4Q-24 usTLD Stakeholder Meeting Agenda
December 12, 2024 | 12pm Eastern Daylight Time

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December 12th 2024

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I.   Welcome

II.   Roll call and approval of September 2024 minutes

Attendees:

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

DLoup: Motions to approve 3Q meeting minutes.

DLoup: Moves to Stakeholder updates.

III.   Stakeholder & Administrator Updates

Sub-committee Updates

- Premium Names sub-committee members
    - Ray King
    - Bryan Britt
    - Becky Burr
    - Dustin Loup
- Internationalized Domain Names sub-committee members
    - Michele Neylon
    - Bartlett Cleland
    - Dustin Loup

DLoup: October was focused on Town Hall prep. Working on drafting IDN subcommittee write-up from feedback received from the group. Also expect communications for convening the Premium Names committee for discussion as well. Looking to meet in January 2025, post holidays.

2025 .US Meeting Schedule

Proposed Calendar:

- Q1: February 13, 2025 at 12:00 pm Eastern Time
- Q2: May 15, 2025 at 12:00 pm Eastern Time

- Q3: September 11, 2025 at 12:00 pm Eastern Time

- Q4: December 11, 2025 at 12:00 pm Eastern Time

- Town Hall: November 6

  - Town Hall: Swing Nov 13

pending release of 2025 IGF calendar

DLoup: Please advise if anyone knows of any conflict they have for the proposed 2025 meeting dates for each quarter. Registry Services will send out all dates to the larger group for additional feedback. It seems the Q1 date has conflicts with several of the Stakeholder members so that will be moved to February 6.

DNS Abuses and Mitigation

CPeterson: During this past quarter, we attended the ICANN hosted in Istanbul, Turkey as part of the ccNSO stakeholder group. It was a good meeting to be able to hear all of the different issues across both country codes, and in gTLD contracted parties, with groups collaborating and discussing tactics and concerns from definitions of technical abuse to mitigation efforts including some work from ccTLDs utilizing AI or other forensic methods.

CPeterson: For Registry Services' abuse mitigation efforts, we have updated the published DNS abuse mitigation data from this past quarter up through September of this year, and there have been about 420 alerts that have come through. This is a significant decrease from last year. We also showcase month over month from different categories of abuse. The Registry team mitigated all threats and it continues to be monitored closely. Overall, 2024 has seen significantly less threats over the previous year. One of the key tools used, Net Beacon is an abuse think tank. Their former name was DNS Abuse Institute but it is a nonprofit that is supported by Public Interest registry who also is the Registry Operator for the .org domain. In consultation and in communication with Net Beacon, we look at how to help define and review DNS abuse and remove it from our system.

IV. Q4 Marketing Update

Customer Photoshoot

KJohnson: The Marketing team recently travelled to New York City for a customer photo shoot. One of the customers we were able to capture is DramaClub.us – a luxury boutique menswear and womenswear store. Our team plans to use the images in 2025 marketing efforts to promote the success small businesses like Drama Club are seeing, and how they leverage their website for continued growth. A full interview will also be written and published on the website.

Website UX/UI

KJohnson: Implemented updated search flow on about.us website to better showcase domain availability and improve customer purchase flow. The updated design is based on an in-depth UX/UI

study that was performed earlier in 2024. Comments received from the testing group were analysed and reviewed by a design firm who created a streamlined search flow to better meet customer expectations and needs.

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:

- Paid efforts slow into Q4 as we lean into end of year retail channel promotions.

- Focus on bottom of funnel tactics including paid search and retargeting.

- Social media retargeted overtook Peformance Max for the most performant advertising channel in Q4.

Social and Content

Content: 3x articles published

- Elevating Native Voices: How the .US Domain Enhances Tribal Autonomy and Community Connection

- Creative Ways to Use the .US Domain Registration for Your Brand

- Join the 2024 .US Town Hall: Discuss Top Priorities and Future Goals

KJohnson: I want to highlight a really great article on the site that went live in November, Elevating Native Voices: How the US domain Enhances Tribal Autonomy and Community Connection. Our team discovered a trend while researching use-cases for .US. A lot of Native tribes were independently registering .US domains and using them for connecting their community and sharing their heritage. We are excited we are able to get this up for a National Heritage Month in November.

Highlights:

- Blog traffic:

  - Accounts for 38% of total organic traffic to the website and 23% of overall traffic for Q4

- Total pageviews for blog traffic have increased 150% from the prior year.

- Top trending article for Q4, "Are Internet Cookies Actually Helpful For Your Small Business Website?"

- Social Media: (Facebook + X)

  - Reach: 185K

  - Posts: 203 posts

V.   AOB & Closing