



premium

Cooperative Marketing Agency

Investments in Market Intelligence, Knowledge Management,
In-House Creative Production, and Agency Media Services
Drive New Promotional Programs and Client Sales Performance

What is the Epik Difference?

Epik is the only domain registrar in the world that has integrated a full-service ad agency and public relations firm in support of our valued customers. We recruit the best sales talent, and our premium outreach team can heighten promotional visibility almost instantly for select properties. Epik's precision targeting includes the ability to access leading brands from the vantage point of a major advertising agency, with access to decision makers, campaign plans, and full media spends of most key organizations to maximize the value and idea exchange between active buyers and great domain names.

THE INSIDE TRACK



Epik's full-service media agency approach provides both the experience and critical thinking to match great domains with engaging concepts to enhance name value recognition.



Our investments into creative talent and media production enable us to create the most impactful video presentations for outreach to ensure the best messaging is always received.



The real time convergence of digital prospecting systems places more than 120 million business contacts worldwide at our fingertips - sorted by thousands of market interests.



Through our industry platforms, we can interact with the creative requests from 14,000 ad agencies, over 100,000 brands, and 250,000 key decision makers in marketing.



Internal channel management and advertising systems can deliver three million video views daily for rapid exposure, along with billions of positive social impressions per month.

The Epik Difference

"Unlocking real value from a domain name comes from first identifying all of its possible applications, and then expressing with absolute clarity the highest value use for a name if placed in the most ideal hands."



innovate

Networking & Communication Strategies



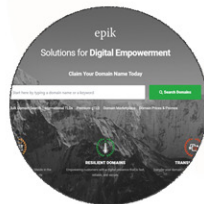
Investments in data management and market intelligence enable Epik to participate in proposal requests and RFQ submissions from thousands of leading brand managers and their creative partners at more than 14,000 advertising agencies, covering more than 400 popular market interests.

Our "Epik Insider" features select domain names and industry insights that goes out twice monthly to more than 250,000 select recipients in venture capital, marketing services, and new application development, as well as key accredited investors and institutional funders around the world.



Beyond Epik's high impact visual production, we use green screen studio technology to produce "perfect pitch" domain introductions that deliver high impact messaging for presentations at scale, with a sell-through rate higher than eighty percent in under ninety days for select names we focus on.

Did you know? Epik is the world leader in crypto domain escrow, was voted Registrar of the Year for 2020, and is now home to many of the world's highest value domains. As a leading marketplace and preferred escrow service, we now manage more than \$2 billion worth of digital assets.



WHAT WE LOOK FOR IN A NAME

- Strategic Messaging Power
- Memorability & User Retention
- Consumer Market Targeting
- Ease of Campaign Integration
- Trend Recognition & Alignment
- Viral Creation Opportunities
- Routes for Brand Development
- Intrinsic Credibility Factor
- Direct Call to Action Value
- Social Improvement Potential
- Overall Brand Compatibility
- Market Positioning Advantages

REAL AGENCY EXPERIENCE

- New Company Creations
- Organic Keyword Control
- Advertising Integration
- Billboard & OOH Campaigns
- Promotional Media Anchors
- Themed Sales Promotions
- Consumer Loyalty Programs
- Media Conversion Testing
- Experiential Marketing
- Collectors and Investors
- Social Platform Marketing
- Organizational Fundraising

Excellence through Innovation

*The art of communication
is the language of leadership.*

EXPERIENCE



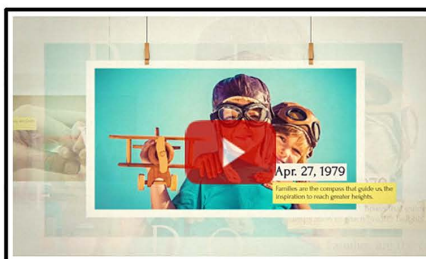
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Video Production & Promotional Examples

NEW VIDEOS



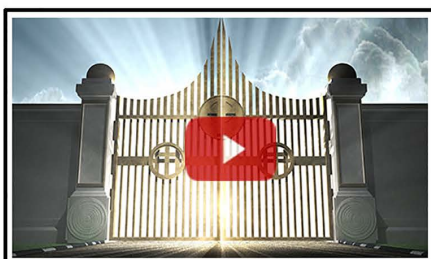
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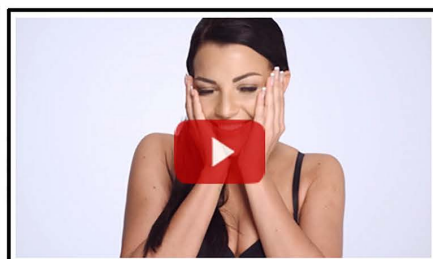
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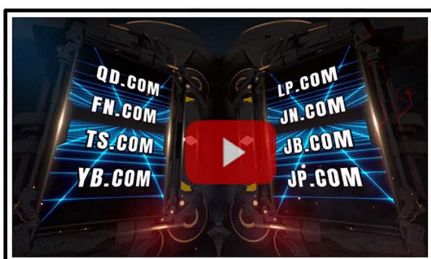
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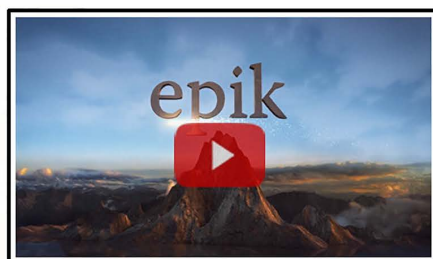
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GEO DOMAINS



REGISTRY PROMOS

Elevate Your Sales Opportunities

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SUMMER 2020