



## MYTHS VS REALITY

### **MYTH: It's expensive**

#### **REALITY**

Our implementation program is designed around your budget.

### **MYTH: It's hard to implement**

#### **REALITY**

We have the tools and experience that make migration easier than ever. On average, .BANK domains are setup over 2-3 weeks, however we've had banks complete the work even faster.

### **MYTH: It's about marketing, not security**

#### **REALITY**

.BANK, through verification and security requirements, provides security that cannot be replicated in gTLDs like ".com". Our .BANK clients have prioritized migration because they found it to be the most cost effective, efficient way to protect their bank, employees and customers from phishing and spoofing, the leading causes of breaches.

### **MYTH: It's not being used by banks yet**

#### **REALITY**

There was a lull due to perceptions of high cost and complexity, but with our implementation program and outreach there is a resurgence of interest and migration, with about 450 .BANK domains live and many more working with us to make the move now.

### **MYTH: The big banks aren't doing it**

#### **REALITY**

Big banks are such big believers in the security afforded by verified TLDs, like .BANK, that many have invested hundreds of thousands of dollars to secure their own TLDs (.AMEX, .BARCLAYS, .BBT, .BBVA, .BOFA, .BNPPARIBAS, .CHASE, .CITI, .HSBC, etc.). A .BANK domain affords you this same security for a couple thousand dollars.