

 Markmonitor™

dotBrand TLD

Strengthen
Trust in Finance



A digital trust asset for financial institutions in a security-first world

In today's evolving financial ecosystem, trust, compliance, and digital resilience are non-negotiable. A dotBrand Top-Level Domain (TLD) gives banks, insurers, and investment firms exclusive control over their branded online space. This helps in reinforcing trust, reducing fraud risk, and enabling secure digital transformation. With the next application window set for 2026, now is the time to act. Here's how your dotBrand can benefit your business:

[YOURBRAND.COM](#)



[HOME.YOURBRAND](#)



Enhanced Security & Trust

Protect customers from phishing, impersonation, and domain hijacking. Full namespace control enables strict security protocols like DNSSEC and HSTS, enhancing trust at every digital interaction.



Brand Clarity & Compliance

Deliver consistent, compliant URLs globally - no more awkward domain workarounds or third-party dependencies. dotBrand helps align with industry regulations and strengthen brand perception.



Future-Proof Your Digital Infrastructure

With cyber threats rising and customer expectations evolving, dotBrand ensures long-term digital control in an increasingly decentralized financial landscape.



Operational Efficiency & IP Protection

Slash costs tied to defensive domain purchases. With dotBrand, only your organization can create domains under your brand, protecting IP and streamlining governance.



Faster Digital Deployment

Launch secure, branded micro-sites or service-specific portals instantly, whether it's for new offerings, client onboarding, or financial education initiatives.



User Experience & Discoverability

Offer clients clean, memorable URLs that foster confidence and support SEO, especially important for client portals, education platforms, or investor updates.

Act Now! The Clock is Ticking

The next application window opens in April 2026. Start planning today to secure your dotBrand TLD before the window closes.

For additional information, contact your Account Manager or visit [markmonitor.com](https://www.markmonitor.com)