons for purchase
- Biz vs personal
- Reseller or registrar?
  - Are you leveraging your investment as a registrar?
- Length as a customer
- How found?
- Other services
- NPS
- How many names
- Learnt about domain names
  - What is the opportunity?

# Type of name registered

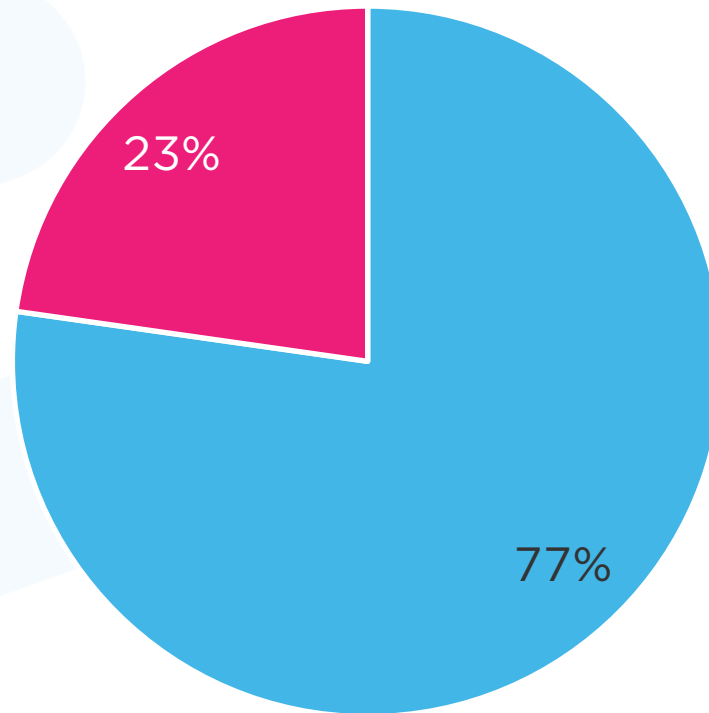
■ .nz ■ .co.nz ■ .org.nz ■ .net.nz ■ .kiwi.nz ■ don't know





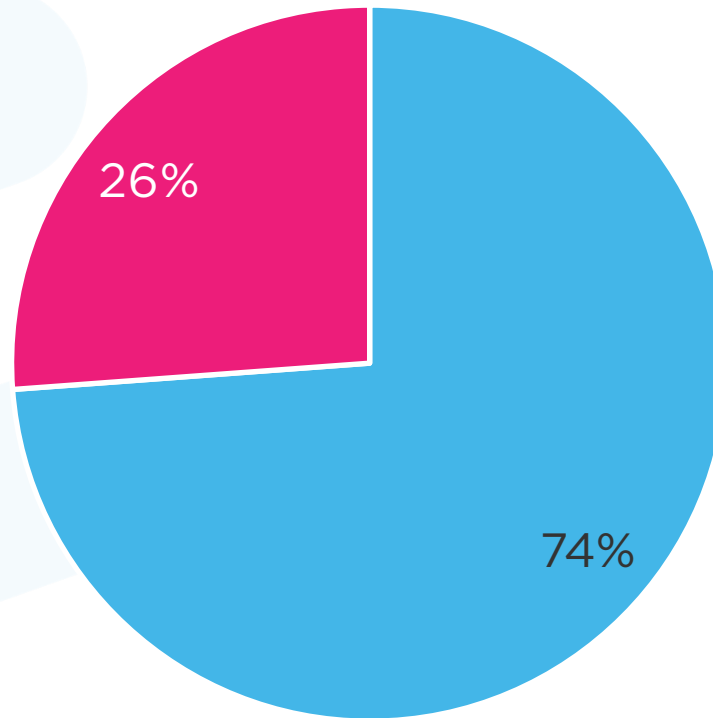
# Awareness of registrations at second level

■ Yes ■ No

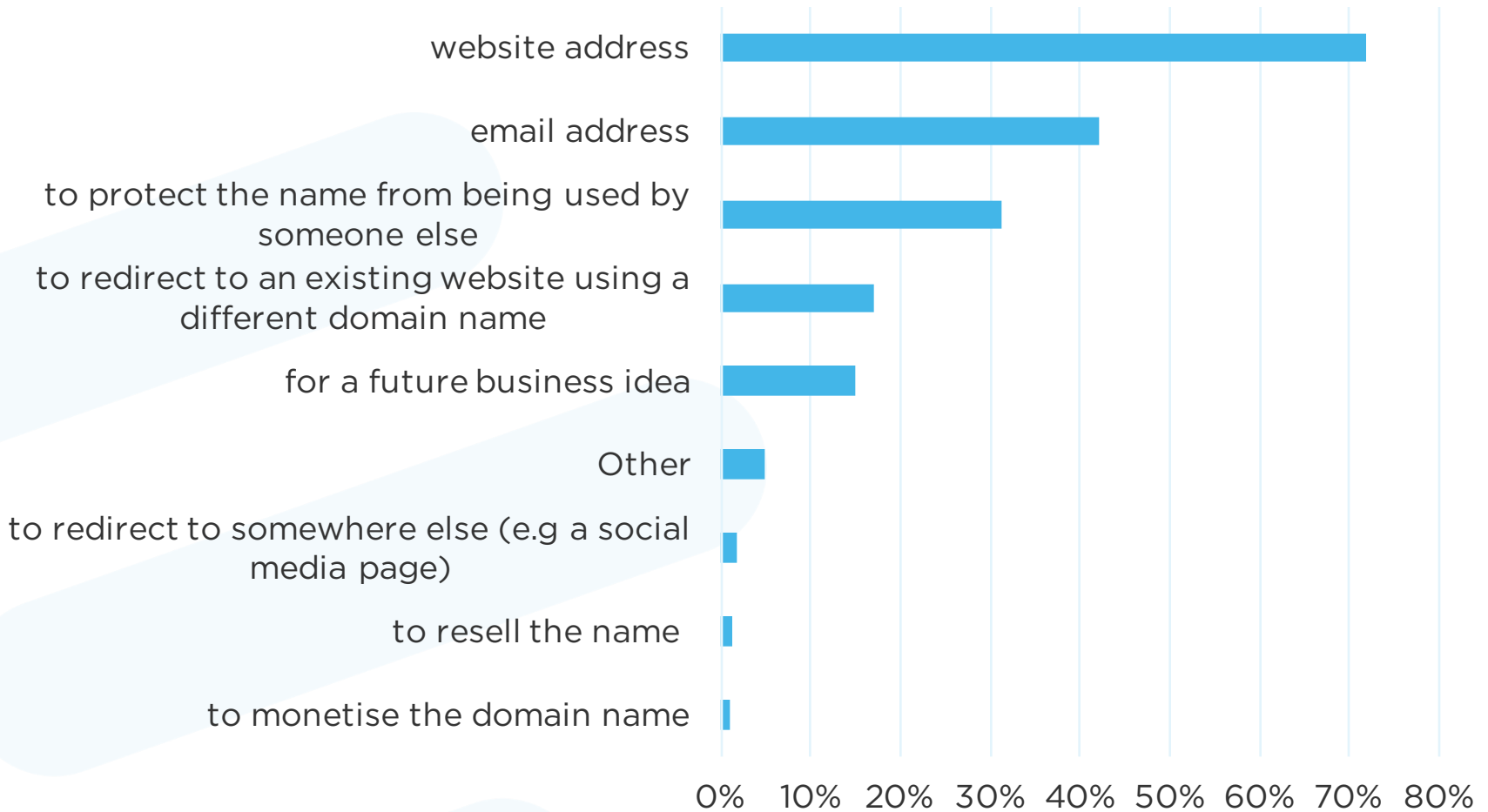


# Intended use of domain name

■ Business ■ Personal



# Reasons for registration

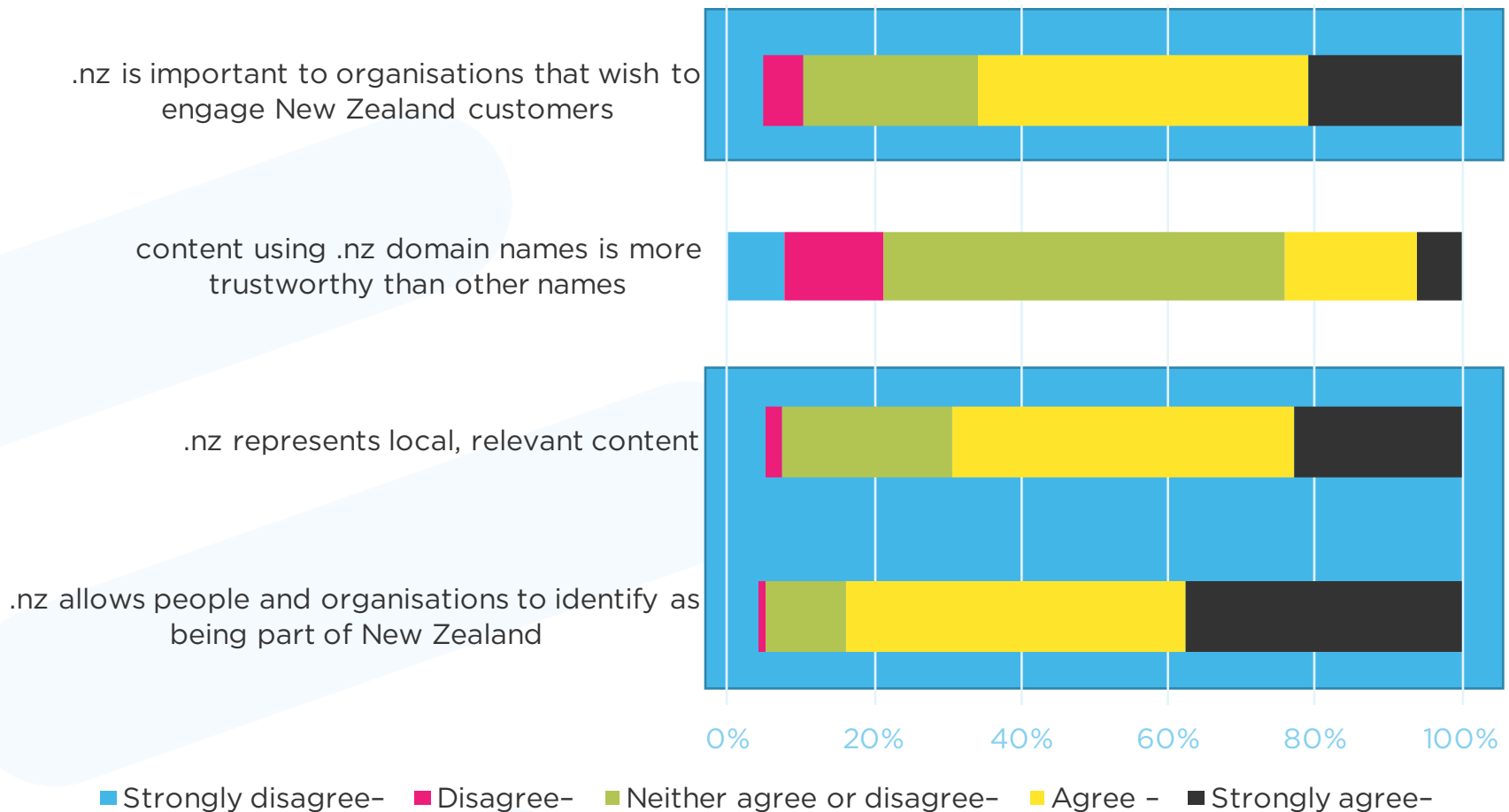


# Reasons for registration

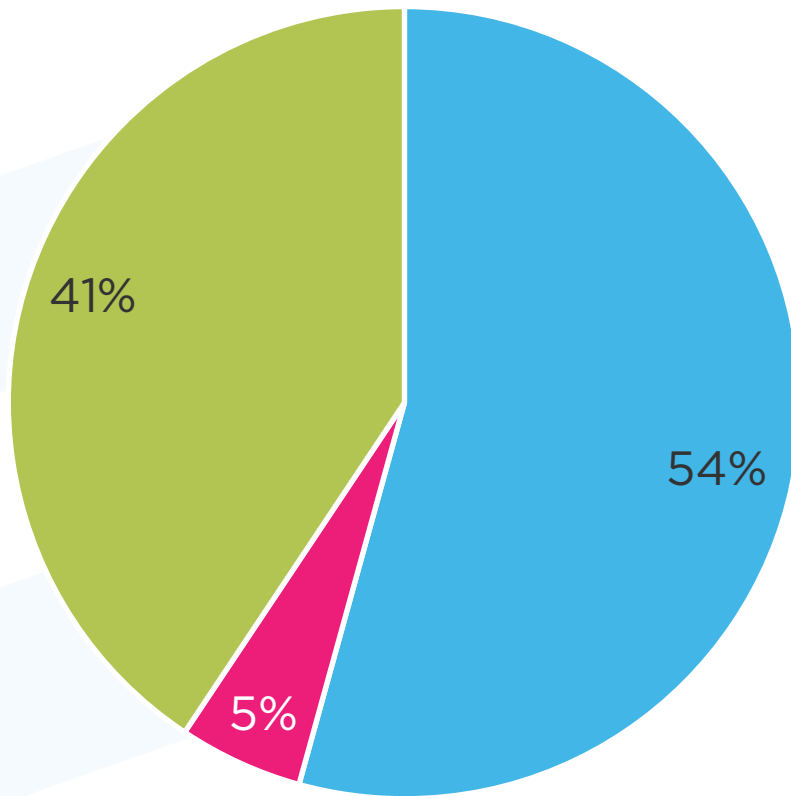
Other Category

Cheaper Think Service Children Question 4  
Register Business Customer Domain  
Access Address Community Future Company  
Identity

# Statements rating

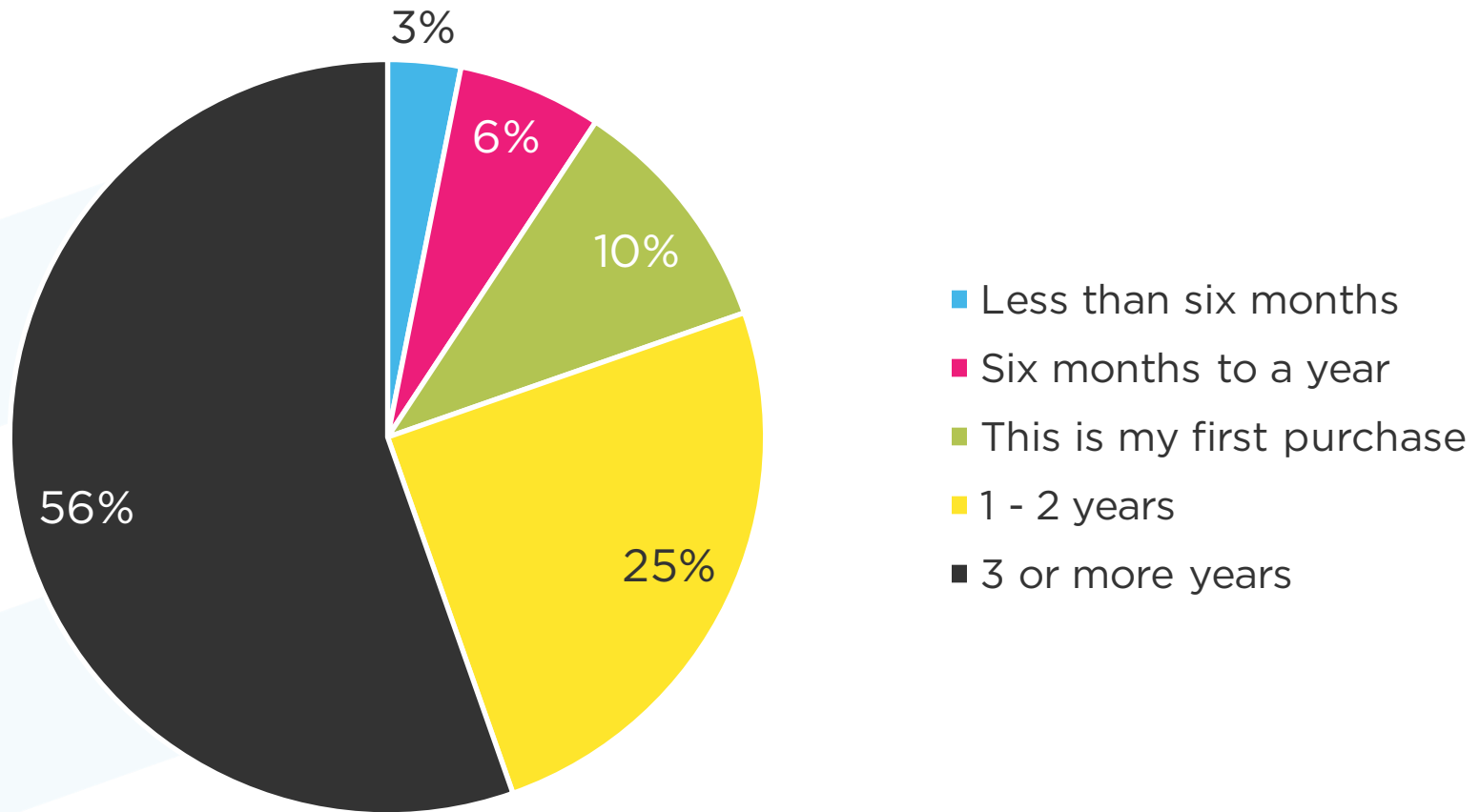


# Is domain name provider...

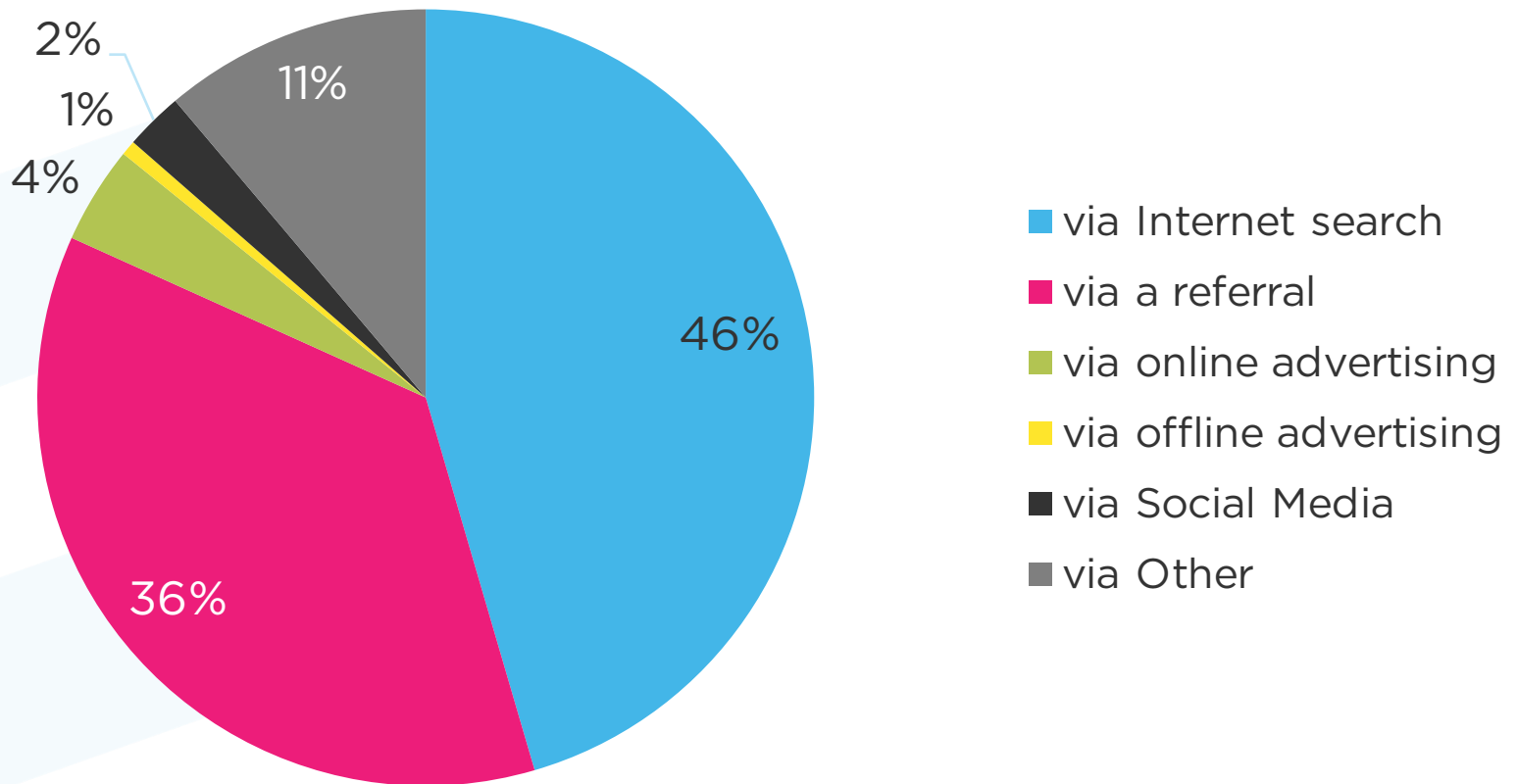


- a .nz authorised registrar
- an organisation that resells via .nz authorised registrar
- I don't know

# Duration as a customer



# Discovery of domain name provider





# Discovery of domain name provider

Other Category

Met Media Local Design Registrars Knew

Conference Bought Provider Staff

Friend Recommendation Remember

Recall Domain Reseller

Word of Mouth Think Host Business

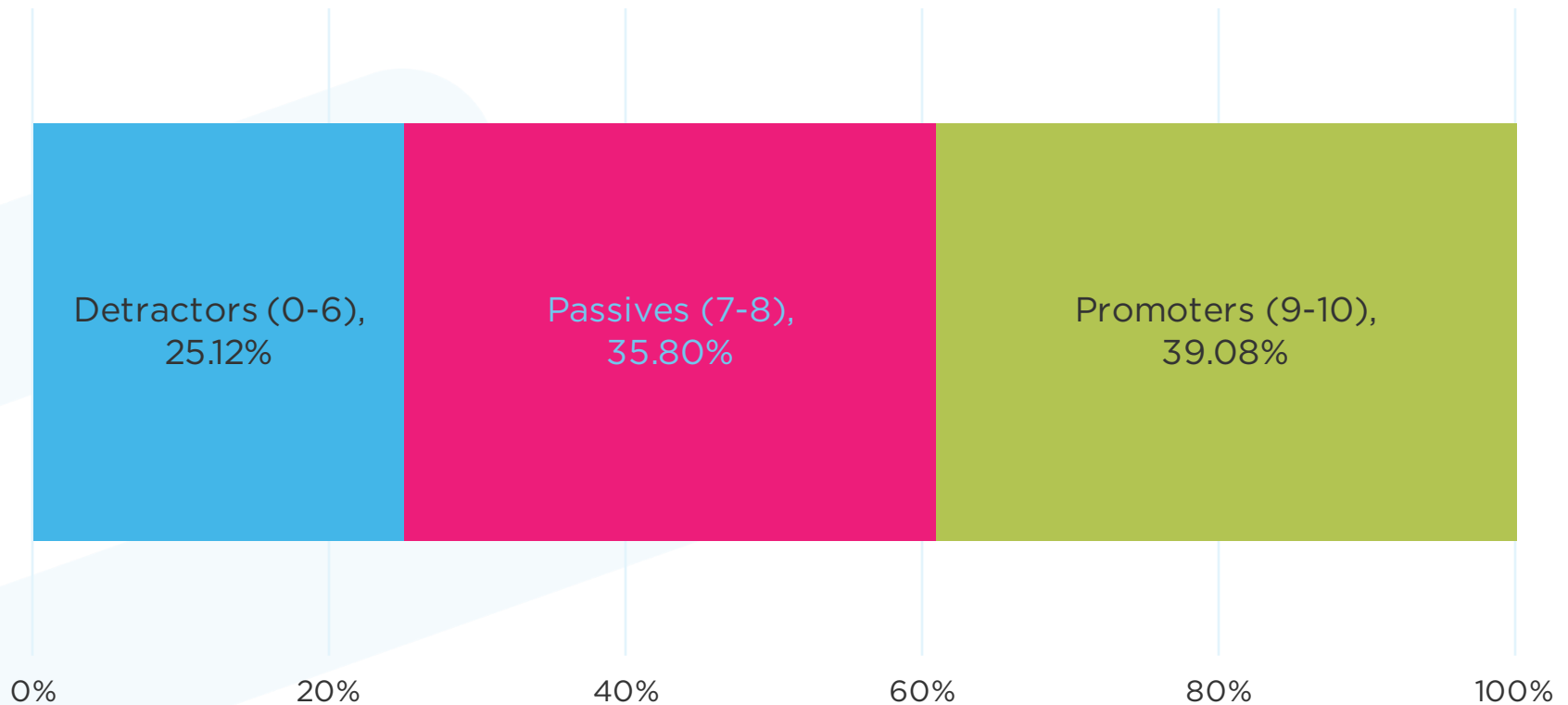
Company Suggested Research Magazine

Sponsored

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# Net Promoter Score = 14

NPS = Promoters (%) - Detractors (%)

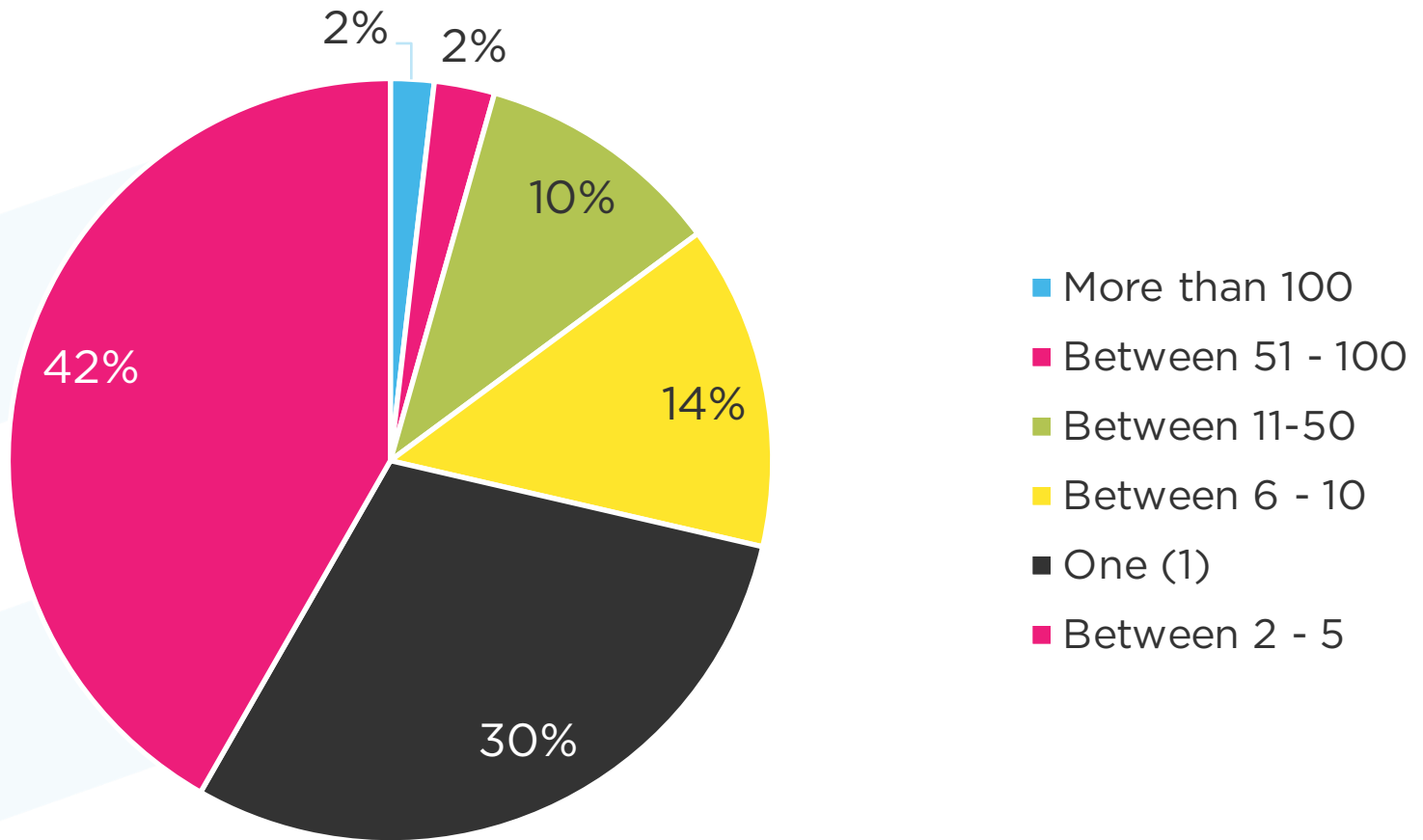


# Net Promoter Score

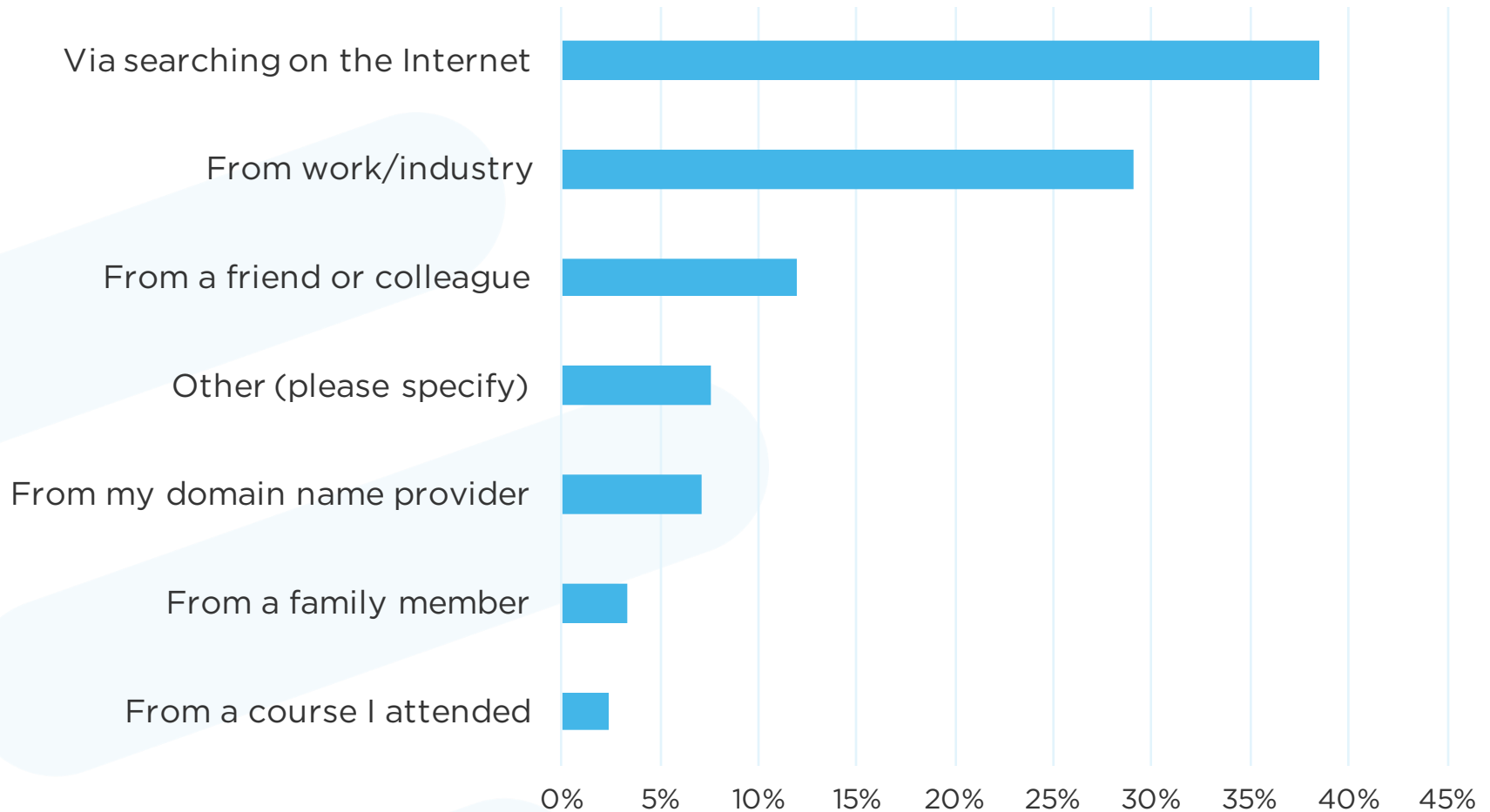
Actionable insights

Higher Improved **Cost** Process **Interface** Highest Rating  
Hosting Idea **Easier** Nil **Email** Contact  
**Service** Gave **Domain** Control **Price**  
Stop **Cheaper** Recommend **Support** Options **DNS**  
User Friendly **Happy** Think

# Number of domains registered



# Learning about domain names



# Learning about domain names

Other Category

Industry Doing **Business** Ago **Idea** Set

**Question** Manager **Self Taught** Learn

**Internet** Osmosis **Domain Names**

Known **Remember** Colleagues **Reading** Knowledge

**Web Designer**



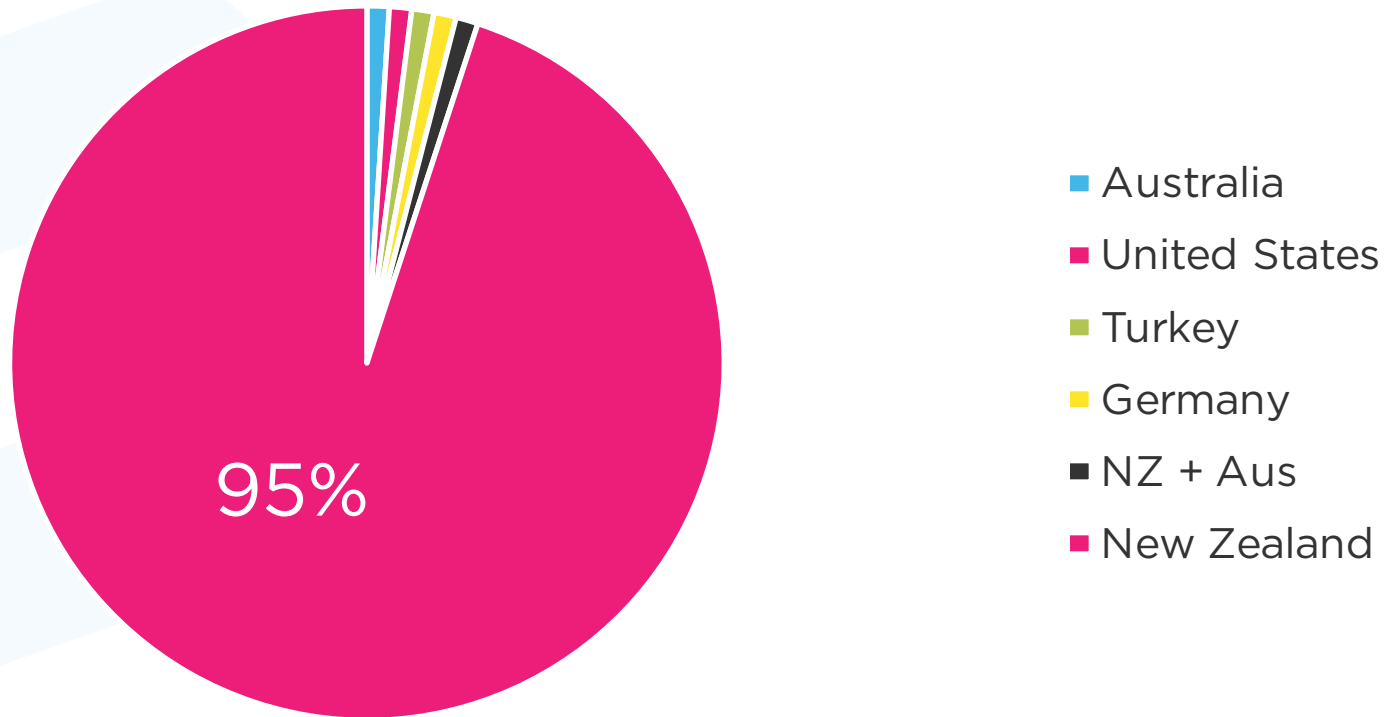
# Reseller Research

# Results - Reseller

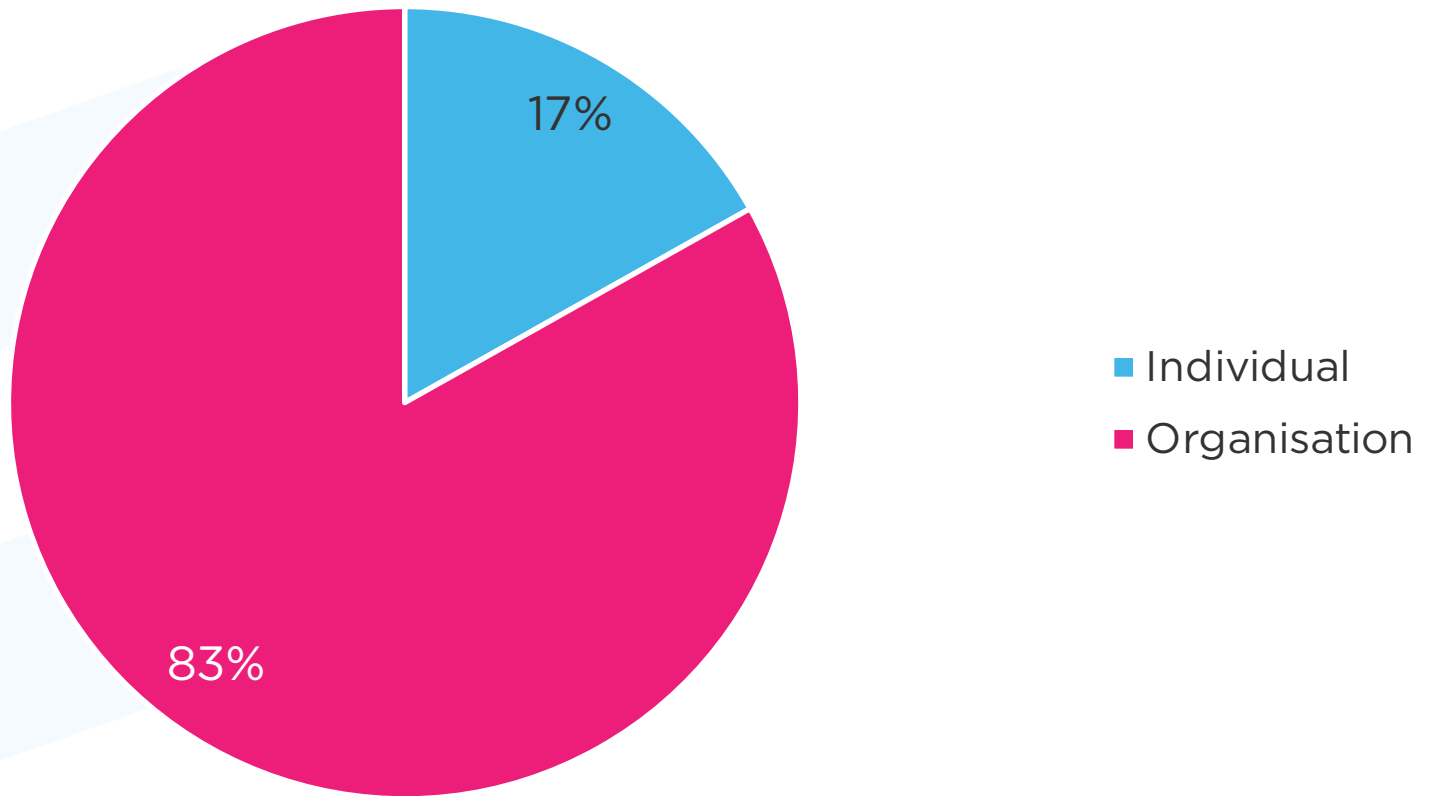
- Individual vs Org
- Offered services
- Engagement methods
- Purpose/use
- Register on behalf of?
- How many names managed
- NPS
- Customer management of domain names
- Ts and Cs
- nTLD thoughts



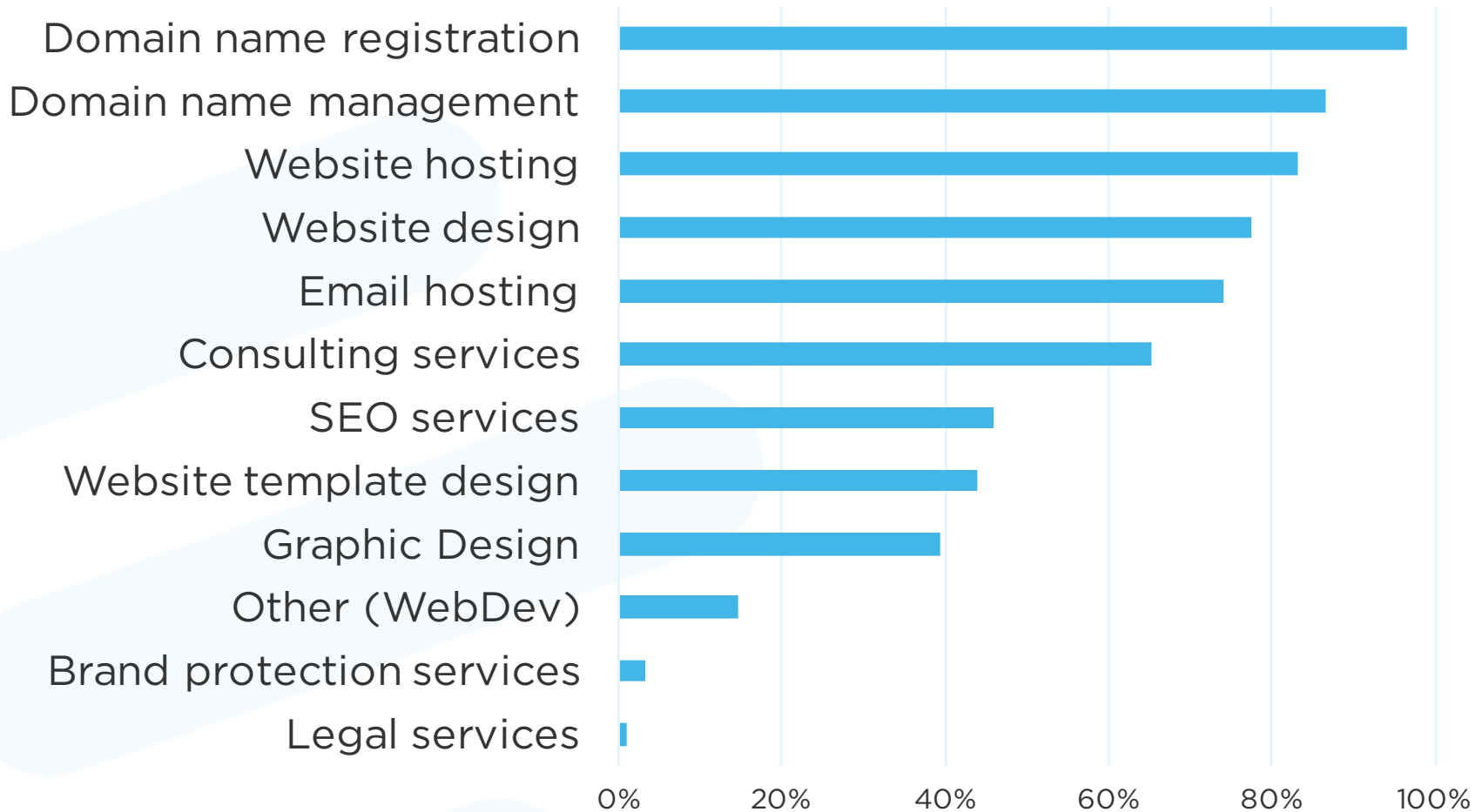
# Based in which country



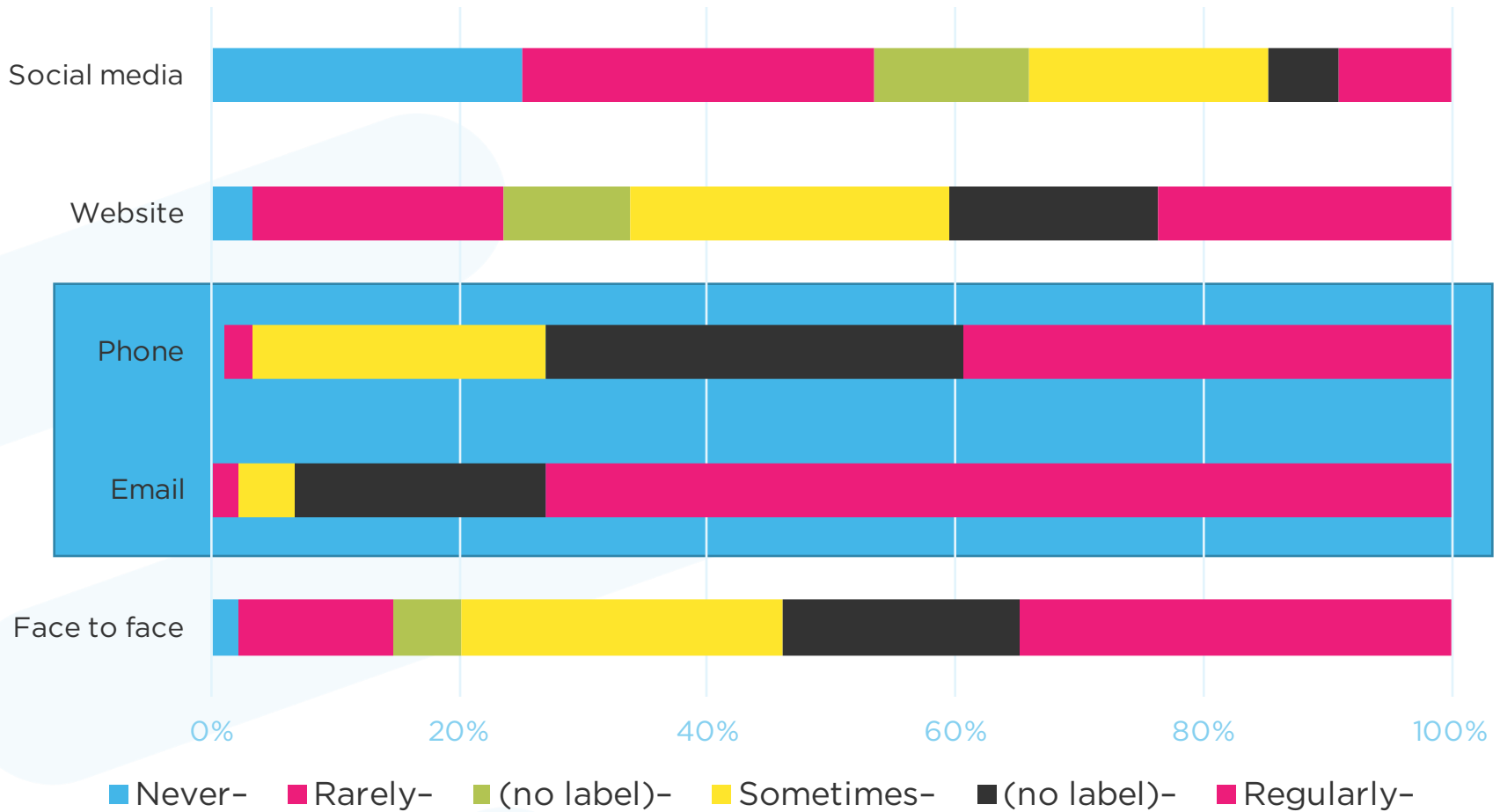
# Sell domain names as a..



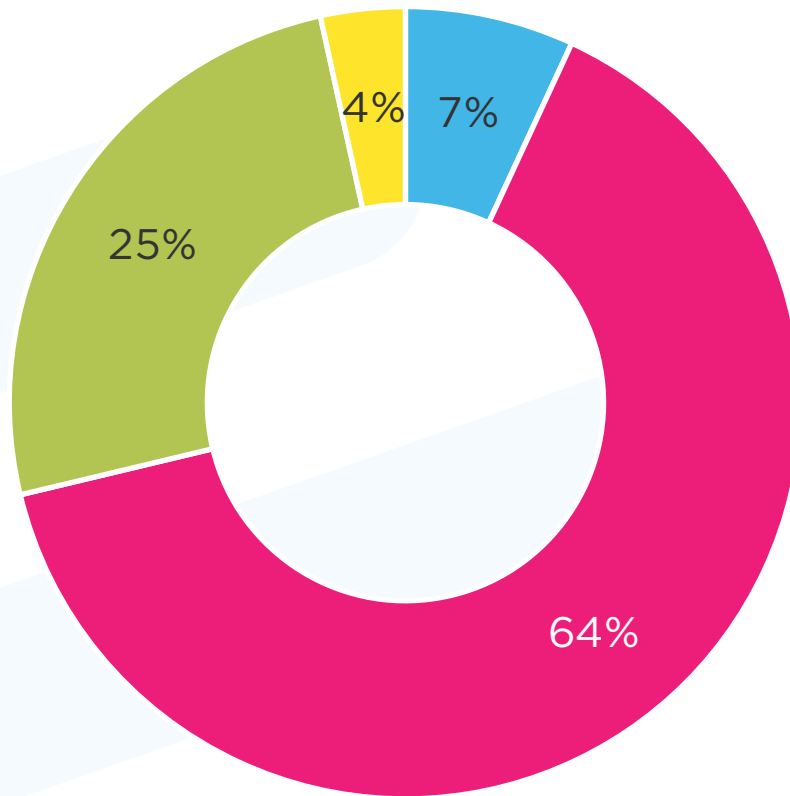
# Services Offered



# Communication with customers by...

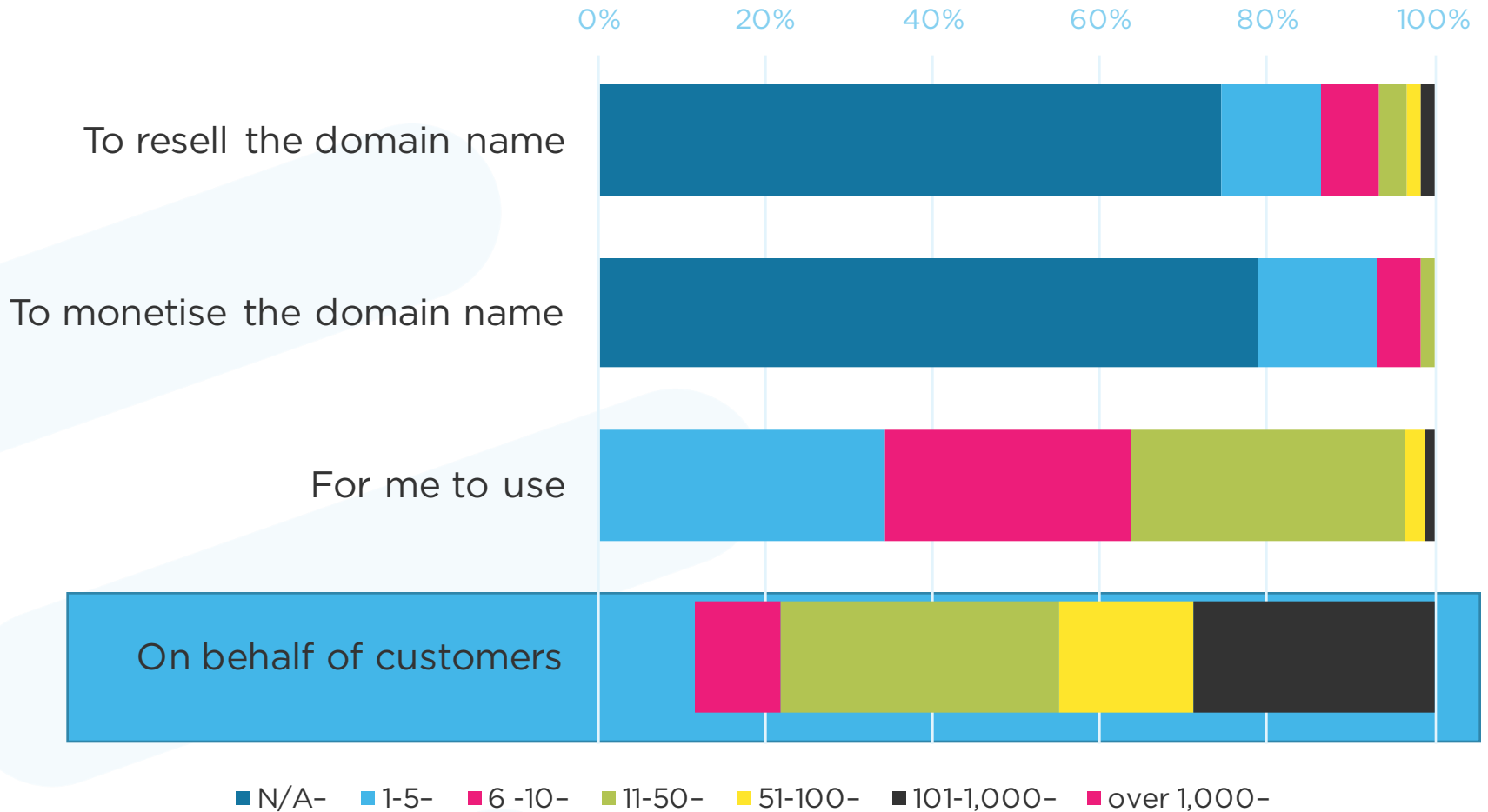


# When registering names...



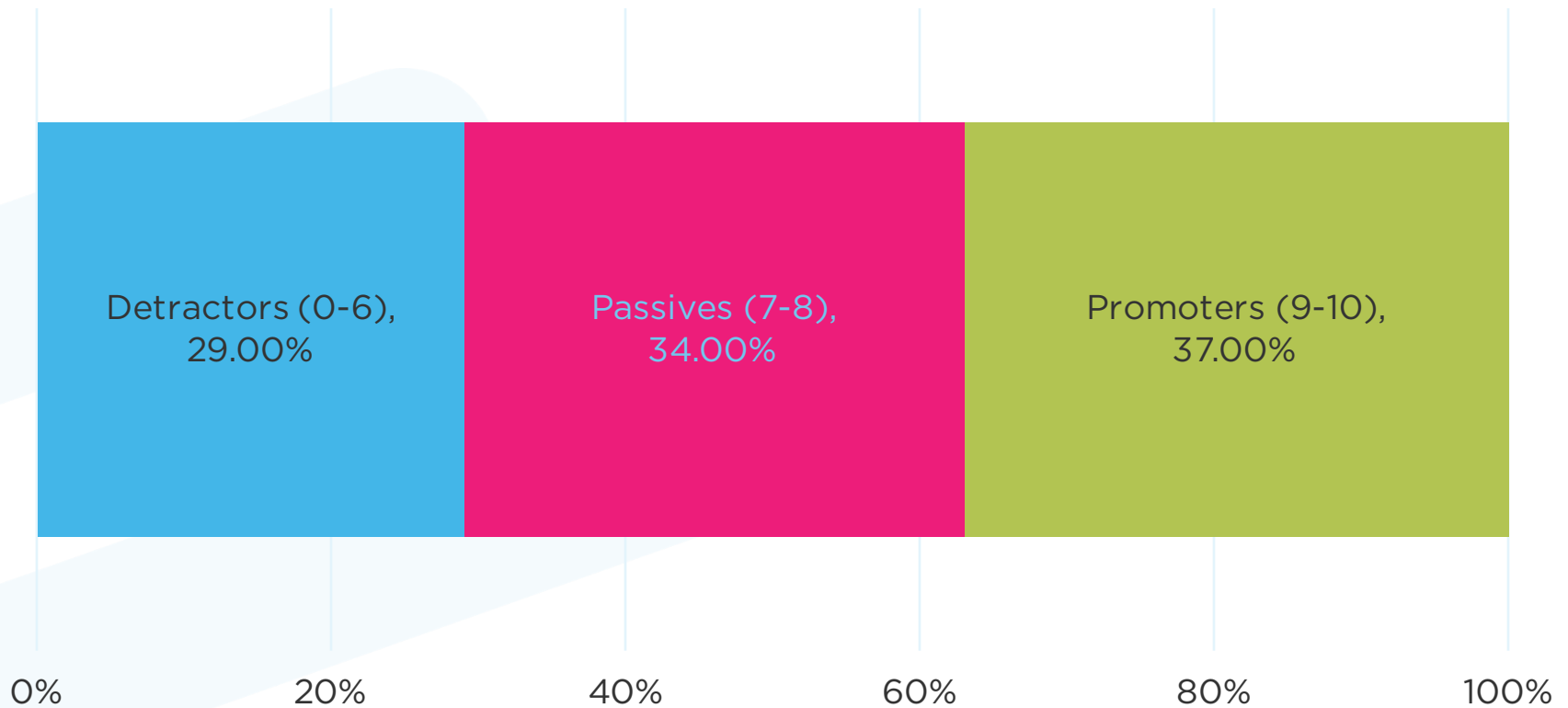
- Always register the domain name using your details
- Always register the domain name using the customer details
- Sometimes register using your details and sometimes using the customer details
- Other (please specify)

# Portfolios by category



# Net Promoter Score = 8

NPS = Promoters (%) - Detractors (%)



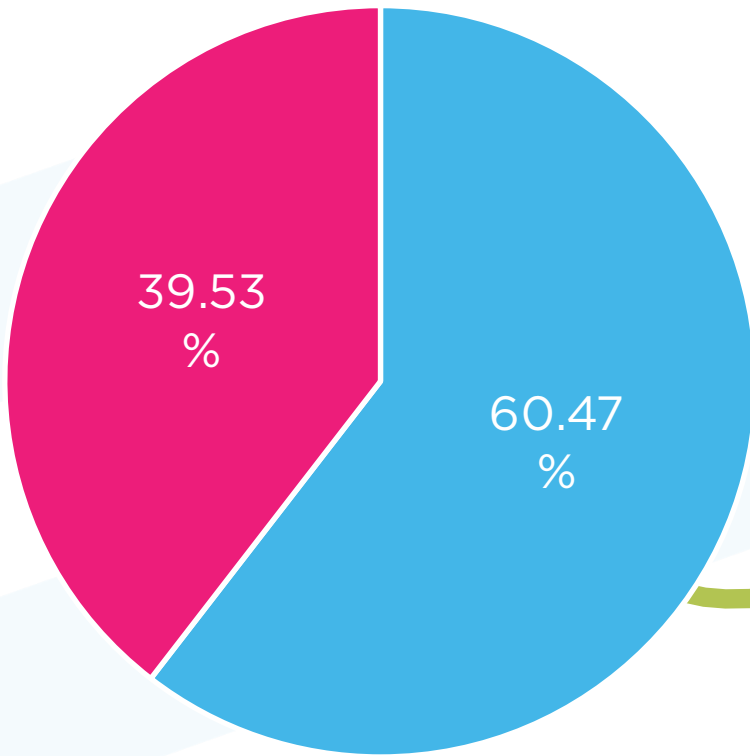
# Net Promoter Score = 8

Management<sub>Sell</sub> Interface<sub>Clients</sub> Customer  
Login Registrar<sub>Records</sub> Price  
Credit Card Details Domain Control Panel  
Service<sub>Cost</sub> Reseller<sub>WHMCS</sub> Support<sub>Bugs</sub>  
Billing<sub>Company</sub> Recommend



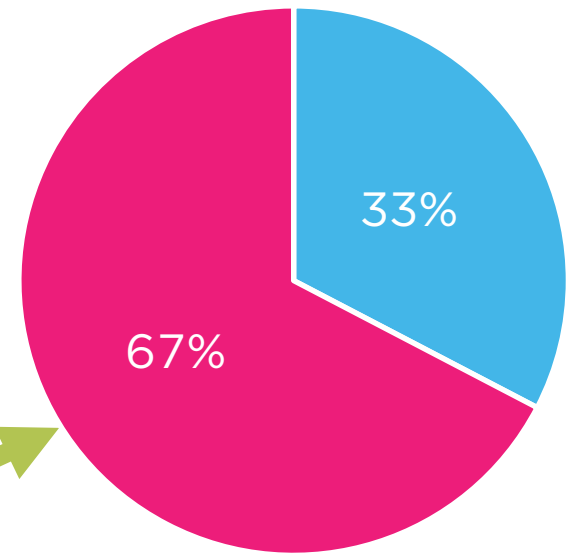
# Customer facility

Provided by Registrar



■ Yes ■ No

Do you give customers access?

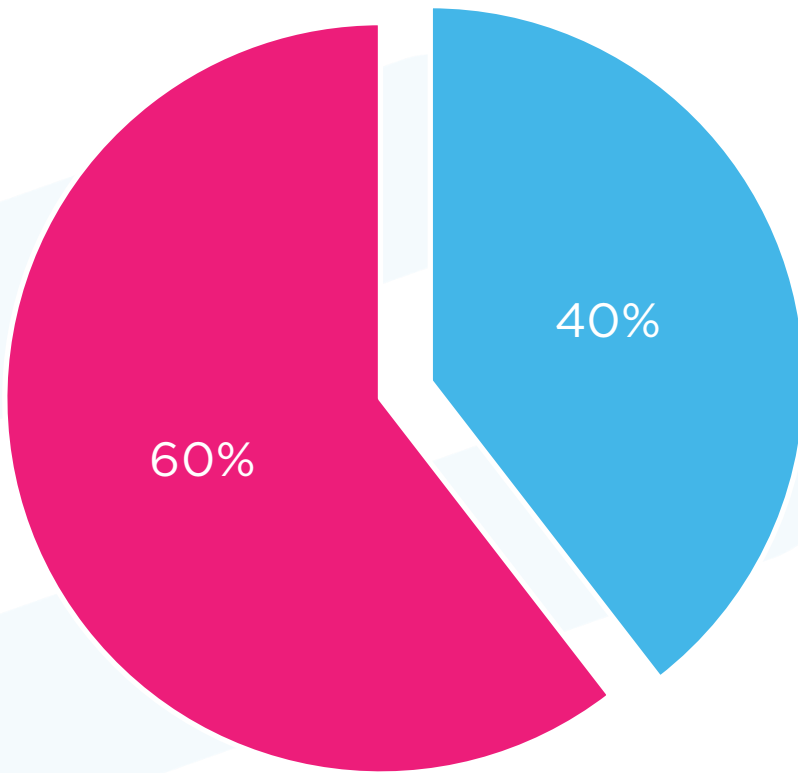


■ Yes ■ No



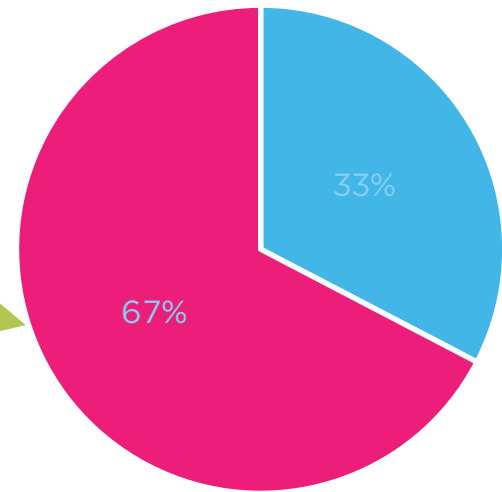
# Customer facility

Provided by Registrar



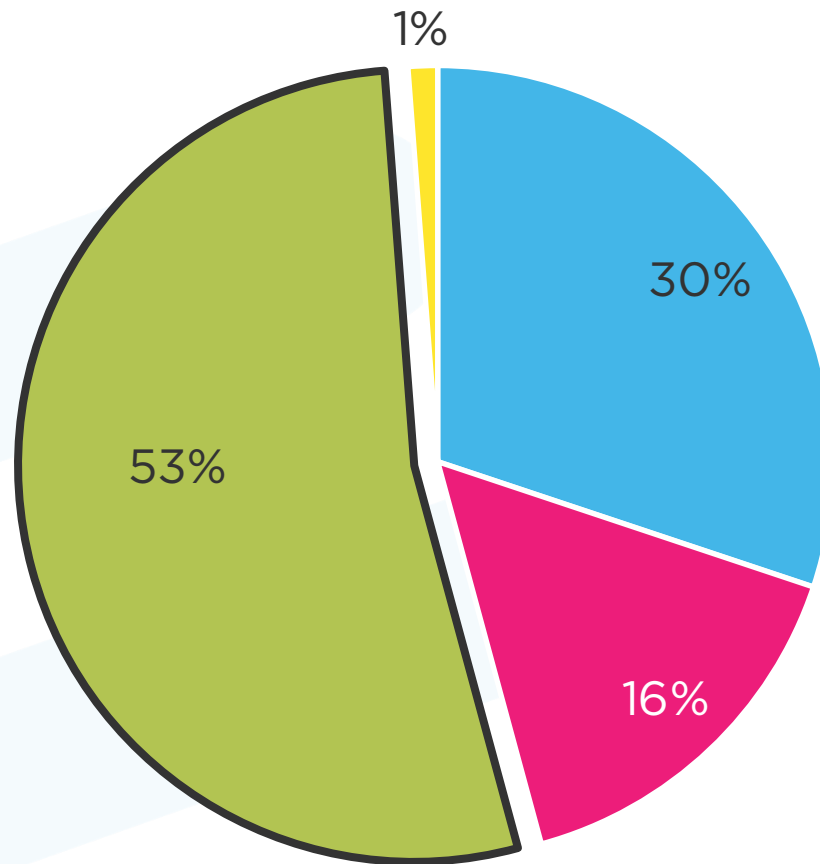
■ No ■ Yes

Would you like to give customers access?



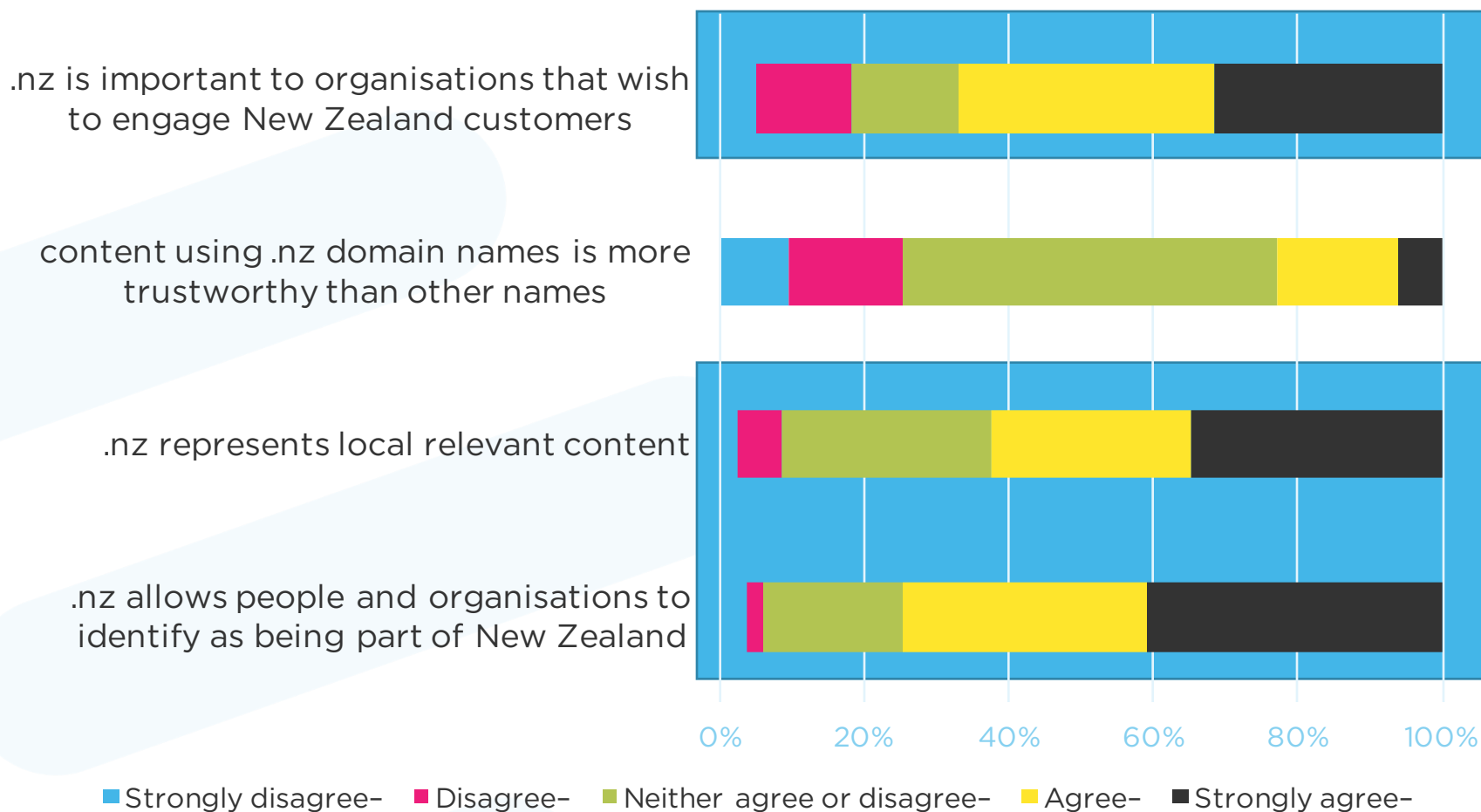
■ Yes ■ No

# Terms and Conditions



- Yes, I have used Terms and Conditions supplied by our registrar
- Yes, I have inserted my own Terms and Conditions
- No, I have no Terms and Conditions relating to the registration of domain names
- Other (please specify)

# Location and identity, not trust



# Thank you!

## Any questions?

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[www.nzrs.net.nz](http://www.nzrs.net.nz)