



Registry Operator Monthly Report

December 2020

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Monthly Progress Report for December 2020

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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.

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Section 1: Summary of Major Events

Contractor and Policy Update

The usTLD Stakeholder Council held its final meeting of the year on December 10, 2020. The agenda included an update on marketing activities and updates on the Council sub-committees. Statements for both the Security sub-committee and KIDS.US sub-committee were approved to move to public comment. In addition, the updated usTLD Locality Tool was confirmed for beta launch in December 2020. Finally, the 2021 Stakeholder Council schedule was approved as the following:

- Q1 - March 18, 2021 at 12:00 pm Eastern Time
- Q2 June 10, 2021 at 12:00 pm Eastern Time
- Q3 September 16, 2021 at 12:00 pm Eastern Time
- TOWN HALL November 3, 2021 at 12:00 pm Eastern Time
- Q4 December 9, 2021 at 12:00 pm Eastern Time

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,327 total usTLD Locality names. Of those, Registry Services manages 9,127 as the Delegated Manager, and the remaining 3,200 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There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of December 2020.

Technical and Operational Update

There were no operational changes during December 2020.

Marketing Update

The year ended with a big marketing push for the small business campaign. Marketing efforts expanded to include the Facebook Audience Network and increased reach by more than ten fold. Advertising efforts drove 5.7M impressions throughout the month and just under 20K

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website leads. The addition of higher funnel, awareness advertising led to a 30% increase in direct search as well with a total of 338 outbound registrar referrals throughout the month.

In addition to the media campaign, we launched our last influencer video on YouTube in partnership with Shenae Grimes Beech. As part of the sponsorship, Shenae also launched her own dedicated project on a .US site www.boltandbloom.us which was promoted across her YouTube and social media channels. The video has received 17K total video views to-date after premiering on December 27, 2020.

Vet-repreneur efforts wrapped in December with the final weeks of the Veteran's social media campaign and last push from partners at Established and Startup of the Year. Engagement from social media efforts were some of the strongest from any campaign in 2020 with more than 20K clicks and 2.2M impressions. The campaign drove high interactions with comments, likes and shares ongoing throughout November and December. Overall conversions and leads to registrars were low, demonstrating this audience is still in the consideration phase of the customer funnel and not yet ready to make a purchase. To best support Veteran entrepreneurs our team will be exploring additional partnerships in 2021 that align with the consumer journey.

The .US Adwords campaign continued through the end of the year and remains the top converting channel for driving registrar leads. December saw a 14% conversion rate with an average of one minute and thirty seconds on the site and two pages per session. Search engine marketing efforts will continue as a foundation of our strategy into 2021.

One new blog was added to the site in December, written by the usTLD Stakeholder Chair, Dustin Loup. The article features unique gift-giving ideas from local .US small businesses across the U.S.. This effort was supported by individual social media posts featuring each business and their curated holiday merchandise.

- 7 Easy Gift Ideas that Support U.S. Small Businesses (<https://www.about.us/blog/no-7-easy-gift-ideas-that-support-u-s-small-businesses/553>)

Organic search increased 13% in December from the prior year driving largely by blog pageviews which accounted for 65% of organic traffic to the site.

Other Updates

New registrations in December 2020 were 8.62% higher than December 2019. Names under management in December 2020 were 10.20% lower than December 2019. The renewal rate in October 2020 (most current data available due to 45 day grace period) was higher year over year at 66.87% vs. 37.41% in October 2019.

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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

Total Domains Under Management	1,708,687
Totals Nameservers Managed	220,238

Billable Transactions

Transaction Type	# of Transactions
Adds	26,732
Auto-Renews	5,002
Renews	60,846

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Transfers	1,705
Deletions for Credit	743
Total	95,028

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

Command	# of Transactions
Check Contact	1,981,220
Create Contact	991,293
Delete Contact	161,274
Info Contact	5,896,921
Transfer Contact	0
Update Contact	1,946,748
Check Domain	56,998,198
Create Domain	29,481,100
Delete Domain	29,908
Info Domain	3,367,789
Renew Domain	91,634
Transfer Domain	218,977
Update Domain	470,029
Check Host	8,252,968
Create Host	8,235,860
Delete Host	48,032
Info Host	1,228,010
Update Host	13,948
Totals	119,413,909

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,525,892
Minimum Daily Transactions	1,595,837
Average Daily Transactions	3,852,061

Transaction Type	# of Transactions
Total Billable Transactions	95,028
Total number of Whois Queries	39,955,707
Total number of DNS Queries	94,711,769,302

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Total EPP Transactions	119,413,909
Total Registry Transactions	94,871,233,946

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about.us	
Page Views	42,450
Visits	32,555
Average Visit Length	0 min 27 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	18

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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during December 2020.

Date	Registrar	Domain Name	Complaint	Action
12/4/2020	Tucows Domains Inc.	villmow.us	Invalid whois	Registrar Rejected
12/11/2020	GoDaddy.com, LLC	pto-us.us	Abuse	Registrar Accepted
12/24/2020	GoDaddy.com, LLC	lmhigh.us	Abuse	Registrar Accepted
12/24/2020	GoDaddy.com, LLC	lmhigh.us	Abuse	Registrar Accepted
12/28/2020	NameCheap, Inc.	Susan69.us	Abuse	Final Reminder Sent
12/28/2020	Fast Domain Inc.	livetru.us	Invalid	Final Reminder Sent

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	
December 2020 .US domain names reviewed (Nexus)	794
% of domain names pass primary investigation	92.7%