

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**July 2019**

**Prepared: August 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 July 2019.

### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,140 total usTLD Locality names. Of those, Neustar manages 9,753 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.

### Policy Update:

Neustar was excited to receive a favorable response from the U.S. Department of Commerce National Telecommunications and Information Administration ([NTIA](#)) to its bid to renew our contract to continue building and growing the .US domain. Neustar has successfully administered this critical internet infrastructure since 2001, when the Department of Commerce initially selected the company to launch and manage the .US domain.

In addition, Neustar continues to explore with the NTIA, FDA and other Registries a program to tackle the opioid crisis online.

### Marketing Update:

.US was the proud sponsor of this year's IGF USA annual forum on July 25, 2019, our third year participating. This year's sponsorship included a fully branded coffee break station, complete with branded coffee cups, sleeves, mints and napkins. We also promoted sign-ups for the upcoming October Town Hall, via a palm card which was placed on tables as a takeaway for attendees and signage at the event with details on registration - [www.about.us/townhall](http://www.about.us/townhall). Turnout for the event boasted upwards of 255+ attendees, one of the largest showings to-date. Participants at the event included industry experts, government staffers, civil society advocates, academics, legal professionals, a few members of the press and more.

The political, "Campaign with .US" strategy continues to drive the most website conversions with a highly engaged user. We have an average conversion rate of 17% since the campaign launched in January 2019. The .US evergreen campaign also continues, targeting existing and soon-to-be small business owners and encouraging them to create a website on a .US domain. We are running ads on both Facebook and Instagram as well as retargeting visitors from the [www.about.us](http://www.about.us) website.

Shifted the .US paid media strategy starting in July, to focus search engine marketing efforts on branded key terms only and reallocate dollars to our best performing campaigns on Facebook.

This optimization resulted in a 30% increase in website conversions from paid search, despite a reduced spend, and a 7% increase in our paid social conversion rate.

Two new articles posted to the blog in July, the first is a guest post by US Stakeholder Council Chair, Dustin Phillips. The article is an in-depth look at the Internet Governance Forum, including goals and objectives, how to participate, and promoting the annual forum that took place July 25th.

- Internet Governance Forum USA Tackles Critical Internet Issues  
 (<https://www.about.us/blog/internet-governance-forum-usa-tackles-critical-internet-issues>)

Our second article was in support of our civic promotion efforts encouraging users to use a .US domain to launch their local or national civic organizations or movements:

- How to Rally Support for Your Cause (<https://www.about.us/blog/how-to-rally-support-for-your-cause>)

Total traffic slightly down from last month due to a decrease in paid ads but showing a 10% increase in organic traffic month over month, with a 50% increase in organic traffic year over year.

### Other Updates

New registrations in July 2019 were 24.7% lower than July 2018. Names under management in July 2019 were 3.1% higher than July 2018. The renewal rate in May 2019 (most current data available due to 45 day grace period) was lower year over year at 52.8% vs. 57.2% 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>2,066,060</b>
<b>Totals Nameservers Managed</b>	<b>236,529</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	47,431
Auto-Renews	5,126
Renews	70,601
Transfers	2,316
Deletions for Credit	2,695
<b>Total</b>	<b>128,169</b>

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

Command	# of Transactions
Check Contact	1,715,287
Create Contact	1,311,524
Delete Contact	63,480
Info Contact	2,721,541
Transfer Contact	0
Update Contact	2,624,512
Check Domain	42,798,530
Create Domain	9,744,862
Delete Domain	59,934
Info Domain	3,848,727
Renew Domain	126,628

## Monthly Progress Report for July 2019



Transfer Domain	45,342
Update Domain	1,258,336
Check Host	6,740,403
Create Host	103,234
Delete Host	258,221
Info Host	2,340,937
Update Host	58,789
<b>Totals</b>	<b>75,820,287</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,015,259
Minimum Daily Transactions	1,795,640
Average Daily Transactions	2,445,815

Transaction Type	# of Transactions
Total Billable Transactions	128,169
Total number of Whois Queries	27,538,818
Total number of DNS Queries	49,382,447,141
Total EPP Transactions	75,820,287
<b>Total Registry Transactions</b>	<b>49,485,934,415</b>

### Section 4: Monthly Registration Data

See attached spreadsheet.

### Section 5: Website Statistics

URL: www.about.us	
Page Views	10,954
Visits	5,539
Average Visit Length	1 min 6 sec

### 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	100

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during July 2019.

Date	Registrar	Domain Name	Complaint	Action
7/21/2019	GoDaddy.com, Inc.	senat.us	Invalid	Not confirmed by submitter
7/21/2019	GoDaddy.com, Inc.	fckd.us	Registrar Accepted	Addressed by registrar
7/18/2019	GoDaddy.com, Inc.	10digits.us	Invalid	Not confirmed by submitter
7/13/2019	NameCheap, Inc.	michaelreeves.us	Invalid	Not confirmed by submitter
7/10/2019	1&1 IONOS SE	grep.us	Registrar Rejected	No action taken
7/9/2019	NameCheap, Inc.	densitycrack.us	CSR emailed	Nexus
7/9/2019	NameCheap, Inc.	concedefloat.us	CSR emailed	Nexus
7/9/2019	Epik Inc.	binance.us	CSR emailed	Nexus