

2Q-23 usTLD Stakeholder Meeting Agenda
May 25, 2023 | 12pm Eastern Daylight Time



May 25th 2023

2Q-23 usTLD Stakeholder Meeting Agenda

I. Welcome

II. Roll call and approval of February 2023 minutes

Attendees:

Stakeholder Council: Crystal Peterson, Tom Barrett, Michele Neylon, Kristin Johnson, Judy Song-Marshall, Alex Deacon, Dustin Loup, Doug Robinson, Fernando Espana, Laureen Kapin, Bryan Britt, Becky Burr, Melissa Cohen, Jared Hosid, Susan Chalmers

Registry Services: Crystal Peterson, Tom Barrett, Michele Neylon, Kristin Johnson, Judy Song-Marshall, Alex Deacon, Dustin Loup, Doug Robinson, Fernando Espana, Laureen Kapin, Bryan Britt, Becky Burr, Melissa Cohen, Jared Hosid, Susan Chalmers

DLoup motions to approve 1Q meeting minutes. TBarret approved motion, MNeylon seconds motion. Minutes approved.

III. Q2 Marketing Update

Paid Advertising

Paid media drives awareness building and brand recall for the .US domain. 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:**

- Facebook
- Instagram
- YouTube
- Paid Search

- **Highlights:**

- Paid Impressions: 300K (*through 5/15/23*)
- April and May paid ads show a shift in performance towards social media driving the highest conversion rates and leads on the about.us site, slightly over paid search efforts.
- YouTube drives the majority of impressions supporting upper funnel and early awareness efforts. Total of 65K video views (April/May) with a 35% view-thru rate.

TBarrett: Regarding paid media, which channel is the most effective for conversion?

KJohnson: Paid search on Google

TBarrett: Have you looked into other channels like Twitter or LinkedIn?

KJohnson: We have tested both platforms but haven't found them as performant for converting domain registrations.

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Direct to Channel Advertising

Paid consumer campaigns run through the Registry Marketing Team direct to .US registrar and reseller partners. Efforts require upfront coordination and negotiation by the Channel Team to establish pricing, package offers, tracking requirements and campaign set-up. Allows for a streamlined path to purchase and supports increased registrations.

- **Highlights:**
 - Total Combined Impressions:1M
 - Platforms:
 - Facebook
 - Instagram
- **Partners:**
 - Dynadot – 8-week campaign
 - Namesilo – 8-week campaign

BBritt: Curious about engaging Dynadot, Namesilo and over GoDaddy. I like the idea we're doing this with other retailers.

KJohnson: We do run campaigns with GoDaddy as well, but we want to test across our entire retail base. Our team sources the best partner based on pricing, promotions and historical results from these campaigns.

TBarrett: What is the typical budget for these campaigns, can we talk about ROI?

KJohnson: I'm happy to provide some marketing background offline but because we're a publicly traded company I won't be able to discuss budgets and ROI.

TBarrett: Can you provide high level what are the biggest lessons learned?

KJohnson: One of the biggest takeaways in paid advertising is make sure you run a retargeting audience. Seems standard but is often overlooked. This strengthens brand recall and purchase propensity. Additionally, including a price point on ads has shown to drive increased engagement and conversions.

Social Media

Regular posts across native social channels strengthens online presence and increases brand visibility. Facebook and Twitter are ideal for content sharing, which can lead to organic brand exposure, and effectively build brand awareness to stay at the forefront of customer's minds.

- **Platforms:** Facebook and Twitter
- **Highlights:**
 - Impressions: 771K
 - Engaged Users: 6.4K
 - Posts: 131

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- **Brand Ambassadors:**
 - Canceledplans.us – Home goods, candles and etc
 - Babyandco.us – Baby products
 - Kochstelle.us – Cooking/modern cookware
 - Whoisbaby.us – Local boutique

Content

- **Three new articles posted:**
 - The Small Business Guide to Brand Awareness
 - Leaving Anyone Behind? The Importance of Website Accessibility for Your Business
 - **Brand Feature:** Heritage Steel is Helping Us Rethink How we Shop for Cookware (heritagesteel.us)
- **Highlights:**
 - Organic traffic accounts for 24% of overall website traffic to about.us
 - Blog views totalled 2,000 in April and May
 - Average Session Duration for blog views is double the sitewide average (:46 seconds)

Partnerships

Overview: Ongoing activations with key strategic partners supports brand equity for the .US TLD with entrepreneurial, tech and STEM audiences.

- **Startup Weekend**
 - 27 Events in April
 - 1,444 Attendees
- **Major League Hacking**
 - 7 Events in April
 - 1,046 Attendees
 - 4/7 Hardware Hackfest
 - 4/7 Wittyhacks
 - 4/7 Electrothon 5.0
 - 4/14 HackBattle: Mobile vs Web
 - 4/15 Hack The League - Chapter 2
 - 4/21 Design & Hack
 - 4/28 BeginnerHacks
 - **Domains registered include:** sharksense.us, hardtrack.us, devsprojects.us, paramountlearning.us, and more!

IV. Administrator, Policy & Security Updates

ICANN - 12-15 June 2023, Washington D.C.

- .US hosting ccNSO: Registry Services will be attending the ICANN event: 12-15 June 2023, Washington DC - .US hosting a ccNSO event on Tuesday during ICANN. All Stakeholder Council are welcome to join.
- usTLD Locality Tool: We have been developing a platform to help better manage our usTLD Locality Delegated Managers and locality registrants. The next phase of that product development is moving forward. Bryan will hear from us next week to help test. We're very excited to move this to the next step.

BBritt: We'll need a terms of service or addendum on that contract. I don't want that to be overlooked.

CPeterson: We'll address that during the testing.

Accountable WHOIS in the usTLD Namespace

The NTIA has posted a request for comments and it's been made available at the following link. Check link: [A Proposal for More Privacy in Domain Name Personal Data | National Telecommunications and Information Administration \(ntia.gov\)](#)

TBarrett: Have you seen any pushback on this proposal that concerns you?

CPeterson: We are not in receipt of any of those comments as it was the NTIA set that up. Susan, are you able to share or do you have to wait until it's fully closed?

SChalmers: The comment process is still open. I will say we've not received any comments to date. We expect to get a robust amount of feedback after ICANN 77.

TBarrett: What is the level of support within the US Congress?

SChalmers: I don't know if I can respond to that definitely today. It's certainly a topic of conversation on the hill.

ADeacon: People have asked for the proposal and asked how they comment when the proposal doesn't exist. I've asked them to focus on the policy questions. I hope that's an okay response.

CPeterson: Yes that's fine.

BBurr: Can we share the deck?

CPeterson: We can share the deck again. We can do a quick follow-up after this meeting.

CPeterson: From the town hall, we had the majority of that deck. That is a public-facing request for download.

TBarrett: Will you do outreach with the ccNSO or other parties?

CPeterson: Yes, we're covering this at ICANN77

V. AOB & Closing

Closing Statements

CPeterson: We had a very good meeting with Alex last week. He had a great question. He asked, “what is next?”. As we are starting to close on accountable WHOIS and next steps. At the next meeting, we can discuss other topics the council can dig into. There have been other topics that have come up for discussion, that were previously tabled based on competing priorities. We’ll bring those back to the forefront. During our next meeting, I’d like to have an open discussion there. Where are we going next?

ADeacon: We should all re-acquaint ourselves with charter and the scope of work within the council. There are things like the compliance report that we don’t want to forget about. How can we make these calls more policy focused? We want to be doing the work we volunteered to do.

DLoup: We should meet together before our official meeting to prepare and be as efficient as possible.

DLoup: Glad to see things moving forward. Are there any other items of business that anyone wants to raise? Or any other questions or thoughts.

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.GOV Updates

DRobinson: I wanted to give an update on the .GOV namespace. They advocated to remove the \$400 fee to register a .GOV domain. We’re about 15 years out to have all states and localities mandated to use a .GOV domain. For example: Utah said to move to .GOV by 2025. I expect that bill will ultimately pass. K12 are not eligible for .EDU or .GOV. They will probably stay on .US.

DLoup: To what extent are you coordinating with to handle the local engagement piece?

DRobinson: There continues to be a fairly stiff opposition to migrate over to a .GOV. They want that to be done over time. Pure speculation: It requires the .GOV domain to gain federal funds and grants. We’re not actively campaigning at the local level.