



**NOMINET  
REGISTRY**

# .UK awareness campaign

Channel Webinar

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# .UK awareness campaign

## Two main aims

To deliver an awareness campaign which;

In the **short term** informs future awareness campaigns and activities.

In the **longer-term** drives awareness of the true value of .UK domains and increases preference for them.

## Three target audiences

1

SMEs without a website and social

2

Start ups and entrepreneurs

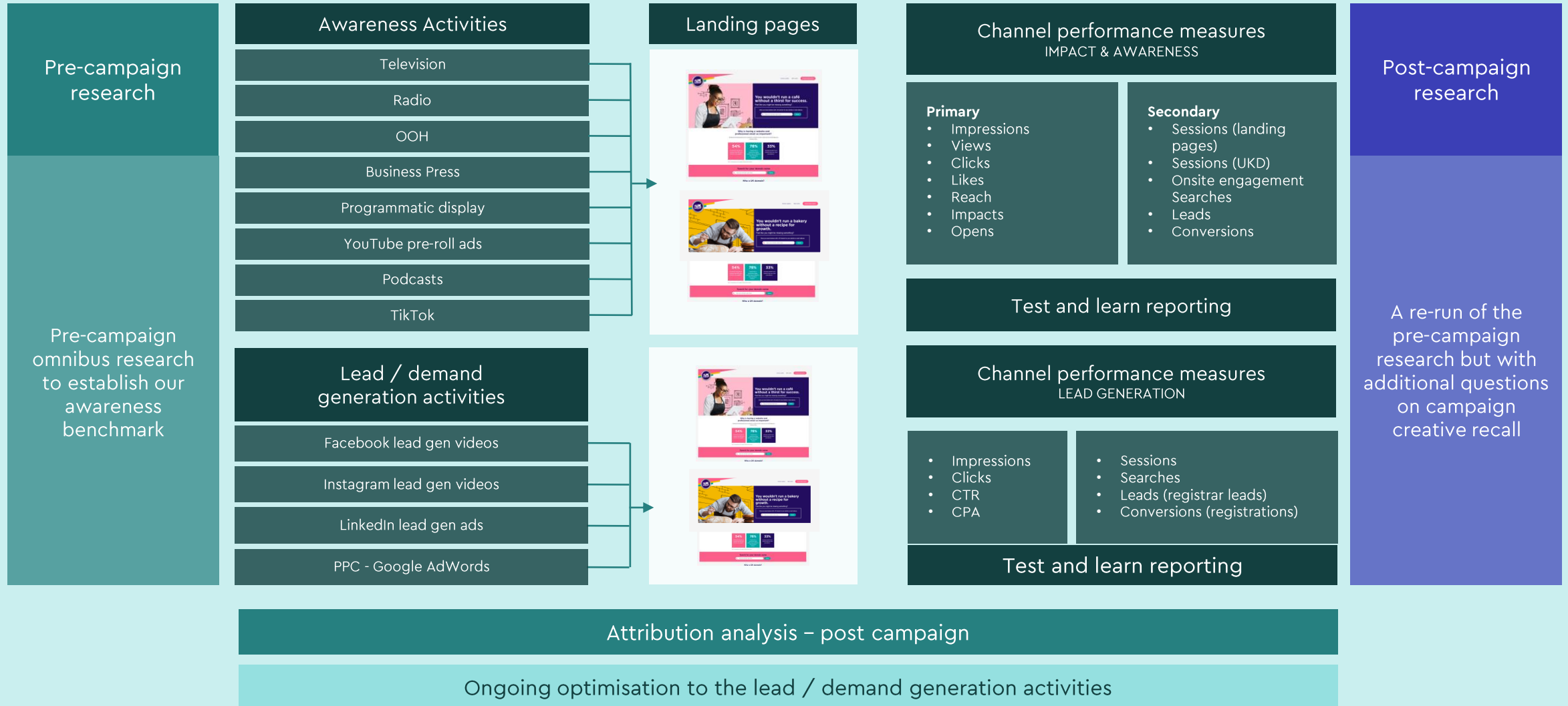
3

Youth / Personal branding

## Timeline

Three-month campaign running from July - September, testing a layered approach to channel activation so we could build overall awareness and optimise for conversions.

# Campaign Overview



# Creative



Facebook Video feeds

The UK Domain Sponsored

**You wouldn't run a carpentry firm without the right protection.**



THE UK DOMAIN by NOMINET

**Show you mean business.**  
Don't run your business without a website and UK ending domain. 78% of people in the UK feel a website makes a difference when selecting a company.

Learn more

Share

Facebook Video feeds

The UK Domain Sponsored

**You wouldn't run a dog walking business without good leads.**



THE UK DOMAIN by NOMINET

**Show you mean business.**  
Don't run your business without a website and UK ending domain. 78% of people in the UK feel a website makes a difference when selecting a company.

Learn more

Share

# Determining campaign effectiveness

To determine the effectiveness of the campaign we looked at four key methods to measure success:



**Search  
impressions**



**Website  
sessions**



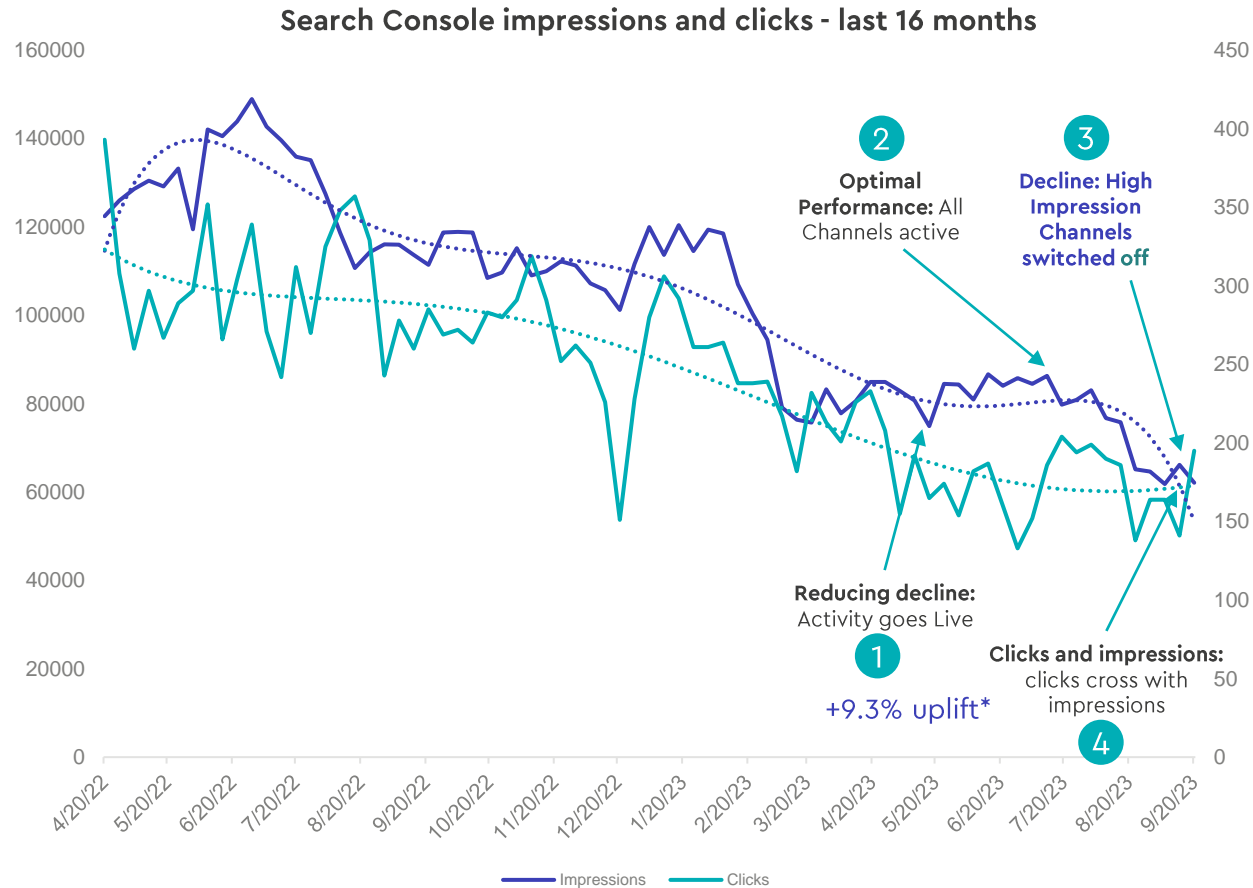
**Pre and post  
campaign research**



**Channel  
performance**

*Test and learn findings*

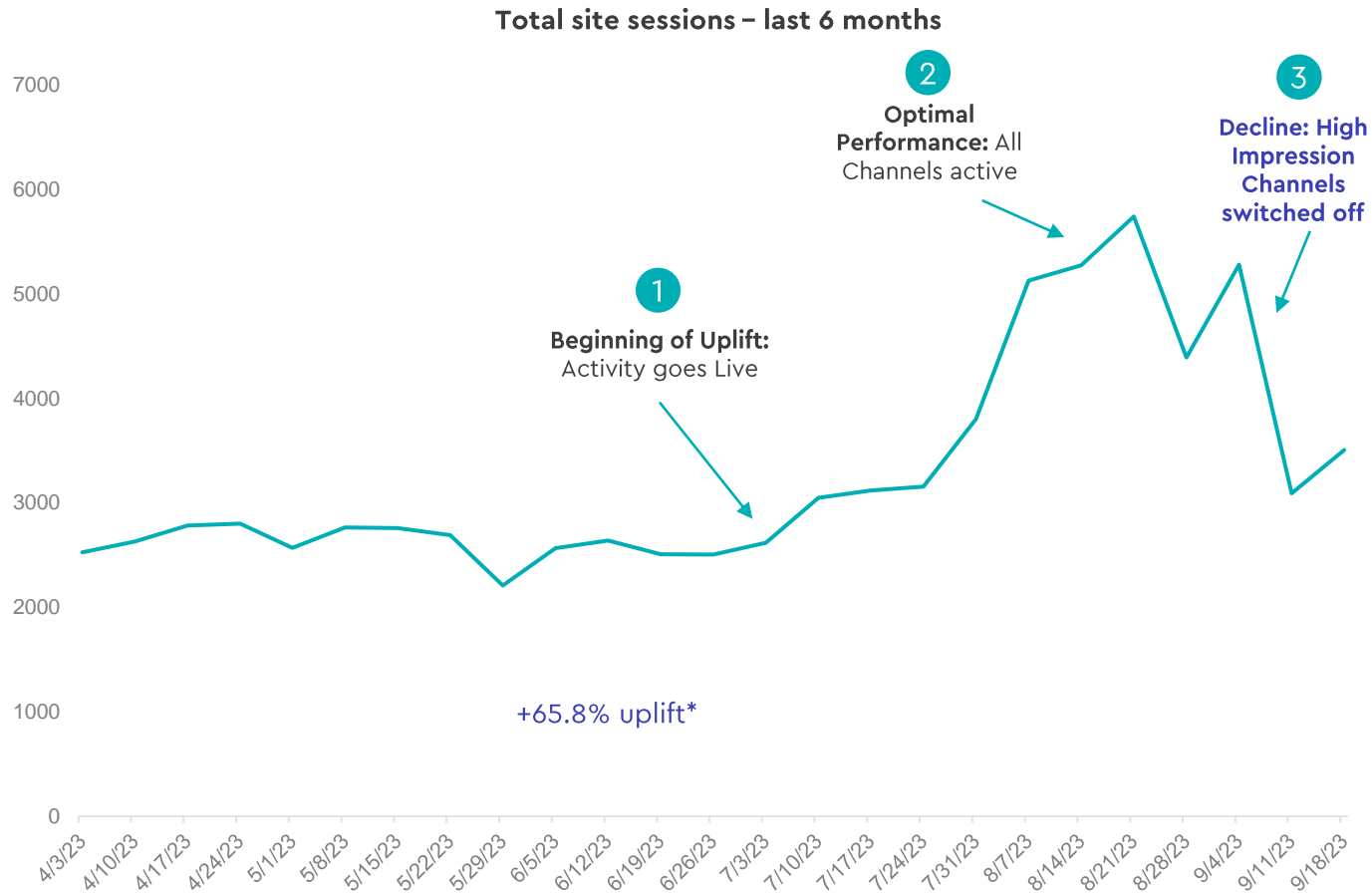
# Measuring success: Search impressions



Over the past 16 months search interest for domains (against our keywords) has decreased

1. Activity went live, decline stopped and there was an immediate increase in interest
2. All awareness channels were live in August - peak of +17.2% uplift in search impressions (+18% above forecast)
3. Campaign finished at +9.3% uplift (in-line with pre-campaign forecast for impressions)
4. Clear drop off as the campaign switched off

# Measuring success: Overall site sessions



1. Notable uplift in site traffic which correlates with go live
2. Site traffic peaked when all activity (except for Sky Adsmart) was live
3. After an initial dip, traffic lifted when TV went live and then returned to normal levels when the campaign switched off

**Finishing the campaign  
with an average of  
+65.8% uplift**

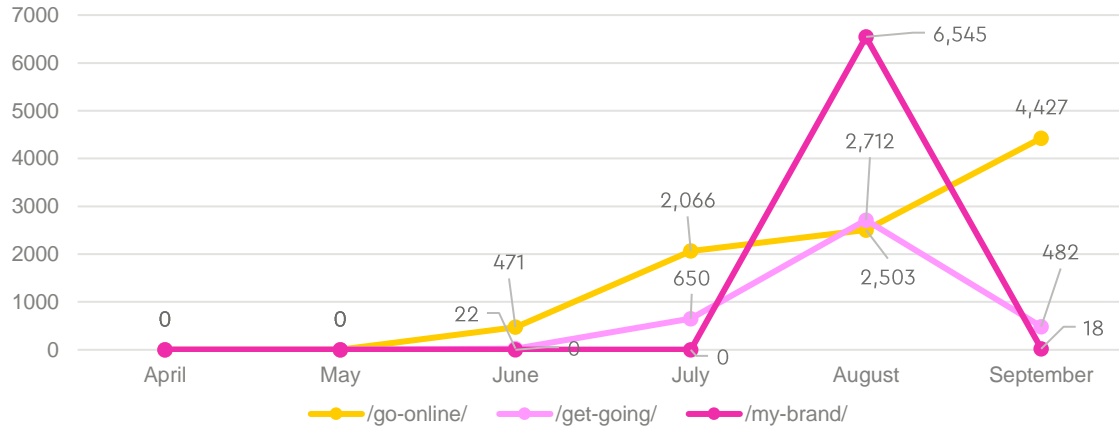
Sources: Google Search Console, GA4. \*uplift calculated against forecast

Campaign landing pages: /go-online = SME offline, /get-going = start-ups and /my-brand = personal branding

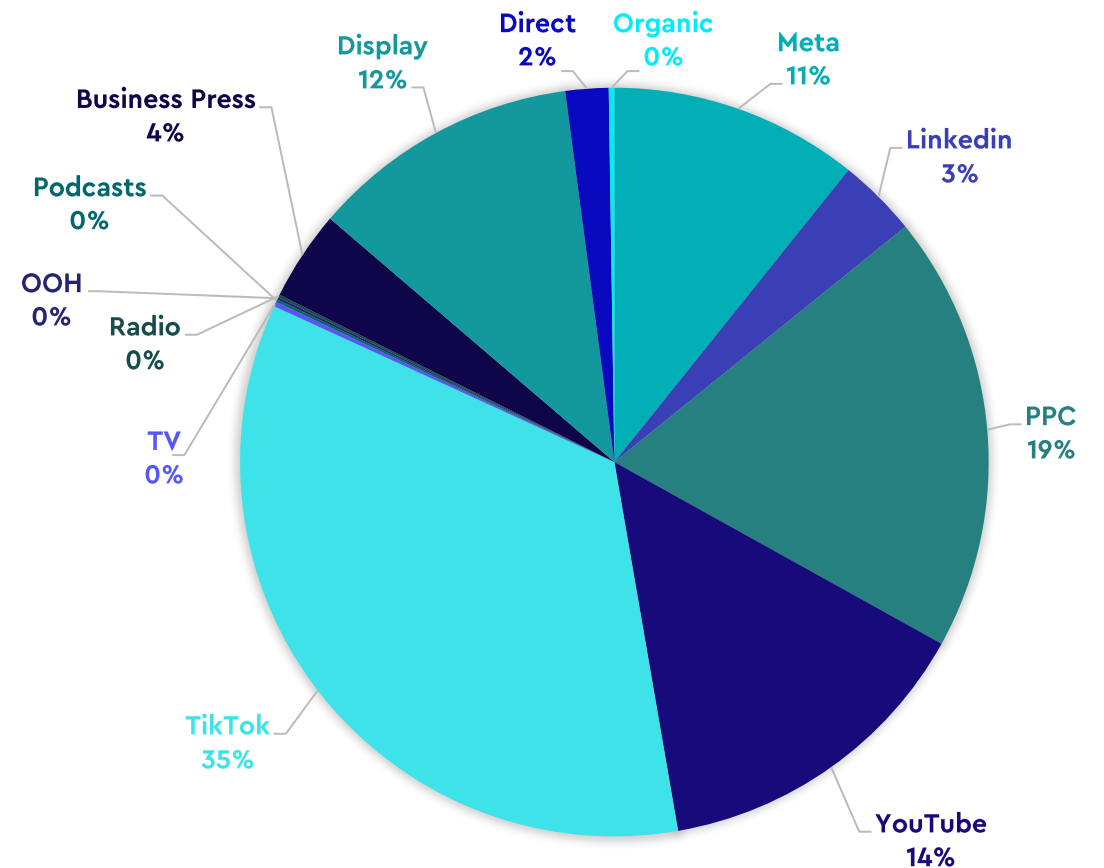


# Measuring success: Site sessions

Total sessions to the landing pages



Campaign traffic by source – total sessions to the landing pages



Landing page	Sessions	Users	New users	Avg. Engagement Time
/buy-a-domain (original)	21,693	18,757	18,059	50.89
/go-online (SME)	8,928	8,497	8,380	23.85
/my-brand (personal)	6,553	6,184	6,138	0.15
/get-going (start-up)	3,798	3,408	3,372	15.89

- Campaign landing pages drove c.19% of total UKD sessions
- The /buy-a-domain page received the most traffic which is our non-campaign page (usual spinner page)
- The /go-online page (SME and campaign default page) had a steady increase in traffic as elements of the campaign switched on
- The /my-brand (personal branding) landing page did not receive much engagement, most likely due to the types of channels driving traffic to this page such as TikTok but this channel drove a significant amount of the sessions





Sources: Google Search Console, GA4. \*uplift calculated against forecast

Campaign landing pages: /go-online = SME offline, /get-going = start-ups and /my-brand = personal branding


# Measuring success: Omnibus research

## We conducted pre- and post-campaign research which showed:

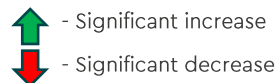
- A small but statistically significant increase in prompted awareness for .co.uk and awareness of .uk
- Existing positive associations of .co.uk strengthened significantly all of which correlate with the campaign messages
- When shown unbranded campaign creative, brand recognition was low. Work is needed to build the positive brand recognition

	Any UK domain	.co.uk
Prompted awareness	98%	95% 
Spontaneous awareness	66%	56%
Top-of-mind awareness	15%	12%
First preference when shopping	69%	56%
Associations: Familiar	n/a	35% [+6] 
Associations: Trustworthy		30% [+6] 
Associations: Safe		27% [+4] 

	Nominet	theukdomain.uk
Familiarity	16%	27% [+13] 
Visited website...	6%	4%
...then registered a domain	3%	1%

(Change of 3 percentage points or more vs. pre-campaign)



## Other interesting findings

### Perceptions of businesses using UK domains

Post-campaign many of the usual perceptions of businesses using UK domains strengthened, especially:

- ✓ It's professional (+12 to 27%)
- ✓ It's a legitimate organisation (+8 to 26%)
- ✓ It's based in the UK (+6 to 66%)

### Understanding of the campaign messaging

When asked what the adverts were trying to convey, the key messages were clearly understood, feedback included:

- *'British domains are professional'*
- *'Having a UK domain makes a website more trustworthy'*
- *'Your business can be improved with a .uk website'*

### Perception of the advertising

In the post-campaign research, when asked about the perceptions of the advertising:

- 63% (the majority) found the advertising easy to understand
- 36% (more than a third) found it interesting
- However, only 16% found the advertising memorable

# Conclusion: Campaign effectiveness against our four key success measures:

## Search impressions

When all awareness channels were live in August there was a **peak of +17.2% uplift overall in search impressions**. Campaign finished on a +9.3% uplift.

## Website sessions

Uplift in site traffic when channels went live (greater uplift in the peak 4-week period). **Finishing the campaign with a +65.8% uplift.**

## Pre and post campaign research

**Small but significant increase in prompted awareness for .co.uk and awareness of .uk.** Existing positive associations of .co.uk strengthened significantly in line with messaging (credible, British and trustworthy)

## Channel performance

Each channels KPIs aligned to it's purpose (i.e. reach, frequency, impressions). Most channels over delivered against objectives. We **delivered 17M impressions** which was **+6.9% above the target.**

## Test and learn – key takeaways

### The audience focus:

- Start-ups
- Consumer (side hustle and students)

### Creative and messaging:

- Side hustle style creative (dog walker) over established business (bakery and café)
- Proposition copy over statistics led copy

### Channels – awareness:

- Aim for higher frequency with radio and TV
- Target edutainment podcasts with sponsorship approach
- Increase OOH locations
- Display to be always-on

### Channels – conversion:

- Facebook over IG
- LinkedIn - use audience profiling to match creative targeting and job title
- TikTok for top of funnel & remarketing
- Unskippable ads on YouTube
- Paid search should be always on

# What next...

## **FY25 – responding to our learnings**

- Time the campaign based on peaks of seasonal activity within the registry supporting both channel activity and consumer buying behaviour
- Utilise the channels that we know drive the best performance
- Refresh the creative, taking learnings from our testing
- Communicate value through our .UK proposition definitions to our target audience groups
  - A dedicated campaign stream for the consumer audience focusing on side hustles and students
  - A dedicated campaign stream for the start-ups and micro businesses/sole traders

## **FY25 – working with our channel**

- We want to ensure that our channel partners can get involved with our campaign activities
- Ahead of FY25 (April 2024) we propose to use a mixture of surveys and ideally focus group sessions with channel partners to understand what level of involvement we'd need to plan for



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Questions?