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An Introduction to ICANN Accreditation

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What is ICANN Accreditation?

ICANN accreditation is a mark of trust and credibility that the Internet Corporation for Assigned Names and Numbers (ICANN) grants in the domain name industry.

ICANN Accreditation allows registrars to connect with registry through EPP and sell domains names to end users.

Benefits of ICANN Accreditation

- Registrar of Record / Sponsoring Registrar
- Highly Brandable Business
- Connectivity to Registry via EPP
- More Control Over Domains
- Buy Domains at Cost Price
- Additional Revenue Opportunities

Who should Apply for ICANN Accreditation?

There are many use-cases for ICANN accreditation which depends upon the intention of the company's strategic direction and business model. Web Hosting Companies, Domain Resellers, Internet Service Providers (ISPs), Digital Marketing Agencies, Technology Companies, Telecommunications Companies, Startup Domain Registration Companies Etc.,

Web Hosting Companies

01. Web Hosting Companies, Hosting Resellers, Cloud Hosting Providers, Website Builders, Solution Providers, Data Centers, PBN Hosting Providers, Domain Name Resellers, Web Designing Agencies and the entire Eco System

SaaS Providers

02. Ecommerce Marketplaces (Eg: Shopify, Wix Etc), Payment Gateway Service Providers, Website Builders (Eg: Framer, Square Space etc), Email Marketing Companies (Eg: Mailchimp)

Domainers, Web3

03. Domainsers who manage more than 4000 domains under management should consider becoming a registrar themselves to gain more control over their domains, Web3 domain registrars and etc

ICANN Accreditation Steps

01

Application Preparation

ICANN Accreditation Application form needs to be filled and along with supporting documents should be prepared in the step 1.

02

Application Submission

Once the application and all the supporting documents are prepared it must be sent to ICANN via EMail, FAX or Regular Mail and with that ICANN will open an accreditation application case.

03

Application Fee Payment

Then ICANN will send Invoice for $3500 application fee (non-refundable irrespective of the outcome of the application) and the applicant should pay the same in the next few days.

04

Application Processing

Once the fee is paid ICANN will start the application processing and the process takes 3-4 months with lot of follow up questions from ICANN with regards to the business plan and company financial status.

05

Background Verification

ICANN will order a 3rd party background verification check on both criminal history and civil records. This is a very crucial step of the application which will determine the application's outcome

06

Application Outcome

After through due diligence and vetting ICANN will share the outcome of the accreditation application. If everything is convincing ICANN will approve the application and annouce in their website about the newly accredited registrar.

Web Hosting Companies

Hostinger, Bluehost, Hostgator etc are best example for Hosting companies who use ICANN accreditation as a value added service in their business model. Domains is considered as a gateway product in domain acquisition strategy for Web hosting companies.

Domain Registration Website

GoDaddy, Namecheap, Enom are primarily domain registration service provider who also upsell hosting, email, SSL, DNS, WHOIS privacy protection services. ICANN accreditation added trust to their domain registration business and enjoy more control over domains and also get access to cheaper prices.

Website Builders

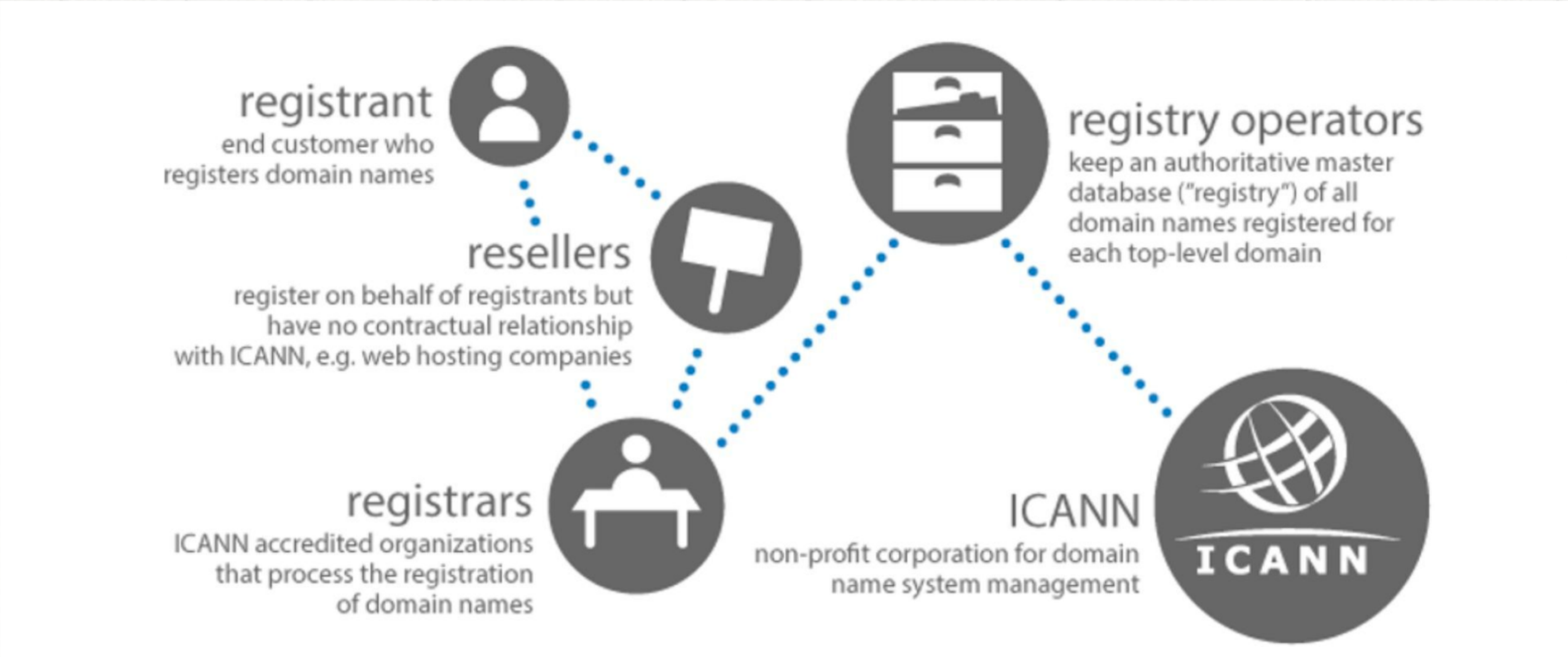
Wix, Shopify, Squarespace and many more such DIY website builder companies have become ICANN accredited registrar to offer domain registration as well to their clients. This enables to offer all their related services to the website builder are offerd under one roof.

SaaS Business

AWS, Microsoft, Onpassive, Zoho are all ICANN accredited domains registrars. Zoho offers suite of products to their clients including Domain registration , email, CRM etc. It perfectly fits their business model and enhance the value to their customer base.

CaseStudies

Domain Registrar Business Model



$9.77

Cost Price of .com

$9.59

VERISIGN

Registry

+

$0.18

ICANN

ICANN Fee

In Next Webinar

How to Apply for ICANN Accreditation? (Eligibility Criteria, Preparation, Documents Checklist)

Sat, 30 MARCH, 2024
10 AM Eastern Time

RSVP TODAY

Thank you very much!

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