

**1Q and 2Q-22 usTLD Stakeholder Meeting Minutes
June 09, 2022 | 12pm Eastern Daylight Time**



June 9th 2022

II. Welcome

III. Roll call and approval of December 2021 minutes

- A. Attendees: Dustin Loup, Alex Deacon, Becky Burr, Bryan Britt, Tom Barrett, Michele Neylon, Judy Song-Marshall, Stacy Cheney, Doug Robinson, Sam Sokol, Bartlett Cleland
- B. Registry Services: Crystal Peterson, Fernando Espana, Kristin Johnson, Jasmine Begg, Melissa Cohen

IV. Q1 and Q2 Marketing Update

- A. Small Business Outreach
 - 1. **Overview:** Optimization of creative assets across paid media marketing. Targeting small business and entrepreneurs to launch their website on a .US domain.
 - 2. **Platforms:** Facebook, Instagram, SEM
 - 3. Q1 and Q2 Highlights:
 - a) *2.5M+ Impressions YTD*
 - b) *Homepage traffic up 10% year over year*
 - c) *Paid traffic shows a 27% increase in conversion rates from prior year and Organic traffic shows 47% increase in conversion rates from prior year.*
 - d) *Facebook continues to be our top platform for driving engagement and paid search drives the most conversions.*
- B. 20th Birthday.
 - 1. **Overview:** April celebrated 20 years of .US with a comprehensive integrated marketing campaign. Global activation included registrar partner promotions, flash sales, paid media awareness activities and dedicated content.

- C. Conrad Challenge.
 - 1. **Overview:** A STEM focused annual, multi-phase innovation and entrepreneurship competition for high school students to participate in designing the future by solving global and local challenges in sustainability.
 - 2. **Partnership continuing in 2022:** Exclusive domain sponsor for global Conrad Challenge and Conrad Foundation.
 - a) *.US domains + website builders are gifted to all students*
 - b) *Conrad Challenge Innovation Summit*
 - (1) **When:** April 26-29, 2022
 - (2) **Where:** Space Center Houston & NASA's Johnson Space Center
 - (3) **Who:** 950 teams from across the globe!
 - (a) Over 2,000 students from 45 countries and 33 U.S. states.
- D. Startup Weekend.
 - 1. **Overview:** Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world.
 - 2. As the world opens back up, the front half of year activity has been a mixture of in-person and virtual events.
 - 3. 2022 Highlights YTD:
 - a) *Programs: 60*
 - b) *Countries: 13*
 - c) *Cities: 25*
 - d) *Impressions: 3,241*
- E. Content
 - 1. **10 new articles** posted in Q1 & Q2:
 - a) *5 Interviews and use-case highlights from .US entrepreneurs.*
 - (1) Raisedby.us
 - (2) Pasquines.us
 - b) *5 Business articles, tips and tricks.*
 - (1) 8 Tips for Growing Your Etsy Business
 - (2) How To Choose The Best Domain Name
 - 2. Highlights:
 - a) *43% of organic traffic includes blog pageviews*
 - b) *Average time on blog pages 2 min 45 seconds (vs. 00:00:41)*
 - c) *6% increase in total blog traffic year over year*

V. Administrator, Policy & Security Updates

A. Attending ICANN 74

1. ICANN74 Policy Forum will be held in The Hague, Netherlands at the World Forum The Hague, 13-16 June 2022.

B. Accountable WHOIS in the usTLD Namespace

1. As we have been sharing over the past few months, we have been taking feedback for our proposal to the NTIAA. As we have that feedback in an official capacity, we will be sharing that as well. This has been taking lots of time so we are very excited about this.

VI. AOB & Closing