



Registry Operator Monthly Report

September 2021

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Monthly Progress Report for September 2021

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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 3rd Quarterly meeting on September 22, 2021 at 12pm EDT. Along with a marketing update and information about the upcoming public [Town Hall scheduled November 4, 2021, at 12pm ET](#), information was shared regarding a proposal by Registry Services, LLC to implement “Accountable WHOIS”. The proposal is drafted based on engagement with the Stakeholder Council’s Security Sub-Committee and subsequent feedback regarding the need to reduce the risk of registrant harm from anonymous and unaccountable WHOIS queries from both Registrar and the Registry interactive web pages. A lively discussion and Q&A session ensued with further follow-up and requests for detailed information. Registry Services plans to engage with council members individually as needed leading up to and after the Public Town Hall where the overview of the proposal will again be circulated.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,432 total usTLD Locality names. Of those, Registry Services manages 9,164 as the Delegated Manager, and the remaining 3,269 are covered by external Delegated Manager Agreements.

There were two Delegated Manager agreements executed this month, one for GreenNet and the other for State of South Dakota. These were existing Delegated Managers wishing to resign. There were no delegations or Delegated Manager agreements rescinded during the month of September 2021.

Technical and Operational Update

There were no operational changes during September 2021.

Marketing Update

September saw a large increase in branded website traffic as the .US brand refresh efforts continued throughout Q3. Overall traffic is up 28% from the previous month with the largest increase coming from Direct website traffic, which saw a 74% increase month over month. Direct traffic represents users who have bookmarked the website or typed in the URL directly to their address bar. Of the Direct traffic throughout September the majority of visitors landed on the about.us homepage, with a 600% increase in visitors on the /register page (where users go to search for a .US domain). The lift in this type of traffic is highly indicative of the impact the

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newly branded .US ads are having on brand recall. There was no significant change in the paid media investment over the last month as efforts continued to drive engagement and registrations across the core audience targets.

Paid search continues to drive the most conversions as a bottom of funnel tactic to capture domain registrations for in-the-moment searches. September averaged a 17% website conversion rate for Paid Search efforts vs. a sitewide average of 3%. Paid search is closely followed by Facebook advertising with converted at an average of 10%. Instagram efforts were paused in August as performance had dropped off and dollars were reallocated to double down on the Facebook platform.

Two new articles were posted to the blog in September to support the ongoing search engine optimization efforts and fuel organic social media strategies. Blog topics include:

- The 5 Pillars of Website Design for Small Business Owners (<https://www.about.us/blog/the-5-pillars-of-website-design-for-small-business-owners/591>)
- How weCultivate.US is Helping Small Businesses Thrive (<https://www.about.us/blog/how-wecultivate-us-is-helping-small-businesses-thrive/584>)

Keyword rich content focused on "website" searches helps engages users early in the research process of launching a site. A balance of promotional content along with educational and informational materials positions .US as a thought leader in the small business community and engrains brand equity and trust in user's minds. There is also a dedicated effort for showcasing the incredible community of users building and launching ideas on .US domains. The Registry team has made a concerted effort to double down our outreach to users to produce a series of user stories across a wide variety of industries that will help to inspire use of .US domains. The September user story featured "WeCultivate.us" a business dedicated to supporting American made products and brands.

High-quality content is a core element for driving long-term SEO and organic traffic. The about.us website continues to see increases in organic search traffic which is up 17% over the prior year.

In addition to our paid and earned marketing efforts, partnerships also continued throughout September with presence in Startup Weekend and Major League Hacking events. Attendees for these events are all offered .US domain scholarships as part of the Registry Services ongoing portfolio sponsorship. Students, entrepreneurs, and innovators are able to redeem their free domain offer for use during the event or for future projects and initiatives they have planned. These types of events have proven to be extremely successful in creating awareness around domain options with a highly influential audience. Registry Services is proud to partner with these organizations and to include .US as a key element of our event activations.

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Other Updates

New registrations in September 2021 were 38.50% higher than September 2020. Names under management in September 2021 were 2.14% higher than September 2020. The renewal rate in July 2021 (most current data available due to 45 day grace period) was higher year over year at 64.43% vs. 63.01% in July 2020.

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	1,765,104
Totals Nameservers Managed	221,220

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Billable Transactions

Transaction Type	# of Transactions
Adds	37,632
Auto-Renews	5,112
Renews	78,591
Transfers	2,302
Deletions for Credit	1,842
Total	125,479

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

Command	# of Transactions
Check Contact	1,428,009
Create Contact	945,478
Delete Contact	190,442
Info Contact	12,875,643
Transfer Contact	0
Update Contact	2,934,147
Check Domain	46,003,998
Create Domain	18,976,475
Delete Domain	36,247
Info Domain	3,243,965
Renew Domain	97,754
Transfer Domain	2,102
Update Domain	490,754
Check Host	9,127,679
Create Host	10,345,785
Delete Host	42,308
Info Host	726,341
Update Host	9,998
Totals	107,477,125

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,475,346
Minimum Daily Transactions	2,465,078
Average Daily Transactions	3,648,335

Transaction Type	# of Transactions
Total Billable Transactions	125,479
Total number of Whois Queries	138,088,193
Total number of DNS Queries	83,749,054,993
Total EPP Transactions	107,477,125
Total Registry Transactions	83,994,745,790

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	33,539
Visits	17,898
Average Visit Length	0 min 42 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	228
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

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Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	27

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during September 2021.

Date	Registrar	Domain Name	Complaint	Action	
9/30/2021	Eranet International Limited	dumps101_us	Whois	Registrar Accepted	
9/24/2021	Sav.com LLC	Mayobscure_us	Whois	CSR	None
9/23/2021	NameCheap, Inc.	Rsupport_us	Whois	Invalid	Not confirmed by submitter
9/22/2021	Tucows Domains Inc.	Conte_us	Whois	CSR Rejected	
9/20/2021	NameCheap, Inc.	Desktophelp_us	Whois	CSR	Nexus
9/20/2021	GoDaddy.com, LLC	Avensiatech_us	Whois	Invalid	Not confirmed by submitter
9/16/2021	Porkbun	Ritesh_us	Whois	CSR	
9/16/2021	NameCheap, Inc.	Gramfree_us	Whois	Invalid	Not confirmed by submitter
9/16/2021	NameCheap, Inc.	Gramfree_us	Whois	Invalid	Not confirmed by submitter
9/14/2021	Key-Systems GmbH	Driek_us	Whois	CSR	
9/12/2021	NameCheap, Inc.	hyat898_us	Whois	CSR	
9/2/2021	OwnRegistrar, Inc.	Backofthewest_us	Whois	Registrar	Locked by Registrar

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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	
September 2021 [.]us domain names reviewed (Nexus)	701
% of domain names pass primary investigation	91.7%