

1Q-25 usTLD Stakeholder Meeting Agenda
February 6, 2025 | 12pm Eastern Daylight Time



February 6th 2025

I. Welcome

II. Roll call and approval of December 2024 minutes

Attendees:

- **Stakeholder Council:** Bryan Britt, Ray King, Doug Robinson, Becky Burr, Tom Barrett, Lauren Price, Dustin Loup
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando Espana, Melissa Cohen

DLoup: Motions to approve 4Q meeting minutes. Seconded by Brian Britt, and thirded by Ray King.

DLoup: Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

New Council Member Introduction

CPeterson: We're excited to welcome Lauren Price as the newest member of the Stakeholder Council.

LPrice: Thank you for the warm welcome. I'm thrilled to join the Council, and I appreciate Crystal for bringing me into the group. I'm excited to reconnect with the ccTLD community and contribute meaningfully to the mission of .US.

- Lauren Price introduced as the newest Stakeholder Council member.
 - Executive at DigiCert Inc. (formerly Secure Services, formerly Vercara)
 - Extensive DNS and registry background (Verisign, Public Interest Registry)
 - Expertise in DNS security, threat intelligence, and abuse mitigation

Sub-committee Updates

DLoup: Currently, two active subcommittees are evaluating the potential impacts of proposals related to premium domain names and internationalized domain names (IDNs). These discussions are focused on understanding how such changes could affect the security, stability, and value of the namespace for both stakeholders and registrants. Each subcommittee is in the process of developing draft recommendations, which will be circulated to the full Council for review, feedback, and potential approval—or further iteration based on input.

No formal updates to share yet, but Council members should watch for these drafts in the coming weeks.

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Two active subcommittees:

- Exploring impacts of premium names and IDNs
 - Focus areas include security, stability, and stakeholder value
 - Drafts in progress; will be circulated for Council review and input soon
- Lauren Price invited to join either/both subcommittees

Administrator Updates

CPeterson: The following report outlines abuse alerts and investigations by category through the end of November 2024. A key update is the introduction of a new abuse category: "Fake Shop – Crypto." This category was added during Q4 as part of a broader review of all incoming abuse feeds. Throughout the quarter, our team has been focused on evaluating and enhancing abuse detection processes to ensure compliance with, and in some cases exceed, ICANN standards. The addition of this new category reflects our commitment to maintaining a high level of vigilance and adaptability in response to evolving abuse trends.

- Continued focus on DNS abuse monitoring and category enhancement:
 - Introduction of new category: Fake Shop Crypto
 - Shift to detailed categorization to improve policy alignment
- Abuse trends show a decrease in overall activity compared to 2023
- Domains Under Management (DUM):
 - Approaching 2.3 million total
 - Over 5% annual growth in 2024 – considered strong for a mature namespace
 - Growth attributed to stable practices, not driven by discounts or high-risk promotions

IV. Q1 Marketing Update

KJohnson: As we kick off 2025, our marketing approach builds on the strong momentum established last year. One of the most successful initiatives in 2024 was the launch of the Performance Max campaign, which helped us refine a balanced and effective mix of platforms. This strategy has delivered consistent results across awareness, engagement, and conversions—and in 2025, we plan to double down on these high-performing tactics to further scale our impact and efficiency.

Marketing Strategy and Performance

- Current marketing cadence is yielding strong results in awareness, engagement, and conversions.
- Focus for the year is to double down on high-performing tactics.
- New creative is in development, set to launch at the end of Q1.

Paid Media

- Continued investment in:
 - Performance Max campaigns (YouTube Shorts + broader Google network)
 - Facebook and Instagram Reels

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- Paid search
- Performance Max remains a top-performing channel going into 2025.
- Social media retargeting is yielding a 53% engagement rate and 25 seconds average time on site—strong indicators of meaningful user interaction.

Search Performance

- Paid search continues to drive strong last-click conversions.
- Top-performing keywords include “American domain,” “American domain name,” and “top level domain TLD,” indicating strong intent-driven search behavior.

Content and Social Media

- Two new blog articles live for Q1:
 - Interview with Tempest Global (ambassador story) tempestglobal.us
 - Educational article on “How to Market to Different Generations”
- Content strategy mixes interviews, user stories, and educational pieces for balanced value delivery.

Social Media Activity

- 49 posts published across Facebook and X over the past 4–5 weeks.
- Social themes include blog promotion, product messaging, and user highlights.
- Feature Friday:
 - Weekly spotlight on .US websites with compelling brand stories.
 - January features included:
 - American Classic Tattoo (americanclassictattoo.us)
 - Catch and Release (catchandrelease.us)
 - Advanced Logistics (advancedlogistics.us)
 - These posts drive engagement and are often reshared by the featured businesses.

Next Steps / Ongoing Initiatives

- Launch of new creative assets in late Q1.
- Continuation of weekly content themes and social promotion of .US users.
- Ongoing monitoring and optimization of Performance Max and search keyword performance.
- Maintain steady blog cadence and social posting rhythm throughout 2025.

V. AOB & Closing

CPeterson: The team will be attending the upcoming ICANN meeting, which will be held in Seattle from April 8–13. We will be actively participating in several sessions, with a particular focus on the ccNSO, while also engaging in broader registry services discussions—relevant to both ccTLDs and gTLDs, given our work across both spaces.

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In addition, we'll be hosting the ccNSO Council Evening on Tuesday of ICANN week. All Council members attending are warmly invited, and formal invitations will be circulated shortly. We look forward to seeing many of you in person at ICANN. Any updates from the meeting will be shared at our next Council meeting, which is currently scheduled for May.