3Q-24 usTLD Stakeholder Meeting Agenda
September 12, 2024 | 12pm Eastern Daylight Time

September 12th 2024

I.   Welcome

II.   Roll call and approval of May 2024 minutes

Attendees:

- **Stakeholder Council:** Bryan Britt, Ray King, Bartlett Cleland, Doug Robinson, Michele Neylon, Dustin Loup
- **Registry Services**: Crystal Peterson, Kristin Johnson, Fernando Espana
- **NTIA**: Pearl Riseberg (first-half of meeting), Owen Fletcher (last-half of meeting)

Motion to approve 2Q meeting minutes. Second approval received.

CPeterson: Minutes are approved and move to Administrator updates.

III.   Stakeholder & Administrator Updates

CPeterson: Introduces Administrator updates

- Town Hall: October 31, 2024 at 12pm ET
    - State of the Domain
    - Marketing Review
    - .US Brand Use-Case Feature
    - Administrator Updates
    - Stakeholder Council Updates
    - Q&A

CPeterson: Any feedback on the agenda or additional topics to include?

[no comments]

CPeterson: If there are no further comments we will lock in this agenda for the upcoming Town Hall. Kristin will be circulating materials for you to share on your networks and within your community for anyone interested.

KJohnson: We will have a blog post, an announcement on Circle ID, and social media tiles ready for you to share next week.

CPeterson: Thank you Kristin. Now to share updates on our abuse mitigation and security efforts. Security of the .US namespace remains a top priority for us as the usTLD Administrator. The most recent data from the end of July 2024 shows we are right under 2.25 million domains under management and have seem healthy growth in the namespace. One of the top considerations in maintaining a healthy

.US

namespace is looking at how to generate quality new creates that lead to first-time renewals. We focus on getting domain names into the right hands for end-users that keep them and renew.

CPeterson: Moving to the next slide, you can see year over year activity shows a 39% decrease in abusive alerts through 31 July 2024. Every alert receives a full investigation, and we look to analyse each category to better understand how to improve future mitigation.

CPeterson: Next we will take a look at the .US Locality tool.

.US Locality

CPeterson: In addition to the second-level .US namespace, Registry Services also oversees and manages the .US Locality Space. The second level is designated for states and US territories, based on the two-letter state and territory codes assigned by the U.S. Postal Service, and this space is further subdivided into localities. This tends to be 3rd, 4th, or 5th level domains. The administration of the usTLD Locality namespace is managed by entities and/or individuals called Delegated Managers who follow comprehensive technical and service requirements. Delegated Managers play a valuable role in the management of the usTLD Locality namespace.

CPeterson: Due to its historic and inherited legacy nature, the .US Locality has relied on paper documentation for information gathering and Registry Services has committed to reinvigorate and update the space by developing domain management tools that are self-service to end users. This tool, for both Delegated Managers and end-users, is what is called the Locality Tool.

CPeterson: Due to the complexities within the .US Locality Space, Registry Services has been building and refining this tool for several years. Development for this tool is currently in final stages.

CPeterson: We will transition to Dustin to share updates from our Stakeholder efforts.

Council Member Updates

DLoup: Thank you Crystal. I want to start off by announcing some council member changes. Alex Deacon and Sam Sokol have stepped down from the Council over the past few months. The Council remains strong with seven members, but we will be looking to bring in some new members over the next year.

Sub-Committee Updates

DLoup: Our two sub-committees are underway. The Internationalized Domain Names sub-committee have had an initial meeting and we are coordinating schedules for a Premium Names sub-committee kickoff call.

DLoup: If there is any additional interest from committee members in participating in either committee, please reach out.

CPeterson: As questions arise during the sub-committee discussions, we will make sure to have a Registry Services representative at the meetings to answer questions and follow-up with any requested information.

DLoup: We will make sure to note any further details or requested information from Registry Services in regard to our discussions. Thank you Crystal. Turning it over to Kristin for the Marketing updates.

IV.   Q3 Marketing Update

KJohnson: Thank you Dustin. I'll jump right in and take the Council through our Q3 marketing highlights.

4th Of July Promotions

KJohnson: 4th of July is annually our biggest promotion globally for .US and the Channel team account managers did a phenomenal job engaging .US retailers across the globe. Additional promotion and marketing efforts for .US included pricing specials, registrar website features, homepage promotions, registrar newsletter call-outs, social media tiles, and more.

KJohnson: Retail channel efforts were supported through end-consumer marketing ad campaigns and a creative refresh to garner excitement.

Paid Advertising

2024 paid media strategy seeks to further drive conversion-based marketing with the introduction of Google's Performance Max. Advertising consists of direct consumer outreach targeted to up-and-coming small business owners across a variety of media platforms to reach customers across all stages of the purchasing funnel.

Channels:

- Performance Max
- Paid Search
- Facebook
- Instagram

Highlights:

- Advertising continues to double down on proven channels, leaning into top performing audience targets and regularly refreshing creative to keep ads relevant.
- Google Performance Max has been the biggest winner for driving leads and .US registrations while supporting a multi-platform attribution approach for reaching new SMBs and growing awareness of the .US domain.

Social and Content

Content: 5x articles published

- Brand Interviews
  - *Mungo.us* – A South African textile company focused on ethical practices and sustainable production.
  - *Foto360.us* - Focuses on Real Estate Photography Across the US
  - *Textpledge.us* - A Michigan-based advocacy group focused on promoting personal accountability and raising awareness about critical societal issues like distracted driving.
- Educational Articles
  - Are Internet Cookies Actually Helpful For Your Small Business Website?
  - The Best Digital Marketing Strategies, Based on ROI

Highlights:

- Blog traffic:
  - Accounts for 41% of total organic traffic to the website and 53% of overall traffic
  - Over 75% of blog traffic from mobile devices
  - Top trending article for Q3, "The Best AI Tools for Small Businesses"
- Social Media: (Facebook + X)
  - Reach: 118K
  - Posts: 205 posts

V.   AOB & Closing