

The background is a dark, monochromatic scene featuring a grid of 3D rectangular blocks. Overlaid on this are numerous thin, glowing green lines that curve and flow across the surface, resembling data paths or circuitry. The lighting is subtle, with some blocks and lines appearing slightly brighter than others, creating a sense of depth and movement.

Case Study:

The PR Genius x D3

Situation

D3 set out to make "**DomainFi**" the tokenization of traditional Web2 domain names – the next major breakthrough in the Real World Asset (RWA) movement. As a pioneer bridging Web2 domain infrastructure with Web3 technology, D3 aimed to bring hundreds of millions of internet domains on-chain and unlock their liquidity. However, achieving this vision required significant market education, attention from both crypto enthusiasts and mainstream tech audiences, and positioning D3 as a category-defining leader in the emerging DomainFi space.

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Task

The Defiant

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InterNetX Taps D3 to Turn Web2 Domains Into Tradable Tokens

A European domain registrar is moving millions of domains onto the blockchain, making them tradable RWAs on platforms like OpenSea and Magic Eden.

By: Denis Omelchenko · July 29, 2025

InterNetX, a European domain registrar, is partnering with blockchain startup D3 Global to tokenize its portfolio of over 22 million domains as tradable real-world Assets (RWAs).

The collaboration, according to a press release shared with The Defiant, integrates InterNetX's domain portfolio with D3's DomainFi infrastructure and Doma Protocol, a

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The PR Genius was engaged to orchestrate a global communications campaign that would secure **Tier 1 media coverage** for D3's partnerships, roadmap developments, and product announcements. The goal was to build broad industry awareness, establish D3's credibility, and generate sustained momentum behind the DomainFi narrative, ultimately cementing D3's reputation as the leader in this new category.

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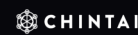
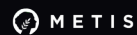
Action

The PR Genius executed a focused communications strategy comprised of several key initiatives:

Tier-1 Press Coverage

Secured extensive coverage in leading crypto and tech publications to amplify D3's story. Major outlets like *CoinTelegraph*, *CoinDesk*, and *The Defiant* featured D3's partnerships and innovations, highlighting its mission to tokenize Web2 domains as real-world assets. This ensured that news of D3's roadmap and product launches reached millions of readers in the blockchain and technology communities.

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Executive Media Appearances

Placed D3's leadership in top-tier podcasts and media interviews, so they could share the DomainFi vision in their own words. For example, D3's CEO Fred Hsu appeared on prominent Web3 podcasts, detailing how tokenizing domains via the Doma blockchain unlocks liquidity and new use cases. These interviews helped humanize the brand and educated diverse audiences about D3's innovative approach.

Conference Thought Leadership

Coordinated high-profile speaking opportunities at major Web3 and RWA conferences, allowing D3 to directly address influential industry audiences. D3 executives spoke at events like *Korea Blockchain Week* and *Token2049*, where they championed the modernization of the domain market through tokenization. Such appearances boosted D3's visibility and credibility among peers, investors, and potential partners.

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InterNetX to Tokenize One of the World's Largest Domain Portfolios via D3 Partnership and Doma Protocol

PRESS RELEASE ACCESS Newswire

Jul. 29, 2025, 11:00 AM

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Leading European Domain Registrar to Leverage Doma Protocol for Tokenized Domains and Web3 Integration, Unlocking New Growth Opportunities Across Global Reseller Network

LOS ANGELES, CA / [ACCESS Newswire](#) / July 29, 2025 / D3 Global, a pioneer in DomainFi infrastructure, today announced a strategic partnership with InterNetX, a leading global domain management-, encryption- and hosting-provider. This collaboration will enable InterNetX to utilize D3's DomainFi network and Doma Protocol as the foundational technology to tokenize and bridge its extensive portfolio of over 22 million domains as Real World Assets (RWAs) to major Web3 ecosystems, marketplaces, and wallets.

The partnership represents a significant milestone in the evolution of domain management, positioning InterNetX at the forefront of the Web3 revolution while creating substantial new revenue streams for its global network of resellers and partners.

Your Market View

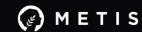
NAME	PRICE	↑↓	%	DATE
📉 TSLA	424.64	-10.53	-2.42	10/16/2025 03:26:48 F
📉 AAPL	246.67	-2.76	-1.10	10/16/2025 03:26:47 P
📉 MSFT	509.17	-4.36	-0.85	10/16/2025 03:26:48 F
📉 NFLX	1,178.97	-24.55	-2.04	10/16/2025 03:26:36 F
📉 SPOT	664.64	-6.40	-0.95	10/16/2025 03:26:35 F



Tier-1 Commentary & Op-eds

Delivered thought leadership content by placing expert commentary and op-eds in reputable outlets to cement D3's authority. Notably, D3's CEO authored a **CoinTelegraph** opinion piece underscoring why the domain industry must embrace on-chain assetization. This kind of Tier 1 coverage positioned D3 not just as a newsmaker but as a visionary voice defining the DomainFi narrative.

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Result

The comprehensive PR campaign yielded outstanding results. It generated **350+ pieces** of total media coverage, including **16** Tier 1 placements in top global outlets such as *CoinTelegraph*, *CoinDesk*, *The Defiant*, *Business Insider*, and *Digital Journal*. The combined reach of these stories exceeded **7 million** views, driving a surge in awareness and engagement across both crypto-native and traditional tech audiences. Most importantly, D3 emerged from this campaign **recognized as the market leader**, defining the DomainFi category. By consistently shaping the narrative and spotlighting D3's achievements, The PR Genius helped position D3 at the forefront of bridging Web2 domains with Web3, establishing a sustained momentum behind the DomainFi movement.

350+

Media Coverage Pieces

Total coverage generated across all outlets

16

Tier 1 Placements

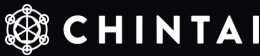
In top global publications

7M

Total Views

Combined reach across all stories

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