

**3Q-21 usTLD Stakeholder Meeting Agenda & Minutes  
September 16, 2021 | 12pm Eastern Daylight Time**



*September 16<sup>th</sup> 2021*



- I. Welcome
- II. Roll call and approval of June 2021 minutes
- III. Q3 Marketing Update
- IV. Policy & Security Updates
- V. TOWN HALL - November 4, 2021 at 12:00 pm Eastern Time
  - a. Review agenda
- VI. AOB & Closing

- I. Welcome
- II. Roll call and approval of June 2021 minutes
  - Attendees: Dustin Loup, Becky Burr, Bryan Britt, Tom Barrett, Michele Neylon, Laureen Kapin, Ray King, Susan Chalmers, Stacy Cheney
  - Registry Services: Crystal Peterson, Kristin Johnson, Melissa Cohen, Fernando Espana
- III. Q3 Marketing Update
  - Creative Breakthrough Testing.
    - Objectives: Creative Likability, Emotional Connection, Relevance to Domains and .US
    - Market: United States, Audience: Gen Pop\*, 18 – 45, Sample: n=600 in total (100/ad set)
    - 3 Total Concepts: Endeavour with Pride, In Pursuit of Connection, High Hopes. Big Dreams.
    - Goal is to validate new concepts by putting the creative through user testing to see where it sits and differs from the previous content, as well as among each other. “High Hopes. Big Dreams.” clear winner from testing results.
    - Launched new brand ads in July of 2021
  - 4<sup>th</sup> of July Promotions
    - Coordinated with global channel team to amplify .US 4<sup>th</sup> of July sales and promotions from registrar and resellers.
    - Included exclusive content articles written and distributed to partners and promoted via newsletter and social media posts.
    - Point of sales promotions included front of site placement, Facebook and twitter sales posts and promotion throughout registrar/resellers sites
  - IGFUSA: July 14-15, 2021
    - Total Attendees - 415

## 3Q-21 usTLD Stakeholder Meeting Agenda & Minutes

- Countries - 25
- Branding Included:
  - Mention in opening remarks
  - Logo display on break slides
  - Logo on event agenda website
  - Logo on emails before and after the conference
  - Dedicated tweet for sponsors
  - 779 impressions and 24 engagements
- Marketing Content
  - 5 New Articles Posted in Q3:
    - IGF USA 2021 Registration is Open
    - Drive Traffic To Your Website: A Beginner's Strategy For Gaining New Visitors Online
    - Meritorious.us Entrepreneurs Start Professional Network for Veterans
    - The 5 Pillars of Website Design for Small Business Owners
    - How weCultivate.US is Helping Small Businesses Thrive
  - Organic Search Traffic up 18% over previous period (and 38% from prior year)
- Partnerships
  - Startup Weekend
    - Overview: Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world.
    - Q3 Highlights:
      - Events: 15
      - Countries: 20
      - Entrepreneurs: 800+
  - Major League Hacking

- Overview: Major League Hacking (MLH) is the official student hackathon league. Each year, they power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world.
- Q3 Highlights:
  - 10+ Events
  - 1,000+ Student Impressions

#### IV. Policy & Security Updates

- 3<sup>RD</sup> FDA Summit Participation
- usTLD Contract Extension
- Update: Accountable WHOIS in the usTLD Namespace

#### V. TOWN HALL - November 4, 2021 at 12:00 pm Eastern Time

- Date: November 4, 2021 at 12:00pm EST
- Agenda:
  - State of the Domain
  - Marketing Review
  - Administrator Updates
  - Stakeholder Council Updates
  - Q & A

#### VI. AOB & Closing