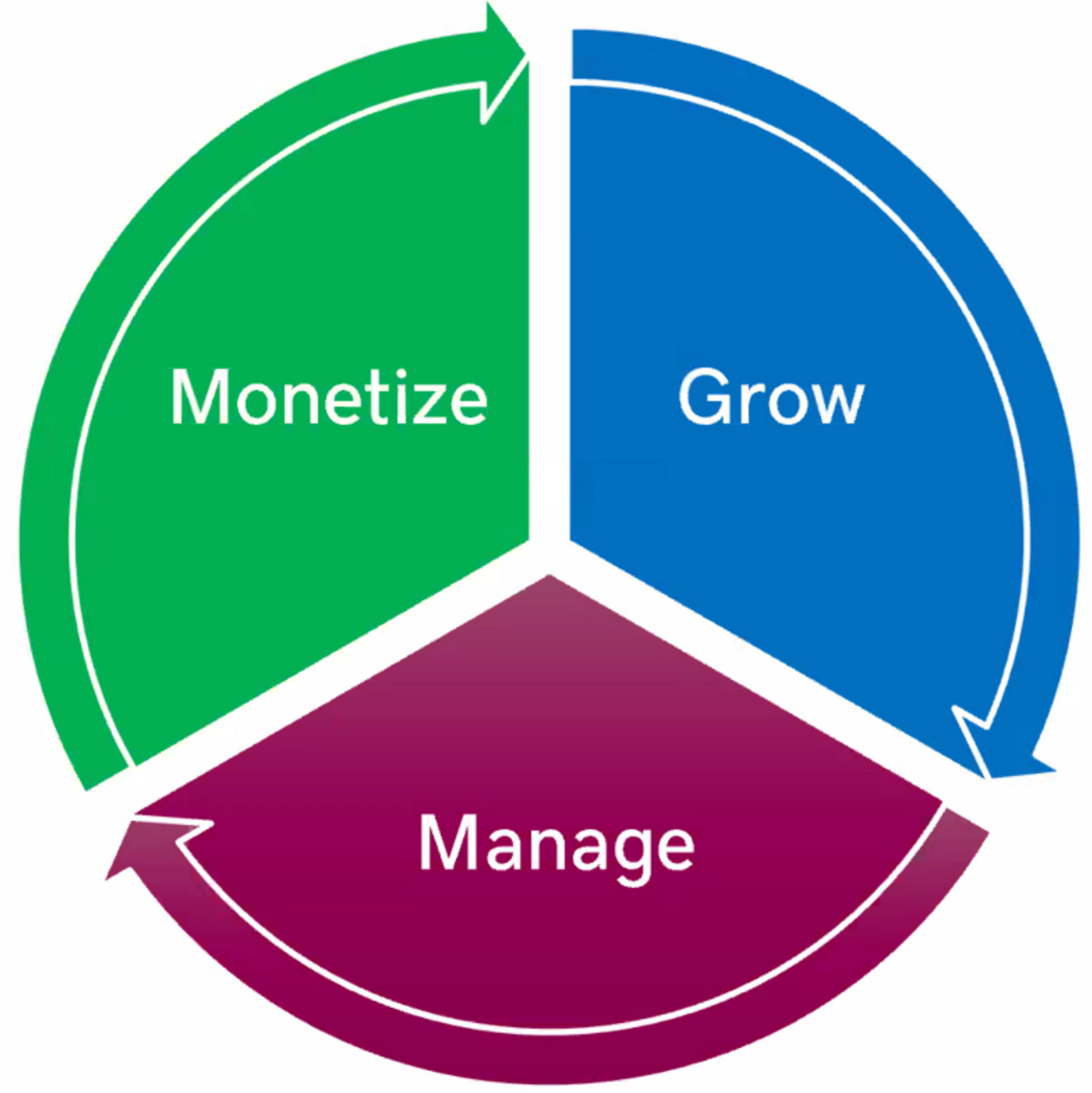


# Preview of What's New for 2021

Paul Nicks,  
VP, Domains  
Investors and Corporate



# Domain Investors: Flywheel Experience model

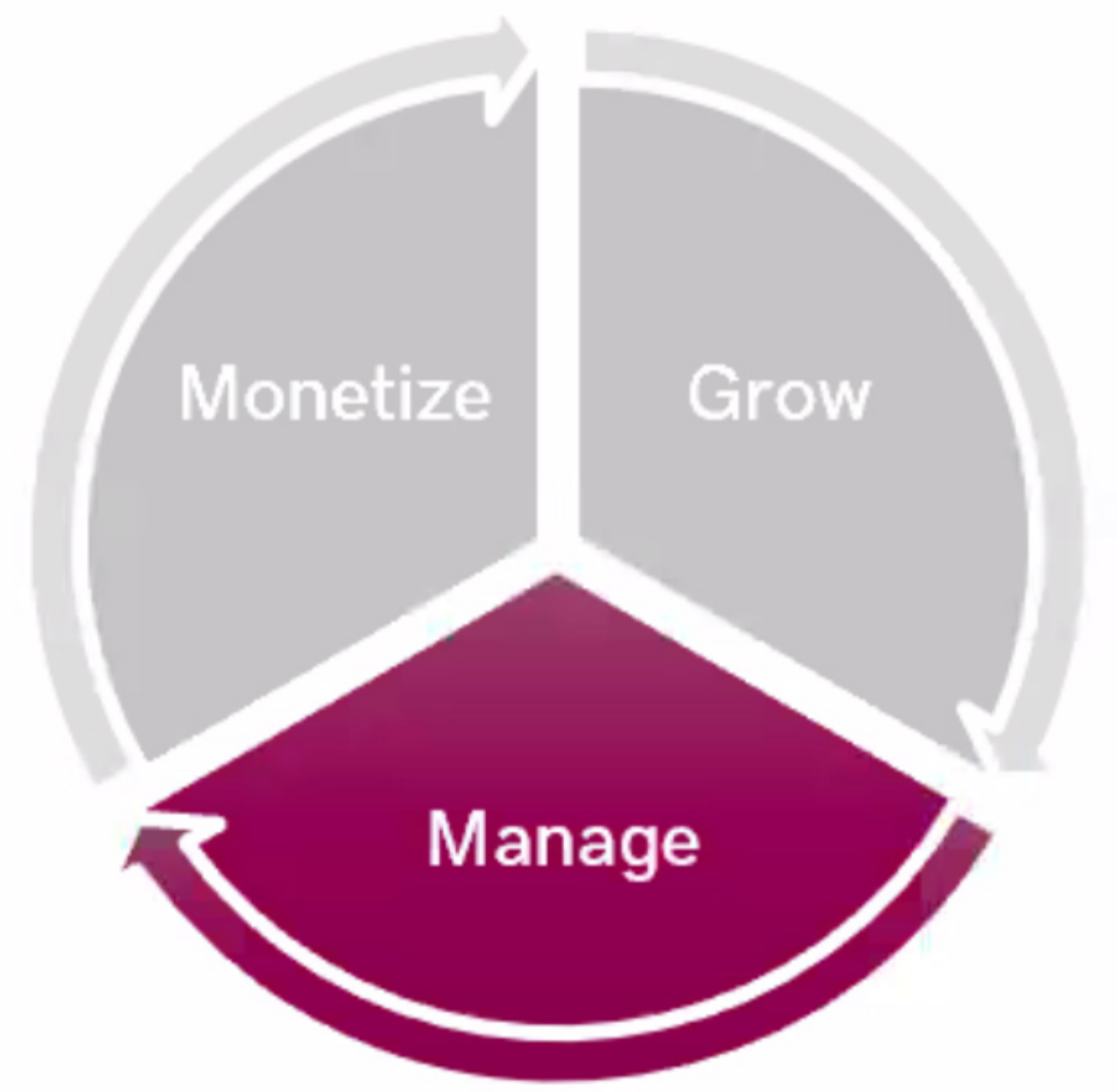


# GoDaddy's Domain Investors Flywheel - All under one roof!



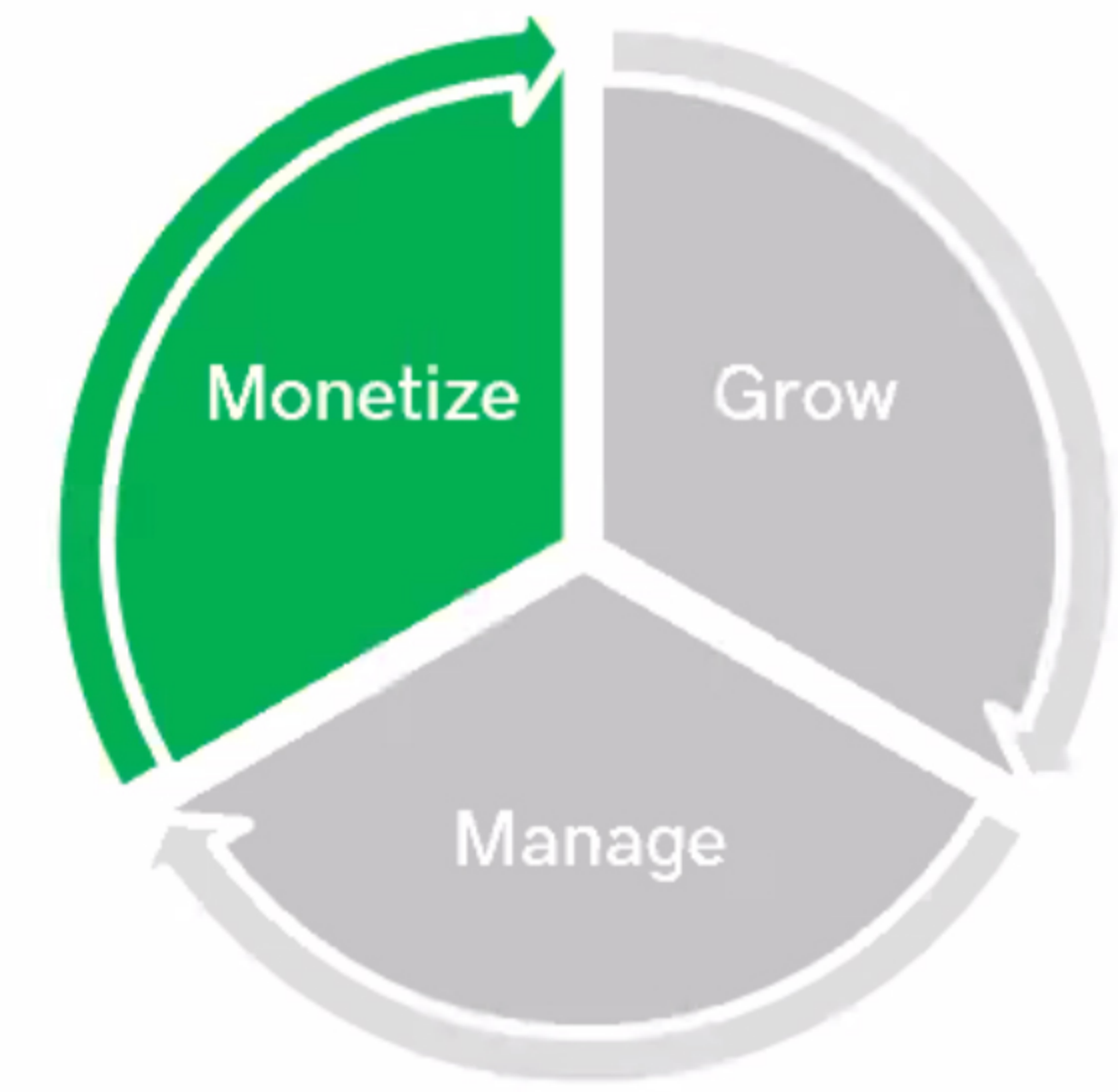
## Grow

- GoDaddy Auctions®
- Domain Investor app
- Bulk: Search & Buy and Transfers
- Domain Broker Service (DBS)



## Manage

- Domain Control Center (DCC)
- GoValue
- Premier Services
- Discount Domain Club



## Monetize

- Afternic List for Sale
- Parking
- Landing Pages (TDFS)

# Search, Buy, Transfer – *in bulk!*

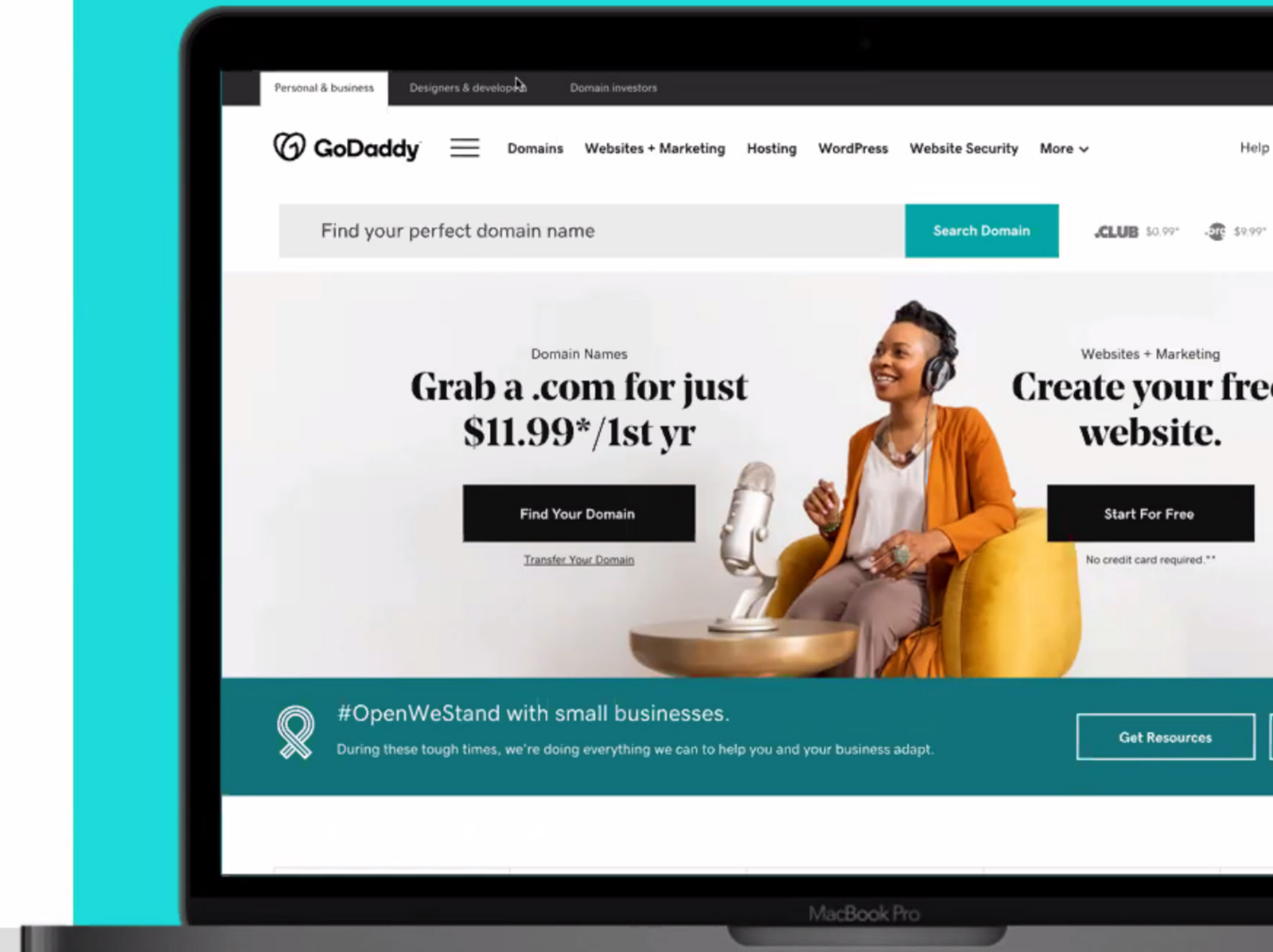


We completely revamped the performance and appearance of it to buy one domain or hundreds at a time.

- **Streamlined experience** from search to check out with no upsells.
- **Higher performance.** Our new Search is 4X faster and Continue to Cart is over 50X faster than before.
- **Increased Results.** Search results increased to 3K to help you complete all-in-one transaction.

## What's coming

Enhanced filters and search capability: Discover and filter domains most relevant to you, easily!





# Top Searched Terms in 2020 and Trends YoY

Term	Rank	Change in ranking YoY	Query term frequency in 2020
cars	1	0	6,557,413
tech	2	0	2,564,161
shop	3	0	1,918,577
home	4	0	1,626,471
online	5	1	1,439,737
digital	6	1	1,428,106
news	7	2	1,337,176
life	8	-3	1,274,666
web	9	-1	1,125,541
pro	10	2	1,027,259
health	11	3	996,181
store	12	6	969,522
spice	13	0	923,659
world	14	-3	907,444
chop	15	0	894,063

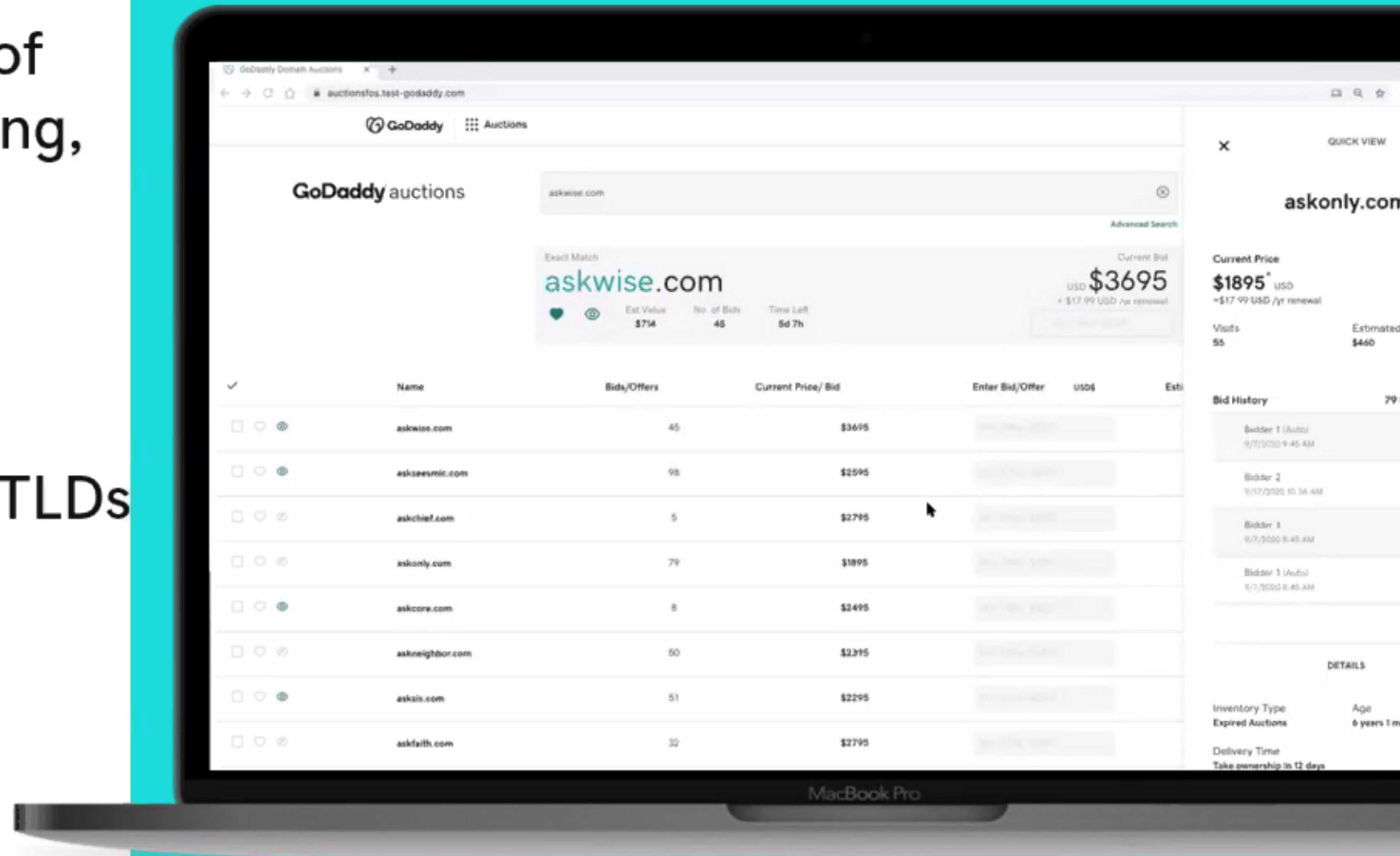
Term	Rank	Change in ranking YoY	Query term frequency in 2020
best	16	1	854,266
smart	17	-1	832,416
india	18	1	812,021
hub	19	4	776,637
group	20	2	768,588
buy	21	4	741,528
free	22	2	707,304
travel	23	-13	704,101
art	24	8	677,664
media	25	-4	671,829
love	26	0	671,505
design	27	0	669,393
job	28	14	649,989
cloud	29	0	642,880
box	30	4	618,805

# GoDaddy Auctions <sup>®</sup>



Much needed improvements coming over the course of the year to enhance the full UX when searching, bidding, purchasing, and selling domains.

- **Navigate with a refreshed UX** giving you fast and simple discoverability of relevant domains.
- **Experience improve functionality** supporting new TLDs with performance enhancements scheduled throughout the year.
- **Get API access** – available to a wider audience!

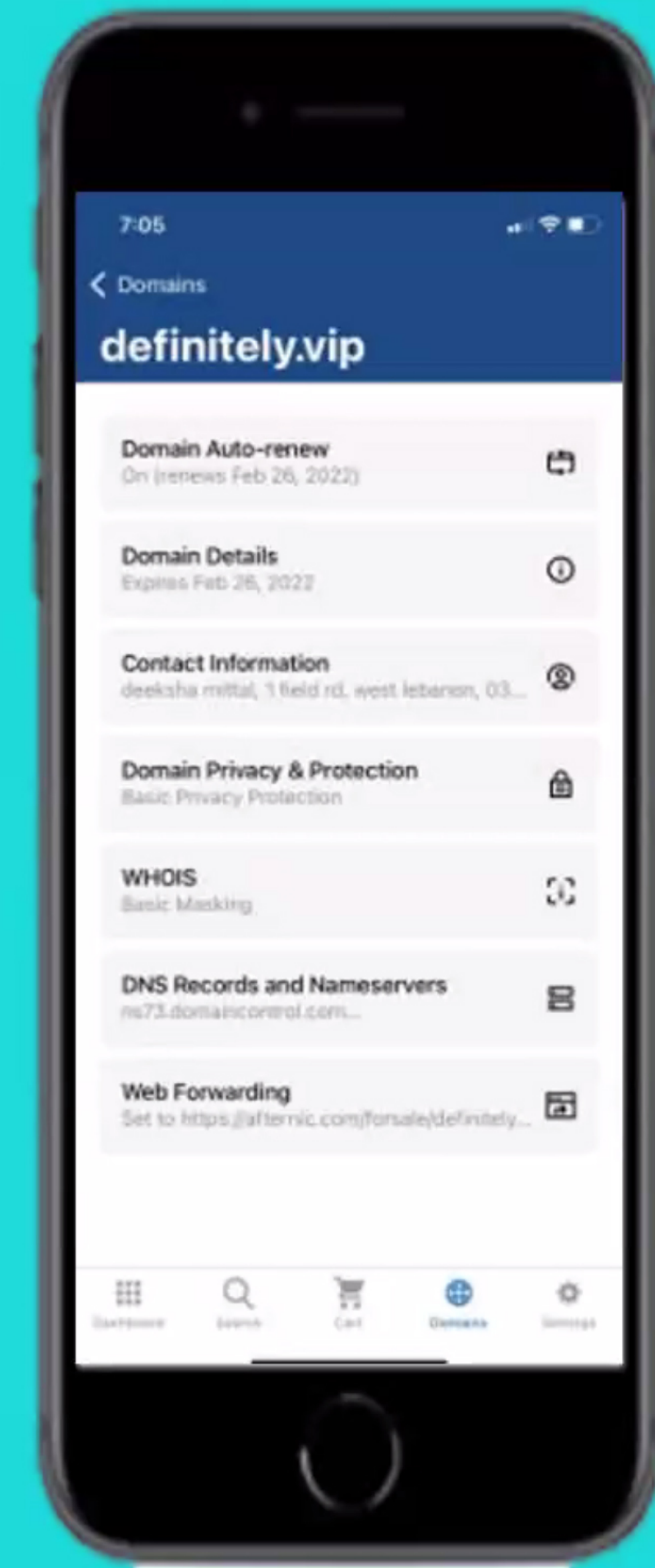




# Domain Investor App

In 2021, we will be expanding on the enhanced functionality presented in 2020 to include:

- **Mobile Domain Management.** Will give you the ability to update domain settings: contact address, DNS, auto-renewals, profile settings, and more all at your fingertips.
- **Domain Monetization Features.** List a domain for sale and manage the sales process via our Domain Investor app – On the go and whenever the opportunity presents.



# Bulk Transfers *Re-imagined*



Consolidate all your domains from multiple providers to reduce operational redundancies, keep an updated pipeline, and even save on renewals.

- **Few or Thousands.** Our bulk transfer tool makes the process easier to have everything in one place.
- **At Your Fingertips.** Start a transfer directly on FOS or on your Domain Control Center easily.
- **Ample guidance** with detailed transfer status updates and streamline communication.

## Bulk Domain Transfer

Transfer up to 500 domains at a time. As low as \$7.99\* per .com transfer. Includes free registration for a year.\*\*

Transfer domains to GoDaddy

0/500 domains Import File

example.com  
example.net authcode  
example.org. authcode

Continue

**Type, paste or upload a list.**

Enter domains manually, paste a list or upload a file. CSV, XLS, XLSX are all supported.

**We're here every step.**

Submit your list and our step-by-step guide leads you until all your domains are transferred.

**Save on renewals automatically.**

Transferring to GoDaddy renews many of your domains for a year at no extra cost.

### Why transfer to GoDaddy.

**Manage domains with ease.**

Folders, subdomains, forwarding, for-sale pages and more make managing a breeze.

**Domain Discount Club**

Discounts are automatically applied wherever possible when you join DCC.

**Bulk means savings.**

Save up to 31% when you transfer six or more .com domains at once.

**Multiple domains, one home.**

Having multiple domains in one place makes managing your names easier.

**Automated transfers are easy.**

Transferring your domains happens in the background. So you save time, big time.

**Walk in like you own the place.**

Our tools are made for investors but are simple to use. You'll master them in no time.