



Registry Operator Monthly Report

February 2021

Prepared: March 2021

Registry Services, LLC
14455 North Hayden Road
Scottsdale, AZ 85260



Monthly Progress Report for February 2021

Dept of Commerce Contract No: 1331L519C13350044

As required by the Department of Commerce/Registry Services, LLC ("Registry Services") Contract, this report provides an overview of Registry Services' activity during the reporting month.

Table of Contents

- Section 1: Summary of Major Events 2
- Section 2: Performance Data..... 4
- Section 3: Monthly Transaction Statistics 5
- Section 4: Monthly Registration Data 6
- Section 5: Website Statistics 7
- Section 6: Accredited Registrar Status 7
- Section 7: usTLD Locality Statistics 7
- Section 8: Nexus & WHOIS Compliance Statistics 8

Monthly Progress Report for February 2021

Section 1: Summary of Major Events

Contractor and Policy Update

During February 2021, The usTLD Stakeholder Council finalized and posted for public comment a statement regarding the usTLD and privacy. As background, at the 2015 usTLD Stakeholder Town Hall, the stakeholder council identified the lack of privacy services as a key issue suppressing domain name registration in the .US TLD. On this issue, the Council developed the [Privacy/Proxy Services Review for the usTLD Report](#) and made recommendations for the [.US Registry Based Privacy Service Plan](#). This work concluded in 2017 and was submitted to the Department of Commerce.

Throughout 2020, the Council convened a security sub-committee, produced and approved a statement of continued support for the adoption of a usTLD Privacy Service Plan. Following the public comment period and review of results, this statement of support will be submitted to Registry Services, LLC, with the intent to submit to the Department of Commerce. The public comment period runs from February 26, 2021 to conclude March 28, 2021. The statement can be found at <https://www.about.us/policies/ustld-stakeholder-council/ustld-privacy-recommendation>.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,397 total usTLD Locality names. Of those, Registry Services manages 9,159 as the Delegated Manager, and the remaining 3,238 are covered by external Delegated Manager Agreements. Registry Services continues to work through a migration plan for the former Texas Regional Hostmaster delegations to ensure policies, services and domain names have no degradation during the migrations.

There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of February 2021.

Technical and Operational Update

There were no operational changes during February 2021.

Monthly Progress Report for February 2021

Marketing Update

February marketing efforts included the launch of a brand new .US partnership with the Conrad Challenge. The Conrad Challenge is a STEM focused organization with an annual, multi-phase innovation and entrepreneurship competition that encourages young adults to participate in designing the future. Each year, teams from around the world create products and/or services to address some of the most pressing global and local challenges. They become entrepreneurial problem-solvers, addressing challenging social, scientific and societal issues through utilizing their creativity and critical-thinking skills. .US launched as the exclusive domain sponsor for the global Conrad Challenge and Conrad Foundation, gifting .US domains and website builders to all students. The challenge is ongoing with the final summit hosted in May. All semi-finalists will receive a curated .US prize pack (250 total).

Additional partnership efforts including our ongoing participation as part of Techstars Startup Weekend, which as hosted 18 events year-to-date with a total of 1,300 global entrepreneurs. .US domains are offered to all participants as part of a sponsorship with Startup Weekend. Our Major League Hacking sponsorship continued as well into February with a total of four events and 1,096 global participants. These targeted partnerships are an ideal way to connect with upcoming entrepreneurs and startups to build brand equity at the stage of inception, where ideas are being made and coming to life. .US is proud to sponsor these ongoing programs and will continue to look for opportunities that fit our target audience.

Marketing efforts also included ongoing paid media as part of our evergreen campaigns on social media and paid search. Optimizations in the campaign set-up the previous month resulted in a large lift for conversion rate and quality of paid traffic across our about.us website. Social media grew from a 3% conversion rate to almost 12%, with an overall lift in website conversions to 6% average across all channels. Paid media February performance highlighted below:

- 750K Impressions
- 2,200 Clicks
- 100 Conversions (registrar leads)

We continue to support ongoing paid media efforts for driving brand awareness for the .US domain as well as to educate and support the SMB audience coming online. Our content efforts on the website focus on this educational and informational aspect to provide resources for website visitors and to support search engine optimization efforts. A total of three new blogs were added to the website in February ranging from technical in nature to topical content for bloggers. Article included below:

Monthly Progress Report for February 2021

- 2/1: How to Build a Brand Your Audience Will Love <https://www.about.us/blog/how-to-build-a-brand-your-audience-will-love/559>
- 2/17: An Intro to HTTP to HTTPS, and How to Make the Change <https://www.about.us/blog/an-intro-to-http-to-https-and-how-to-make-the-change/558>
- 2/23: How To Build A Successful E-Commerce Site <https://www.about.us/blog/how-to-build-a-successful-e-commerce-site/560>

Blog content supports search engine rankings for organic traffic and boosts brand recall by connecting with users during the discovery phase of the buying process. A total of 60% of the organic traffic to the website in February came from blog pageviews.

Before closing out the month, .US was afforded a unique branding opportunity as usTLD Stakeholder Chair, Dustin Loup, was invited to speak at a Press Conference held for Ms. Opal Lee and her campaign on Juneteenth.us. The press conference was held on Thursday, February 25th and .US was prominently displayed as part of their campaign URL. Dustin was able to interview the President of the National Juneteenth Observance Foundation, Steve Williams, and when asked about the choice of domain name to drive traffic to the petition, he said, “Using the .US to promote our Juneteenth petition was a natural choice. Juneteenth.us is easy for people to remember and it indicates what Juneteenth is all about – US as Americans.

Other Updates

New registrations in February 2021 were 70.13% higher than February 2020. Names under management in February 2021 were 3.27% lower than February 2020. The renewal rate in December 2020 (most current data available due to 45 day grace period) was higher year over year at 71.19% vs. 49.98% in December 2019.

Section 2: Performance Data

Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	100%
Service Availability - Nameservers	100.000%	100%
Service Availability- Whois	99.950%	100%
Planned Outage Duration - SRS	8 hours	0 hours
Planned Outage Duration - Nameservers	None	0 min
Planned Outage Duration - Whois	8 hours	0 hours

Monthly Progress Report for February 2021

Extended Planned Outage Duration - SRS	18 hours	0 hours
Extended Planned Outage Duration - Nameservers	None	0 min
Extended Planned Outage Duration - Whois	18 hours	0 hours
Processing Time - Add, Modify, Delete of all objects	3,000ms for 95%	100% < 3,000ms
Processing Time - Query Domain	1,500 ms for 95%	100% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	100% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	100% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	100% < 15 mins
Update Frequency - Whois	15 min. for 95%	100% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	1,716,351
Totals Nameservers Managed	220,420

Billable Transactions

Transaction Type	# of Transactions
Adds	39,958
Auto-Renews	3,517
Renews	65,811
Transfers	2,062
Deletions for Credit	787
Total	112,135

Total Extensible Provisioning Protocol (EPP) Transactions during the Month (Includes failed transactions)

Command	# of Transactions
Check Contact	1,734,802
Create Contact	906,764
Delete Contact	126,342
Info Contact	4,888,825
Transfer Contact	0

Monthly Progress Report for February 2021

Update Contact	1,854,641
Check Domain	53,029,734
Create Domain	17,939,995
Delete Domain	27,578
Info Domain	3,181,322
Renew Domain	92,828
Transfer Domain	286,682
Update Domain	508,976
Check Host	7,160,021
Create Host	6,249,448
Delete Host	30,824
Info Host	1,193,071
Update Host	10,293
Totals	99,222,146

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,272,139
Minimum Daily Transactions	3,031,234
Average Daily Transactions	3,543,648

Transaction Type	# of Transactions
Total Billable Transactions	112,135
Total number of Whois Queries	32,611,429
Total number of DNS Queries	89,565,022,859
Total EPP Transactions	99,222,146
Total Registry Transactions	89,696,968,569

Section 4: Monthly Registration Data

Spreadsheet provided.

Monthly Progress Report for February 2021

Section 5: Website Statistics

URL: www.about.us	
Page Views	15,180
Visits	7,921
Average Visit Length	0 min 58 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	226
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	21



Monthly Progress Report for February 2021

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during February 2021.

Date	Registrar	Domain Name	Complaint	Action
2/28/2021	Key-Systems GmbH	<u>Driek[.]us</u>	WHOIS	
2/27/2021	NameCheap, Inc.	<u>Diabetesmasterclas[.]us</u>	WHOIS	
2/27/2021	NameCheap, Inc.	<u>Crea[.]us</u>	WHOIS	
2/27/2021	NameCheap, Inc.	<u>85glucafixsj[.]us</u>	WHOIS	Registrar Accepted
2/24/2021	US Locality	<u>ci.mora.mn[.]us</u>	WHOIS	Registrar Rejected
2/23/2021	NameCheap, Inc.	<u>Nfindustries[.]us</u>	WHOIS	
2/13/2021	PDR Ltd. d/b/a	<u>Lenskart[.]us</u>	Nexus	CSR Rejected
2/10/2021	NameCheap, Inc.	<u>Bestyogastore[.]us</u>	WHOIS	CSR Accepted
2/9/2021	Tucows Domains Inc.	<u>Flickerfusion[.]us</u>	WHOIS	Registrar Accepted
2/3/2021	NameCheap, Inc.	<u>Skeppy[.]us</u>	WHOIS	CSR Accepted
2/2/2021	US Locality	<u>Brookings.or[.]us</u>	WHOIS	Registrar Rejected

Registry Services, LLC conducts regular spot-checks for Nexus compliance each month. These checks are in addition to investigating specific validation requests from third parties through the complaint tool.

Description	
February 2021 .US domain names reviewed (Nexus)	1,024
% of domain names pass primary investigation	93.8%