

## What's covered

The .eco Activation Overview provides registrars with general information about .eco and the .eco system as well as an overview of what registrants will be asked as part of the .eco profile creation process. It includes details on the types of emails the .eco registry will send to registrants to allow them to create a .eco profile and activate their .eco domain.

Read on for information about:

- **What .eco is**
- **The .eco system**
- **Creating a .eco profile**
- **Profile activation questions**
  - \* Email details
  - \* Email subject lines
  - \* Email frequency

## A symbol for those that do good

.eco is a new domain name ending created for those committed to a positive change for the planet. It's a way for registrants to show their environmental commitment, through their website address, email, or anywhere they share their web home. It's a place for anyone to take part in environmental action.

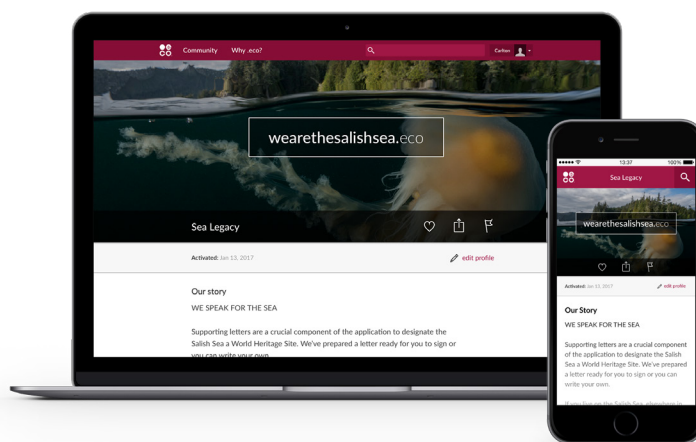
Whether it's a campaign to protect a special place in the world, the launch of a new business or product that will help people make better choices, or a new address for an existing online presence, .eco will help organizations, businesses and people get recognition for the good work they do.

## Creating trust with the .eco system

In addition to a .eco domain, the .eco system features two additional integrated services – the .eco profile and the .eco trustmark. Combined the three elements of the .eco system – an innovation in the domain industry – will enhance value and create trust for registrants and visitors to .eco websites.

## The .eco profile

A .eco profile is an opportunity for registrants to showcase their environmental commitments and actions to millions of people around the world who are also dedicated to positive change for the planet. Everyone with an active .eco domain will have a .eco profile. After a registrant registers their .eco domain, they will be guided through a simple .eco profile creation process (see overleaf). Once complete, their domain will be active and ready for use.



## See a demo of the activation flow

Please contact Michael Ward, VP Business Development at michael@home.eco to request a .eco profile demonstration.

## .eco profile activation flow

### SUPPORTING EMAIL DETAILS



#### Invitation to activate profile

##### Email 1: invitation to activate .eco profile

Sent from: activate@profiles.eco  
Sent because: .eco domain was purchased  
Subject: Activate [domain].eco  
Reminders: Yes

##### REMINDER DAYS



#### Sign up for .eco user account

##### Email 2: .eco account creation

Sent from: activate@profiles.eco  
Sent because: .eco user account successfully created  
Subject: Welcome to .eco!  
Reminders: Yes

##### REMINDER DAYS



#### Enter .eco profile information

You: Domain owner + organization type (if applicable)

What are you doing now?: Focus and/or sustainability actions

Enter your location(s)

Take the .eco pledge



#### .eco profile is active

##### Email 3: .eco profile activation complete

Sent from: activate@profiles.eco  
Sent because: .eco profile is complete and domain is now active  
Subject: [domain].eco is now active!  
Reminders: No