

Markmonitor™ dotBrand TLD Secure Your Financial Future



A strategic asset for fintech innovators in a digital-first, highly regulated environment

Today's fast-moving financial services landscape is shaped by open banking, digital wallets, and ever-evolving cyberthreats. Trust, security, and speed are non-negotiable. A dotBrand Top-Level Domain (TLD) gives fintech firms exclusive control over their own internet namespace, delivering unmatched brand integrity, regulatory alignment, and marketing agility. As the next application window opens in April 2026, now is the time to act. Here's how your dotBrand can benefit your business:

YOURBRAND.COM



HOME.YOURBRAND



Bullet-Proof Security & Trust

Eliminate phishing, spoofed payment pages and unauthorized subdomains by owning your entire namespace. Enforce DNSSEC, HSTS and TLS for end-to-end encryption and authentication.



Unified Brand Presence

Launch clear, memorable URLs like app.yourbrand and pay.yourbrand across products, regions, and languages. No more settling for long, inconsistent domains or legacy country code TLD workarounds.



Future-Proof Digital Identity

gTLD application windows are rare - securing your dotBrand now locks in digital sovereignty. Stay agile as fintech evolves with AI, embedded finance and decentralized apps.



Effective IP Protection

Stop defensive registrations of typo-variants and lookalikes. Only your organization can provision names in your namespace, cutting costs and safeguarding your trademarks.



Rapid Go-to-Market Agility

Spin up campaign or feature-specific domains in minutes. Skip availability checks and premium aftermarket fees. Launch new services instantly under your own brand.



Enhanced UX & SEO

Short, intuitive URLs reduce errors and boost discoverability. Customers instantly trust links like dashboard.yourbrand or loan.yourbrand - while cleaner URLs improve search rankings.

Act Now! The Clock is Ticking

The next application window opens in April 2026. Start planning today to secure your dotBrand TLD and stay ahead in the competitive fintech arena.

For additional information, contact your Account Manager or visit markmonitor.com