

2024 MARKETING FUNDS CAMPAIGN

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Speakers



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Agenda

01 Introduction to MDF campaigns

02 How MDFs benefit the supply chain

03 Reseller MDF program

04 Enrollment process

05 Q&A

01 Introduction to MDF campaigns

Marketing Development Funds (MDF) are financial resources provided by registries or vendors to promote their services indirectly through resellers.

Goals:

- Expanding market reach.
- Acquiring new customers.
- Boosting service adoption

How the MDF model works:

- Operates within a business-to-business ecosystem.
- Registries (e.g., Radix) collaborate with registrars (e.g., Openprovider).
- Registrars engage resellers with marketing efforts to reach end customers.

Past performance

Partnering with registries
over 12 years

→ 20+ registries on our growth programs

→ MDF program growing 40% YoY

→ 98% of our registry partners repeat

The logo for RADIX, consisting of the word "RADIX" in a bold, black, sans-serif font.The logo for GMO REGISTRY, with "GMO" in blue and "REGISTRY" in black.The logo for identity digital, featuring a stylized "id" in a teal square followed by the words "identity" and "digital" in black.

02 How MDFs benefit the supply chain

The MDF supply chain creates value for all parties involved by fostering collaboration and aligning goals:

- ▶ **Registries:** Benefit from increased market reach and customer acquisition through targeted campaigns driven by resellers.
- ▶ **Openprovider:** Acts as a facilitator, ensuring seamless coordination between registries and resellers, while creating mutual value and driving market development.
- ▶ **Resellers:** Gain access to financial support and high-quality marketing resources, enabling them to attract more customers and grow their business.

03 Reseller MDF program



Guided to the full extent

All inclusive program.

Based on your goals and objectives, we create tailored campaigns to include:

→ Preferential pricing

→ Design and messaging support

→ Full performance analysis

04 Enrollment process

- ▶ **Assessment:** We help to identify suitable MDF opportunities by matching them with your goals.
- ▶ **Plan creation:** Together, we develop a marketing plan tailored to your goals and the registry's requirements.
- ▶ **Approval:** Openprovider handles registry negotiations and ensures your plan is approved.
- ▶ **Execution:** We provide materials and guidance to help you complete the marketing actions.
- ▶ **Tracking & reviews:** We track and review your progress to ensure that we reach optimal performance.

Next steps

Planning T - 1 month

- Agree on objectives, targets and duration for your campaign.
- We'll put the plan together and collaborate on marketing requirements.

Launch

- Campaign execution in line with the timings agreed in step 1.

Reporting

- Monthly reviews for quarterly campaigns.
- Quarterly review for annual campaigns.

Q&A

The logo features a stylized graphic of two overlapping arcs. The upper arc is white and the lower arc is red, both curving upwards and overlapping each other.

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