



# .BNPPARIBAS

## The Modern Face of Banking

French international banking group BNP Paribas launched MABANQUE.BNPPARIBAS with a clear strategy to improve customer experience and consumer trust when banking online. The move has also helped the bank to build its reputation for innovation on the global stage.

### .BNPPARIBAS case study in brief

- Initiatives**  
Personalised customer service and improved security through MABANQUE.BNPPARIBAS.
- Main model of use**  
Client facing, full migration, transactional.
- Key benefits**  
Improved CX/UX, additional security.

The French international banking group BNP Paribas has been a high profile adopter of the new dot brand. It was one of the first banks to switch its focus completely from its legacy TLD registrations (.fr, .net and .com) to its new dot brand extension. Today, if you enter bnpparibas.com into your browser, it automatically diverts you to the group's main corporate site GROUP.BNPPARIBAS. Its eight million retail banking customers are similarly diverted to MABANQUE.BNPPARIBAS ("my bank"), a fully functioning and secure online banking service, and the bank's flagship URL.

### Growing customer loyalty

As the banking group explained in a [case study for ICANN](#) in 2018, one of the key reasons behind its move was the "additional security benefits" that the dot brand delivers for online customers, adding:

"As an international bank, servicing millions of customers and businesses, .BNPPARIBAS provides an additional layer of security that our customers rely on. A .BNPPARIBAS website and web pages give customers additional peace of mind while conducting business with an international bank even at a local level, helping BNP Paribas Group to deliver on [its] brand promise of transparency and trust."



From a customer experience perspective, the new URL also supports the banking group's wider digital and business goals to strengthen its brand and grow customer loyalty. It also helps that it is an easy-to-remember URL.

## Becoming a leader in digital innovation

As it also set out in the case study and its original ICANN application, BNP Paribas has a "goal to serve as a leader in sustainable business and digital innovation". In practice, this means using "its own online domain in the expanding Domain Name System (DNS) to build a secure network of websites that adapt to the needs of the business – from creating a corporate site to campaign specific websites for their various initiatives."

The banking group has put this strategy into practice not just by launching its GROUP

and MABANQUE.BNPPARIBAS sites. It has also launched a series of websites related to specific services or products, and that serve specific markets or regions, such as APISTORE.BNPPARIBAS (for technical teams), USA.BNPPARIBAS, WAI.BNPPARIBAS (for start-ups), FOCUSMAGAZINE.BNPPARIBAS (its online magazine for corporate clients) and WEALTHMANAGEMENT.BNPPARIBAS. There is also a dedicated portal to celebrate its sponsorship of professional tennis: WEARETENNIS.BNPPARIBAS.

Importantly, the bank has taken time to support its business units and educate its consumers, so as to ensure a "seamless transition" and "no interruption to service". It achieved this by taking simple but necessary steps, such as ensuring the new URLs are reflected in all relevant materials "so as to elevate awareness of the new TLD". It also put the security benefits of its migration front and centre in its advertising and customer education campaigns.

**BNP PARIBAS** La banque d'un monde qui change

Gérer ses comptes

Emprunter

Assurer et sécuriser

Épargner

Investir en bourse

Nous contacter

Vous et vos besoins

Ma banque et moi

Ma banque s'engage

Accéder à mes comptes

En tant que service essentiel, BNP Paribas met tout en œuvre pour continuer à vous servir en dépit des circonstances. Votre banque est là pour vous : nos conseillers sont à votre disposition pour vous proposer des solutions adaptées à chaque situation. Nous sommes joignables par mail, téléphone ou tchat. Vous pouvez effectuer vos principales opérations sur nos sites web et appli, utiliser nos guichets automatiques pour vos opérations simples. Dans la mesure du possible, nos agences restent ouvertes en cas de nécessité. Nous vous recommandons de privilégier les contacts à distance pour limiter au mieux vos déplacements. Nous vous remercions de votre confiance et de votre fidélité.

BIENVENUE SUR MABANQUE.BNPPARIBAS

Des solutions adaptées pour tous besoins : gestion et ouverture de compte en ligne, simulation de crédit, assurance, épargne... une banque présente à vos côtés au quotidien.

Même à distance, restons connectés !

COVID-19  
BNP Paribas accompagne ses clients Particuliers

COVID-19  
BNP Paribas accompagne ses clients Professionnels

MABANQUE.BNPPARIBAS



The screenshot shows the homepage of BiVWAK.bnpparibas. At the top, there's a navigation bar with links to Home, Our offers, Our projects, and What's new? Below the navigation is a large green banner with the text "B! the change, make it happen!" and a subtext about the BiVWAK transformation hub. To the right of the banner are three small images showing people working in an office setting. A yellow line graph is visible on the left side of the page. At the bottom, there's a "Follow us on LinkedIn" button.

With a suite of targeted websites actively serving its customers and key markets, BNP Paribas has effectively used its dot brand TLD to enhance security and consumer trust, helping strengthen its international presence, customer relationships and reputation for innovation.

The screenshot shows the homepage of WeLoveCinema.bnpparibas. The header features a navigation menu with links to CINEMATCHER, À LA UNE, ÉVÉNEMENTS, PRIVILÈGES, PODCASTS, and CINÉMA ENGAGÉ. On the right side of the header are icons for user profile, login, and search. The main visual is a large, stylized title "CINEMA" where the letters are partially cut out, revealing a blurred background of movie scenes. Overlaid on the title is the text "VOTRE CINÉMA SUR-MESURE". At the bottom of the page, there's a cookie consent message: "Nous utilisons des cookies sur ce site pour améliorer votre expérience d'utilisateur. [En savoir plus](#)".

[WELOVECINEMA.bnpparibas](http://WELOVECINEMA.bnpparibas)

**From a customer experience perspective, the new URL also supports the banking group's wider digital and business goals to strengthen its brand and grow customer loyalty.**

The screenshot shows the homepage of WAI.bnpparibas. The header includes the BNP Paribas logo and a navigation menu with links to ACTU WAI, SOLUTIONS STARTUPS, ACCOMPAGNEMENT CORPORATE, QUI SOMMES-NOUS ?, and Nous contacter. The main visual features a woman smiling, overlaid with a yellow triangle containing the "WAI" logo and the text "WE ARE INNOVATION". To the right of the woman, there's a teal triangle with the text "ACCÉLÉRATEUR des entreprises qui innovent". Below the main image is a large white button with the word "OPEN".

[WAI.bnpparibas](http://WAI.bnpparibas)

To see if a dot brand is right for your company, contact us at [experts@comlaude.com](mailto:experts@comlaude.com)

To read other dot brand use cases visit: [dotbrand.domains](http://dotbrand.domains)