



Domain Names for **New-Age Retail**

Building a powerful retail brand is now easy.

.store offers retailers and online sellers a powerful alternative to regular domains such as .com, .net and .co. With a **.store** domain name, businesses get memorable domain names that also associate their sites with shopping.



The .store story so far..



Launched in
June 2016

Radix beat Amazon and
Google in the bid for **.store**

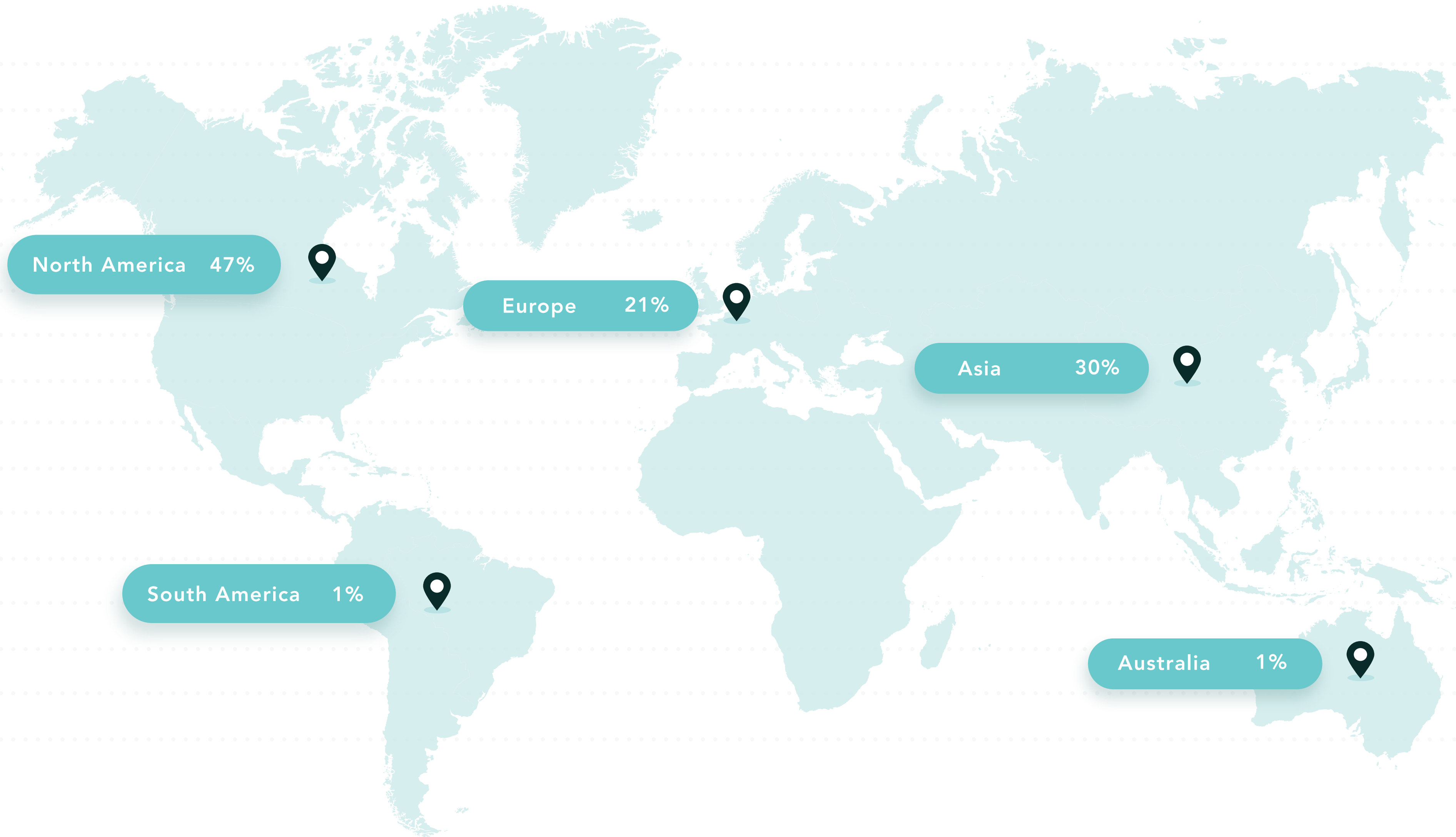


230,000+
Domains Registered
(as of Mar 2019)

175+
Registrant countries
(as of Mar 2019)



Chosen by retailers worldwide



A large, teal-colored organic shape with a wavy bottom edge, centered on the page. It contains the text "Why .store?".

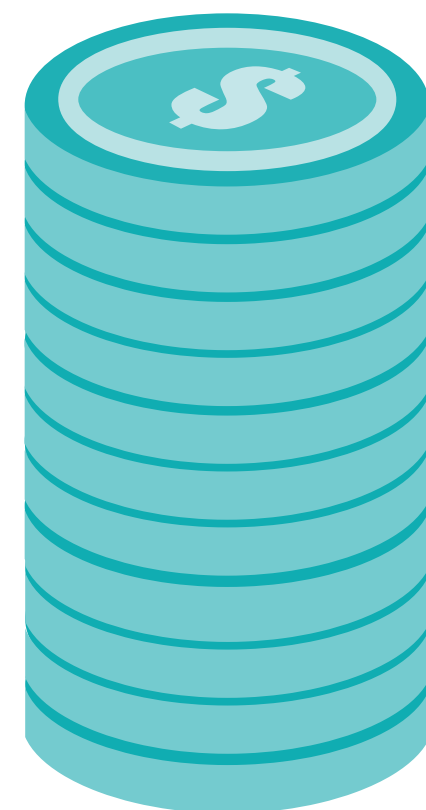
Why .store?

245% growth in
Global eCommerce.

With retail moving online, **more businesses** every year will be vying to create **memorable online brands**.



\$1.3 Trillion
2014



\$4.5 Trillion
2021

The first step of building an online store, an integral aspect of SEO, is your **domain name**.

As most **good domain** names are already taken, finding a good domain name has **become challenging**.

65% of domain name check availabilities fail.





.store offers business owners a chance to create memorable online brands.

Whether it's on a banner, a social media bio or even print, when potential customers see **.store** they know the site sells something.

A meaningful keyword used globally

Over 460,000 domains in classic TLDs contain the word 'store'

cinco-**store**.com

theups**store**.com

bungiest**store**.net

pust**store**.biz

Preferred by retailers across industries

90,000+
domains in use



Fashion & Lifestyle



Beauty & Health



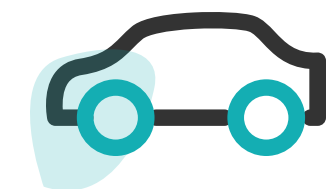
Furniture & Decor



Grocery

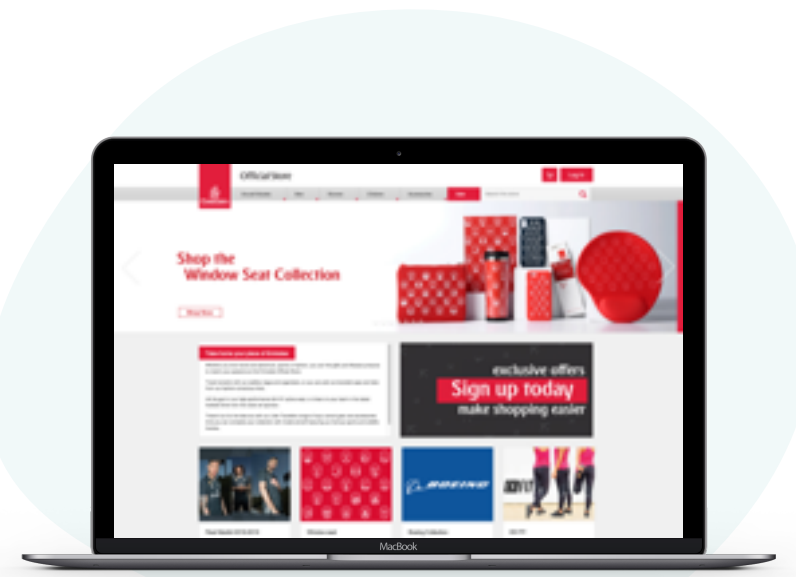


Electronics



Automotive & Industrial

Actively used by diverse businesses



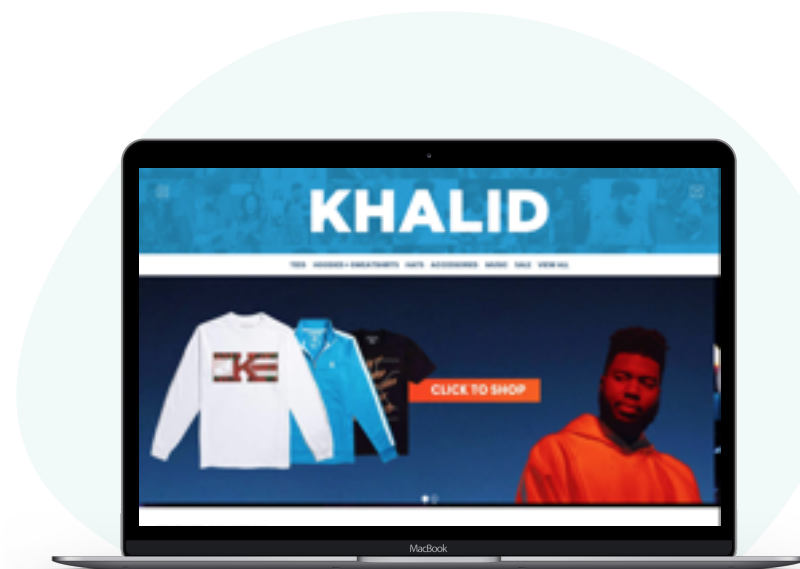
www.emirates.store
Fortune 500s



www.yogaclicks.store
SMBs



www.f1.store
Sports



www.khalid.store
Artists



www.dudeperfect.store
Influencers

...and more

Why are brands choosing .store?



Emirates

Leading Airline | www.emirates.store

We needed a simple yet brandable domain name for our official merchandise store. We chose **.store** because it aligned with our vision for this retail outlet as well as helped us create a clear visibility for it. **.store** is refreshing and gives us a unique way to brand and promote our storefront.

Why are influencers choosing .store?



Nate Murray

Principal at Merchline | Official Merchandiser

The Dude Perfect merchandise has a huge fan base and we needed an online storefront that would make these products easily accessible to the fans of Dude Perfect. We chose DudePerfect.**.store** because it was an excellent name to brand our store with. Also, it has been intuitively memorable for our dedicated fan following which is brilliant.

Why are retailers choosing **.store**?



Lucy Edge

Founder | www.yogaclicks.store

We chose a **.store** domain because we are a store by yogis. We wanted this to be a super clear message to all our potential customers. **.store** was a great fit!

How are we reaching retailers?

Media



Events



Tutorials



Partners



Promising premium sales

\$1.4M
in Premium sales



\$50,000

Packers.**store**



\$50,000

Hoodies.**store**



\$25,000

Coin.**store**



\$25,000

Qq.**store**



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