

**2Q-21 usTLD Stakeholder Meeting Agenda
June 10, 2021 | 12pm Eastern Daylight Time**



June 10th 2021



AGENDA

- I. Welcome
- II. Roll call and approval of March 2021 minutes
- III. Q2 Marketing Update
- IV. Policy & Security Updates
- V. AOB & Closing

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- I. Welcome
- II. Roll call and approval of March 2021 minutes
 - a. Attendees: Dustin Loup, Alex Deacon, Sam Sokol, Doug Robinson, Ray King, Michele Neylon, Tom Barrett, Stacy Cheney, Becky Burr
 - b. Registry Services: Crystal Peterson, Kristin Johnson, Melissa Cohen, Fernando Espana, Kathy Nielsen
- III. Q2 Marketing Update
 - a. Major League Hacking - 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.
 - i. Activation:
 1. Exclusive Domain Sponsor for APAC
 2. Domain offer promoted to students before, during and after each event
 3. Best Domain Category Sponsor
 - ii. Q2 Presence:
 1. 19 Events (5 to be held in June)
 2. 3,9000 students (April – May)
 - iii. Featured winners:
 1. Beyondthebinarycens.us
 2. Proud-of-pride.us
 - b. Startup Weekend - Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world.
 - i. Second quarter hackathons saw the return of in-person events in several cities across the world while there were others that still remained virtual.
 - ii. A big focus for Q2 was efforts around sustainability which continues throughout the month of June.
 - iii. Q2 Highlights:
 1. Events: 65
 2. Countries: 42
 3. Entrepreneurs: 2,100+

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- c. Marketing Campaigns
 - i. Overview: Ongoing deployment and optimization of small business paid marketing campaign.
 - ii. Platforms: Facebook, Instagram, SEM
 - iii. Q1 Highlights:
 - 1. Total website traffic up 10% over previous period and 30%YoY
 - 2. Conversion rates up 12% from previous period with a 23% increase in total conversions.
 - 3. Facebook continues to be our top platform for driving engagement with audience expansion to include the extended network
- d. Content - Four new articles posted in Q2:
 - i. Improve Your Google Ads Quality Score with these 7 Steps
 - ii. How To Build A Highly Profitable Online Business
 - iii. Improve your User Experience with these Design Essentials
 - iv. How to Make Your First Ecommerce Sale in 30 Days
- e. IGF USA
 - i. July 14-15, 2021
 - ii. Session Topics:
 - 1. Building Better Online Markets and Communities
 - 2. 100% Online: How to close the Internet access gap once and for all
 - 3. Why don't we have better digital IDs? And what could we do if we did?
 - 4. The 5 Ws (and 1 H) of Content Moderation
 - 5. The Security Concerns Impacting the Internet
 - 6. Policy, Standards, and IoT
 - 7. Re-examining Antitrust in a Digital Economy
 - 8. The Future of Data: Privacy Foundations and Legislative Approaches
 - 9. Regulatory Changes and the Potential Fragmenting of the Internet
- IV. Policy & Security Updates
 - a. Privacy – Working on DOC proposal
 - b. KIDS.US – Namespace remains closed
- V. AOB & Closing