



Registry Operator Monthly Report

January 2021

Prepared: February 2021

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



Monthly Progress Report for January 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..... 3
- Section 3: Monthly Transaction Statistics 4
- Section 4: Monthly Registration Data 5
- Section 5: Website Statistics 6
- Section 6: Accredited Registrar Status 6
- Section 7: usTLD Locality Statistics 6
- Section 8: Nexus & WHOIS Compliance Statistics 6

Monthly Progress Report for January 2021

Section 1: Summary of Major Events

Contractor and Policy Update

There were no policy or contractor updates during January 2021.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,394 total usTLD Locality names. Of those, Registry Services manages 9,159 as the Delegated Manager, and the remaining 3,235 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There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of January 2021.

Technical and Operational Update

There were no operational changes during January 2021.

Marketing Update

Beginning of year efforts kicked off with a reinvigorated small business campaign. Marketing initiatives are focused on engaging the small business audience with a dedicated campaign encompassing, paid search, Facebook paid advertising, Instagram ads, and extended display network. A new targeting strategy was put in place based on 2020 learnings, and first month results show strong improvements in online conversion rates and the quality of website traffic.

- Total Impressions - 1M
- Website Visits - 8K
- Total website conversions - 563
- Conversion Rate - 3.37%

Paid search continues to drive the highest conversion rates at just under 13%. Paid search uses a bottom-of-the-funnel keyword approach to capture users just as they are searching to register a domain name. Optimizations to this campaign over the past few years have continued to drive results and brand awareness for .US.

Monthly Progress Report for January 2021

In addition to paid advertising efforts, our organic search traffic is up 28% year-over-year with our newly optimized website design and ongoing content efforts to drive search results.

Our partnership efforts with both Startup Weekend and Major League Hacking continued into 2021 based on the success of the programs in 2020. As part of the program activation, all attendees are offered a free .US domain to launch their project, idea or business online. The .US domain is offered as part of the Registry portfolio as a premiere TLD option.

Startup Weekend - Startup Weekend is a three-day program where aspiring entrepreneurs can experience startup life. Attendees form teams, develop projects and pitch ideas in this weekend competition. Throughout January, Startup Weekend held seven events.

Major League Hacking (MLH) - MLH is the official student hackathon league. Each year, they power through over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world. MLH is an engaged and passionate maker community, consisting of the next generation of technology leaders and entrepreneurs. Throughout January MLH held four events.

Other Updates

New registrations in January 2021 were 18.32% higher than January 2020. Names under management in January 2021 were 5.66% lower than January 2020. The renewal rate in November 2020 (most current data available due to 45-day grace period) was higher year over year at 70.23% vs. 58.00% in November 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
Extended Planned Outage Duration - SRS	18 hours	0 hours
Extended Planned Outage Duration - Nameservers	None	0 min

Monthly Progress Report for January 2021

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	1,708,746
Totals Nameservers Managed	220,293

Billable Transactions

Transaction Type	# of Transactions
Adds	33,368
Auto-Renews	4,962
Renews	75,513
Transfers	2,265
Deletions for Credit	809
Total	116,917

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

Command	# of Transactions
Check Contact	1,911,878
Create Contact	1,178,854
Delete Contact	147,507
Info Contact	6,726,453
Transfer Contact	0
Update Contact	1,919,166
Check Domain	61,771,917
Create Domain	26,173,180

Monthly Progress Report for January 2021

Delete Domain	38,390
Info Domain	3,797,100
Renew Domain	103,973
Transfer Domain	371,561
Update Domain	516,657
Check Host	8,430,694
Create Host	9,038,539
Delete Host	69,366
Info Host	1,282,494
Update Host	15,644
Totals	123,493,373

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,746,399
Minimum Daily Transactions	2,948,611
Average Daily Transactions	3,983,657

Transaction Type	# of Transactions
Total Billable Transactions	116,917
Total number of Whois Queries	38,882,968
Total number of DNS Queries	95,577,854,721
Total EPP Transactions	123,493,373
Total Registry Transactions	95,740,347,979

Section 4: Monthly Registration Data

Spreadsheet provided.

Monthly Progress Report for January 2021

Section 5: Website Statistics

URL: www.about.us	
Page Views	25,470
Visits	16,646
Average Visit Length	0 min 41 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

Section 8: Nexus & WHOIS Compliance Statistics

The following third party WHOIS complaints were received during January 2021.

Date	Registrar	Domain Name	Complaint	Action
1/29/2021	GoDaddy.com, LLC	socialnetworkmaster.us	Whois	Not confirmed
1/28/2021	GoDaddy.com, LLC	isun.us	Nexus	In Process
1/27/2021	NameCheap, Inc.	cutt.us	Nexus	In Process
1/25/2021	Key-Systems GmbH	gay.us	Whois	Registrar Accepted
1/25/2021	NameCheap, Inc.	bnbcommunity.us	Whois	Registrar Accepted
1/24/2021	GoDaddy.com, LLC	gcscalled.us	Whois	Registrar Accepted
1/22/2021	OVH sas	habbost.us	Nexus	CSR Accepted
1/22/2021	GoDaddy.com, LLC	berkshirehathawayinc.us	Whois	Registrar Accepted
1/10/2021	NameCheap, Inc.	levi501jeans.us	Whois	CSR Rejected
1/9/2021	Name.com, Inc.	stopthesteal.us	Whois	Not confirmed
1/7/2021	Ascio Technologies, Inc.	Fynn.us	Whois	Not confirmed
1/5/2021	GoDaddy.com, LLC	solidstatetechnology.us	Whois	Registrar Accepted

Monthly Progress Report for January 2021

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	
January 2021 .US domain names reviewed (Nexus)	776
% of domain names pass primary investigation	91.4%