

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**August 2019**

**Prepared: September 2019**

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As required by the Department of Commerce/Neustar Registry Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

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## Section 1: Summary of Major Events

### Technical and Operational Update

There were no operational changes during August 2019.

### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,141 total usTLD Locality names. Of those, Neustar manages 9,754 as the Delegated Manager, and the remaining 2,387 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar to terminate his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants. An audit is underway to ensure that all usTLD Delegated Managers are correctly identified within the systems.

### Policy Update:

Neustar continues to explore with the FDA, NTIA and other Registries a program to tackle the opioid crisis online. There were no other policy updates during August 2019.

### Marketing Update:

Based on the success of our evergreen campaign efforts, additional dollars were allocated to Facebook and Instagram advertising starting in August, to drive greater impression share and expand our brand reach. The 50x50.us use-case video was put in rotation and drove just over a 27% lead conversion ratio, one of the highest performing assets in the campaign.

The political, "Campaign with .US" advertising efforts completed in mid-August contributing a total of 430K impressions, with a conversion rate of 17%. This targeted effort has proven one of the most viable audiences for driving engagement and conversions. Organic efforts will continue by producing relevant content to be added to the about.us website and further increasing resources on the dedicated landing page <https://www.about.us/civic>.

Total August advertising drove 250K impressions. Facebook continues to be the best performing platform for driving conversions and increased spend in August has supported increased online conversion rates and traffic. Total referral traffic from social media channels has doubled from the previous month and conversion rates have climbed 7% month-over-month.

Search engine optimization efforts continue with two new articles added to the website in August. One article includes a case-study of a .US business, TWA.US and the mission behind their organization, as well as an article about leveraging .US as a personal domain to help shape and tell the story of your personal brand:

- The Wild Adventure: How a .US URL Helps One Hear the Call of the Wild  
(<https://www.about.us/blog/the-wild-adventure>)

- How to Digitally Build a Personal Brand (<https://www.about.us/blog/how-to-digitally-build-a-personal-brand>)

Organic traffic to the website is up 17% over previous year, and paid search efforts continue to drive quality traffic with the new consolidated keyword strategy.

### Other Updates

New registrations in August 2019 were 51.0% lower than August 2018. Names under management in August 2019 were 2.0% higher than August 2018. The renewal rate in June 2019 (most current data available due to 45 day grace period) was higher year over year at 60.96% vs. 56.46% in May 2018.

## 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
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

<b>Total Domains Under Management</b>	<b>2,047,228</b>
<b>Totals Nameservers Managed</b>	<b>239,986</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	32,620
Auto-Renews	5,424
Renews	67,400
Transfers	1,990
Deletions for Credit	1,174
<b>Total</b>	<b>108,608</b>

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

Command	# of Transactions
Check Contact	3,799,825
Create Contact	1,113,529
Delete Contact	90,176
Info Contact	2,644,376
Transfer Contact	0
Update Contact	2,868,443
Check Domain	43,189,607
Create Domain	13,480,950
Delete Domain	61,360
Info Domain	3,680,807
Renew Domain	94,282
Transfer Domain	50,945
Update Domain	767,932
Check Host	6,310,842
Create Host	740,956
Delete Host	255,698
Info Host	2,645,886
Update Host	56,067
<b>Totals</b>	<b>81,851,681</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,201,505
Minimum Daily Transactions	1,832,513
Average Daily Transactions	2,640,376

Transaction Type	# of Transactions
Total Billable Transactions	108,608
Total number of Whois Queries	23,775,231
Total number of DNS Queries	52,978,283,435
Total EPP Transactions	81,851,681
<b>Total Registry Transactions</b>	<b>53,084,018,955</b>

## Section 4: Monthly Registration Data

See attached spreadsheet or <https://www.about.us/resources/statistics>.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	11,058
Visits	6,219
Average Visit Length	48 seconds

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	222
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

## Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	375
Changes to Delegated Managers	0
Updates to Locality Domains	67

### Section 8: Nexus & WHOIS Compliance Statistics

The following Nexus and WHOIS complaints were received during August 2019.

Date	Registrar	Domain Name	Complaint	Action
8/9/2019	NameCheap, Inc.	Osramsylvania.us	CSR Accepted	Nexus
8/9/2019	Epik Inc.	binance.us	CSR Accepted	Nexus
8/9/2019	NameCheap, Inc.	concedefloat.us	CSR Accepted	Nexus
8/9/2019	NameCheap, Inc.	densitycrack.us	CSR Accepted	Nexus