

## .EE CO-MARKETING PROGRAM 2026

The Estonian Internet Foundation (EIF) is launching a co-marketing program to support .ee registrars and the quality of the .ee zone. The program will also help increase the visibility of .ee and highlight its value to end-users. The objectives and conditions of the program are designed to be **equal and feasible for all registrars**. The co-marketing program is meant only for the accredited .ee registrars.

### Objective of the co-marketing program

The objective set by the EIF for .ee co-marketing projects is:

#### 1. Enhancing the quality of .ee:

- a. by renewal of registrations and encouraging new long-term registrations, i.e. at least two-year registrations
- b. by use of domain-related services (e-mail, web hosting, etc.) when registering a domain name
- c. protecting digital identity on the Estonian internet and reducing .ee domain registrations that have no legal basis.

**With these objectives, we will improve the quality of the .ee zone and provide long-term value to domain registrants.** These are based on the results of the studies carried out by [EIF](#) and [CENTR](#), according to which the motivators for renewing a domain registration are more favourable prices, use of a domain-related service and understanding the value associated with a long-term domain registration.

In order to meet these objectives, registrars can choose the marketing activities that suit them best, **such as:**

- a promotional campaign for .ee registration **renewal**
- a promotional campaign for .ee **multi-year registration**
- .ee registration together with a **top-level domain of another European Union country** (so-called combo offer; the number of domains to be included is chosen by the registrar)
- a promotional campaign for .ee registration with an **added service** (web hosting, server service, DNSSEC, etc.)
- **other reasoned activities** that would be consistent with the objectives set

## Conditions of the co-marketing program

The total budget for the co-marketing projects is **EUR 50 000**. The maximum funding amount for a project is **up to EUR 10 000** per registrar. The registrars' own contribution has to be at least **10%**. However, it may be bigger and therefore, the total amount of one project is bigger (the grant amount by EIF will remain the same). EIF has the right to reduce the grant amount for the project applicant with an evaluation decision and propose the implementation of a project with a reduced grant amount (by increasing the own participation or proportionally reducing the expenses in the project). In that case, we will contact the registrar with a proposal separately.

The framework for the co-marketing projects is set through specific conditions. However, registrars remain free to design the marketing activities and channels that are appropriate to the conditions and the objectives set. Where necessary, we will consult the registrars on the design of their projects and provide [a .ee marketing toolbox](#) with messages and simpler visuals that the registrars can use where desired. If desired, registrars also have the opportunity to use EIF blog articles or otherwise available content and materials.

### The conditions set for projects are:

1. the projects must meet the objectives set by EIF;
2. the focus of marketing activities must be on the **.ee domain**
3. the .ee domain may be advertised in combination with **other domain-related services offered by the registrar** or .ee registration together with a **top-level domain of another European Union country** (examples given above)
4. the funding may only be used for **marketing activities** (including the purchase of marketing services, but may not be used as a salary fund for the company's employees);
5. the project registrar's **own contribution has to be 10%** (which can be used to cover the staff costs);
6. the budget must conclude the cost to the registrar of offering a .ee discount price (if any); it can be included in own contribution;

The best projects which will be supported by EIF, are selected on the basis of the evaluation criteria from among the projects that meet the conditions. EIF will conclude **a contract** with the beneficiary registrars, under which the funding will be paid after signing the contract and before the start of the planned activities. All project-related activities must be carried out during the calendar year, but where

desired, they may be carried out in several parts within a single project. At the end of the activities, an overview of the materials used and the results achieved must be submitted to EIF.

## EIF support

**EIF coordinates applications for co-marketing projects.** In order to provide the best support and facilities for .ee registrars, EIF has developed a [.ee marketing toolbox](#) which includes the following elements:

- .ee visual promotional materials (for digital channels in different sizes)
- .ee domain-related signs and design elements
- .ee general messages

**The toolbox can be used to promote .ee by all the registrars.** The elements in the toolbox can also be adjusted or edited where desired.

## Submission of a co-marketing project

Co-marketing projects are assessed anonymously. This involves an EIF staff member anonymising for the evaluation panel the name and contact details of the person submitting the project.

### **To receive funding for a co-marketing project:**

1. Fill in the [online form on our website](#), in which you will need to provide the following information:
  - a. Contact details of the person carrying out the project;
  - b. Specification of the objective of the project for the registrar and an explanation of how the selected activities will meet the objectives set by EIF;
  - c. The target group of marketing activities, the reasons for its selection and the objective regarding the size of the potential customer base which is to be reached;
  - d. Marketing activities for the project and up to two examples of campaign visuals and messages, justification of the choice made, with a budget plan;
  - e. Explanations of how the quality of marketing activities is ensured (e.g. using agency assistance, relying on the results of previous marketing activities, using materials and messages appropriate to the channel, etc.)
  - f. Expected results.

NB! Before preparing your project, we recommend that you also consult the criteria set out below.

The deadline for submission of an application is **15.02.2026** (23:59 Estonian time, GMT+2). The results will be revealed and the grant agreements will be concluded in February 2026. The deadline for submission of the project summary is **31.12.2026**.

**Application form is available here:** <https://www.internet.ee/co-marketing>

## Evaluation criteria

Submitted co-marketing projects will be evaluated anonymously by the EIF evaluation panel on the basis of the criteria below. The evaluation panel consists of three people, and the ranking of the projects is compiled from the combined scores of points given by the individual committee members. Projects with an aggregate score of at least **50% of the maximum points** will be considered eligible. The beneficiaries will be determined on the basis of the ranking of the aggregated scores of the eligible projects.

The funding for the co-marketing project is granted if the application is placed in a position in the ranking that allows it to be financially supported. The project will be rejected if the application does not meet the established formal requirements or if it is ranked in a position that does not allow the application to be supported. The submitted projects are given feedback in writing, and a contract is signed with the executors of the funded projects within 10 days after the decision is made. The amount of the subsidy will be transferred to the applicant within 10 days after signing the contract.

The following aspects will be evaluated on a 4-point scale (4 being the best), with descriptions of how to obtain the maximum points:

1. Objective	2. Target group	3. Marketing activities	Total:
1.1 The project provides a thorough explanation of how its activities support the goals set by the Estonian Internet	2.1 The project clearly defines its specific target group and provides a thorough explanation of the reasoning behind this	3.1 The marketing activities are clearly described, with justifications provided for the chosen approaches. The planned activities are feasible and aligned with the	

Foundation and contribute to improving the overall quality of the .ee domain.	choice. It is also well explained how the planned activities will effectively reach the target audience.	project's objectives.	
<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	
1.2 The objectives of the project for the registrar, together with the potential (long-term) impact, are thoroughly and clearly described.	2.2 The coverage of the defined target group through the planned marketing activities is clearly reasoned and aligned with the project's objectives. Numerical indicators have been provided to measure progress.	3.2 The project presents a clear and well-justified breakdown of the budget by activities and channels. The discounted price offered within the project does not constitute the majority of the total budget.	
<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	
1.3 The project includes specific numerical targets, and the likelihood of achieving them is clearly explained through supporting evidence such as past statistics, achievements, and experience.	2.3 The project provides clear justifications for how the campaign will help expand the registrar's customer base or increase the use of its services. It also includes a detailed description of the target group - their interests, age, and location - as well as its size, and explains how the chosen channels and messages will be used to reach them.	3.3 The visuals and messages used in marketing align with the established requirements and objectives; they are distinctive, memorable, and aesthetically appealing. The project also explains how the quality of the marketing activities will be ensured.	
<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	<b>Points: (0-4)</b>	
<b>Total points:</b>			

## Success of .ee co-marketing

At the end of the projects, EIF evaluates the results achieved by the activities of each project separately, according to the objectives set by the registrar.

The success of the overall EIF co-marketing program is measured by the following indicators compared to the previous year:

- **For the registrar:**
  - increase in the .ee domains' renewal rate
  - increase in the number of .ee domains associated with services
  - increase in the number of new .ee domains registered (we assume this is a side effect of marketing activities)
- **For the register:**
  - the .ee domains' renewal rate is maintained or increasing across the whole zone
  - the co-marketing program is attractive for registrars, we give out funding to the extent of the full budget foreseen for this purpose