

A photograph of a Godaddy storefront at night. The entrance is illuminated by warm interior lights, showing a person walking inside. The address number '53' is visible above the door. The word 'GODADDY' is overlaid in large white letters, with the 'O' containing a stylized line-art logo of a person's head with a star. Below it, the text 'THE BIG BUSINESS FOR SMALL BUSINESS' is written in white.

# GODADDY

THE BIG BUSINESS FOR SMALL BUSINESS

**BIA** Kelsey

PRESENTED BY  
**BLAKE IRVING**  
CEO, GODADDY





“THE ONLY REAL VOYAGE OF  
DISCOVERY CONSISTS NOT IN  
SEEKING NEW LANDSCAPES  
BUT IN HAVING NEW EYES.

- MARCEL PROUST  
*IN SEARCH OF LOST TIME, 1913*



# GODADDY IS THE WORLD'S LARGEST WEB HOST AND DOMAIN REGISTRAR

56

MILLION DOMAINS  
UNDER  
MANAGEMENT

13

BILLION DNS  
QUERIES PER  
DAY

50

PERCENT SHARE  
OF NEW GLOBAL  
REGISTRATIONS



REVENUE  
\$1.5  
BILLION

(50% MORE THAN LINKEDIN)

PROFIT  
\$200  
MILLION

( $\infty$  MORE THAN TWITTER)

12  
MILLION  
(MOSTLY SMALL BUSINESS)  
CUSTOMERS







WE'VE USED SOME POLARIZING METHODS  
IN THE PAST TO BREAK THROUGH THE NOISE



BUT THAT'S NOT WHAT WE'RE ABOUT



# OUR VISION

WE WILL RADICALLY SHIFT THE  
GLOBAL ECONOMY TOWARD  
SMALL BUSINESS BY HELPING  
PEOPLE TO EASILY START,  
CONFIDENTLY GROW AND  
SUCCESSFULLY RUN THEIR  
OWN VENTURES.



6-Time Leonard All Poly Scoop Fork, 44.5-inch Length | A.M. Leonard, Inc. - Windows Internet Explorer  
http://realstardis.kalocommerce.com/SimpleProduct.aspx?pw=APF800

Start a domain search:  com  Today's Offers **SALE** 24/7 Sales & Support: (480)505-8877

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The domain that's all about YOU! Available NOW!

**Me**

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SALE! .us \$x.xx\*

SALE! .mobi \$x.xx\*  
SALE! .tv \$x.xx\*  
SALE! .com Just \$x.xx\*

**IndyCar® Series Star, Danica Patrick**

**My Account** [Logout](#)

Customer # or Login name:

Password:

[Forgot your password?](#)  
[Create a New Account](#)

**My Videos**

**My Renewals**

**My Upgrades**

**My Cart** Currency: **US\$**

**My Go Daddy Deals**

Sign up for special offers, updates and our monthly newsletter

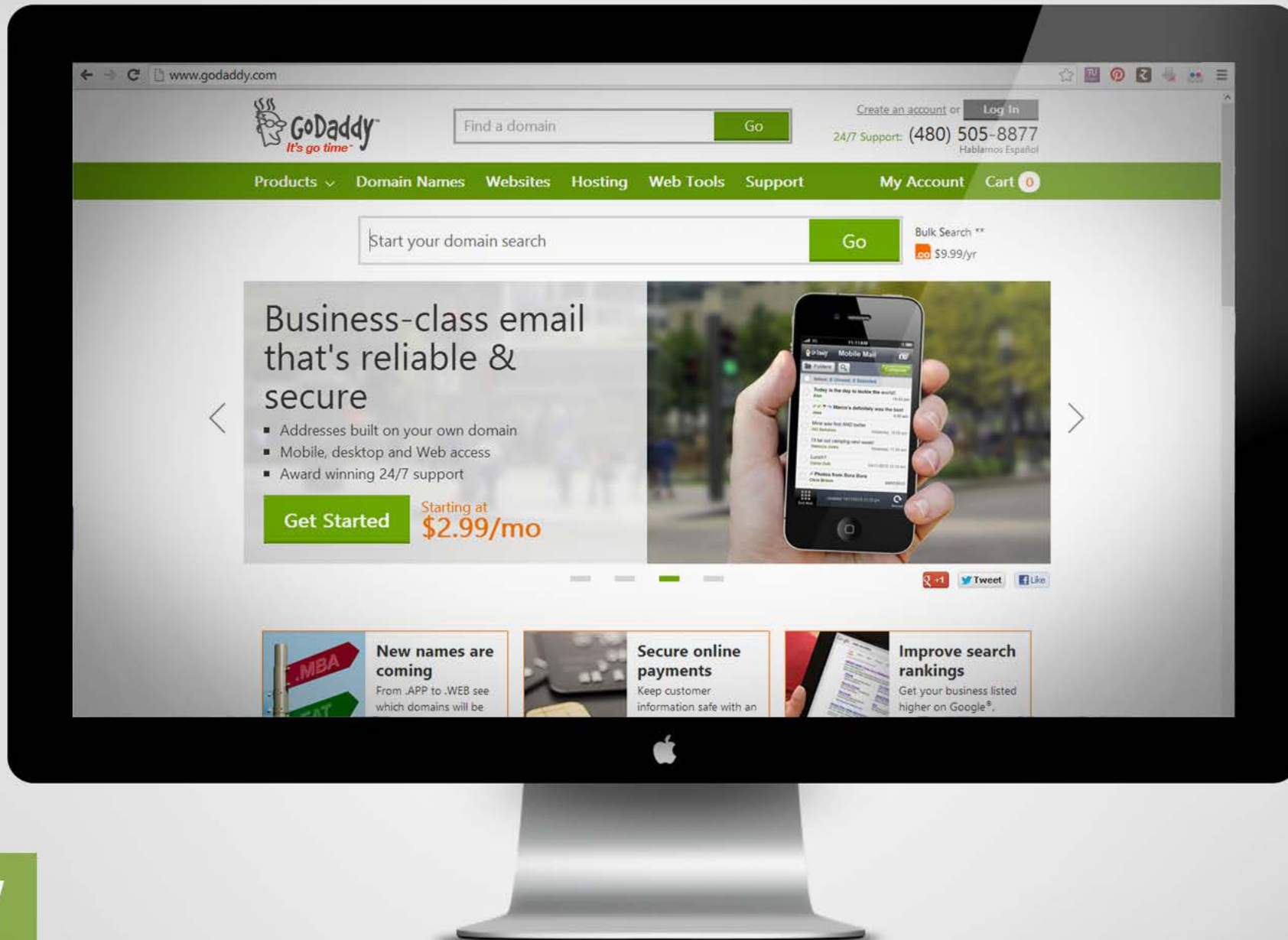
**Get a personalized solution in under 5 minutes with our Product Advisor!** **START HERE**

**Go Daddy .COM**

THEN







NOW





# WE'RE RAPIDLY EVOLVING OUR PRODUCTS





A man with a goatee, wearing a grey beanie and a red puffer vest over a grey shirt, stands in front of a shop. The shop's glass door has a red neon 'OPEN' sign above it. To the right of the door, there are logos for Visa, Mastercard, and Apple. To the left, a sign for 'BLACK' is partially visible. The man is looking directly at the camera with a neutral expression.

# NAMING

## THE NATURAL DOORWAY TO BUSINESS

MARKET LIQUIDITY · COMMERCE/SOCIAL · GTLDS



# DIGITAL IDENTITY

EFFORTLESSLY BEAUTIFUL PRESENCE

SIMPLE TO UPDATE · ENCOURAGING GRANULARITY







# DISCOVERY MARKETING

DISCOVERABILITY IS KEY TO CUSTOMER ACQUISITION

APPS • SOCIAL • LISTINGS & REVIEWS • SEO/SEM



# DISCOVERY MARKETING

## THE OLD WAY



## THE NEW WAY







# BUSINESS APPLICATIONS

MAKING THE BUSINESS OF BUSINESS EASIER

BOOKKEEPING • COMMERCE • MAIL/CALENDAR • CRM



A man with a full beard, glasses, and a dark hoodie is sitting on a concrete curb in a city street. He is looking towards the camera. In the background, there are buildings, a yellow taxi, and a red stop sign. The scene is slightly blurred, emphasizing the man in the foreground.

# WEB & DESIGN PROFESSIONALS

TAILORED TOOLS, SERVICES & BRAND

DEVELOPER NETWORK • DELEGATION • SPECIALIZED CARE





# GLOBAL EXPANSION

LOCALIZED IN 60 MARKETS AND 30 LANGUAGES

PRODUCTS • MARKETING • CARE



# UNIFIED PLATFORM

CONNECTING SERVICES, CUSTOMERS & CARE

COMPUTE · DATA · ANALYTICS · EDGE NETWORKS



A man with dark hair, wearing a dark blue t-shirt with a 'ALEVO' logo and olive green cargo pants, is sitting on a stack of cardboard boxes. He is holding a glass of beer with a white head of foam in his right hand. The boxes are labeled '12', '22 OZ.', and '22 FL. OZ.'. The background is a metallic, industrial-looking wall. The text 'NO ONE ELSE ON EARTH CARES FOR SMALL BUSINESS LIKE GODADDY' is overlaid on the image. The word 'CARES' is highlighted in a red box.

NO ONE ELSE ON EARTH CARES FOR  
SMALL BUSINESS LIKE GODADDY



# “MANIFESTO OF KICK ASS”

**FEATURING:** GODADDY EMPLOYEES

**ORIGINAL AIR DATE:** SEPTEMBER 3, 2013

**ABSTRACT:** WHAT INSPIRES THE GODADDY TEAM? YOU. HELPING SMALL BUSINESS OWNERS AND ANYONE ELSE WITH A DREAM TO DO MORE IS WHAT WE LOVE TO DO. WATCH AND SEE WHY WE THINK YOU KICK ASS.









# THANK YOU!

BLAKEi@GODADDY.COM



BLAKEi



BLAKE.IRVING



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CEO, GODADDY



*The End*