



Registry Operator Monthly Report

April 2021

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



Monthly Progress Report for April 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.

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Section 1: Summary of Major Events

Contractor and Policy Update

The public comment period for the usTLD Stakeholder Council concluded on April 5, 2021 for requests for comments for the [usTLD Recommendation for Privacy Plan](#). Comments can be found online through the information page.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,407 total usTLD Locality names. Of those, Registry Services manages 9,162 as the Delegated Manager, and the remaining 3,245 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There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of April 2021.

Technical and Operational Update

There were no operational changes during April 2021.

Marketing Update

Q2 Marketing efforts kicked off in April with an extension of our evergreen paid advertising campaign. New audience segments were added along with reallocation of creative assets based on performance. After spending Q1 fine-tuning our small business audience outreach and keyword strategy for paid search and social media ads, the .US team is looking to expand reach in Q2 to new niche businesses and solopreneurs targeting Etsy shop owners, wix.com and Shopify interest, Facebook business page admins, food and restaurant page admins and more. Our team will continue to monitor response and optimize as necessary to drive the most effective reach with the highest engagement. April paid advertising results are summarized below.

April .US Paid Media
Total Impressions: 1M
Total clicks (website referrals): 2K

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Conversion rate: 15.7%

Total website conversions: 307

Website conversion rates are up 100% from January 2021, across all referral channels. Instagram has moved into the number one channel for driving conversions with a conversion rate of 17% and a total of 180 conversions for April, constituting half of all conversions for the entire month. The .US team has slowly been introducing Instagram specific creative into the advertising mix, based on response from ads and previous campaigns. This means we are developing exclusive assets for each channel separately Facebook vs. Instagram to talk to the individual audiences.

In addition to the paid advertising tactics, the .US marketing team continues to push organic traffic and long-term SEO value through high-quality curated content. Two new blogs were added to the website in April focused on reaching businesses and engaging them with useful tips and educational articles:

- Increase Your Google Ads Quality Score with these 7 Steps
<https://www.about.us/blog/improve-your-user-experience-with-these-design-essentials/562>
- Improve your User Experience with these Design Essentials
<https://www.about.us/blog/improve-your-user-experience-with-these-design-essentials/562>

Blog pageviews accounted for 13% of total pageviews throughout April and continue to drive organic traffic through Google search results. Website efforts, both paid and organic, are planned to continue through Q2.

The .US team has also been managing the ongoing partnerships with Startup Weekend and the Conrad Challenge. Participants from both organizations are offered free .US domains as part of their program participation. Startup Weekend offers .US as part of the portfolio of TLDs, while the Conrad Challenge exclusively offers .US to members. The Conrad Challenge hosted its final round in the competition with a virtual summit held Wednesday – Friday, April 28-30, 2021. One team in each of the eight categories was named the winner and received scholarships, patent assistance and business services to fine-tune their concepts to create companies or license their IP to top-tier corporations. Participants for the Conrad Challenge are all STEM students between the ages of 13-18 years.

Partnerships are a great way to build brand equity for .US with organizations whose mission and value align with that of the usTLD. The .US team continues to look for high-impact, valuable partners that can drive brand awareness and support .US brand values and goals.



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Other Updates

New registrations in April 2021 were 22.78% higher than April 2020. Names under management in April 2021 were 0.79% higher than April 2020. The renewal rate in February 2021 (most current data available due to 45 day grace period) was higher year over year at 75.19% vs. 68.78% in February 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	1,735,265
Totals Nameservers Managed	221,030

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Billable Transactions

Transaction Type	# of Transactions
Adds	35,430
Auto-Renews	4,991
Renews	86,343
Transfers	2,057
Deletions for Credit	1,177
Total	129,998

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

Command	# of Transactions
Check Contact	1,697,742
Create Contact	915,162
Delete Contact	174,071
Info Contact	3,572,021
Transfer Contact	0
Update Contact	2,423,688
Check Domain	57,830,320
Create Domain	15,187,895
Delete Domain	39,800
Info Domain	3,572,021
Renew Domain	113,539
Transfer Domain	350,962
Update Domain	527,614
Check Host	8,166,826
Create Host	10,421,245
Delete Host	47,576
Info Host	707,407
Update Host	9,216
Totals	105,757,105

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,375,299
Minimum Daily Transactions	2,934,271
Average Daily Transactions	3,575,059

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Transaction Type	# of Transactions
Total Billable Transactions	129,998
Total number of Whois Queries	37,920,319
Total number of DNS Queries	117,947,079,731
Total EPP Transactions	105,757,105
Total Registry Transactions	118,090,887,153

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about.us	
Page Views	14,690
Visits	7,838
Average Visit Length	1 min 10 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	228
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	20



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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during April 2021.

Date	Registrar	Domain Name	Complaint	Action	
4/28/2021	Tucows Domains Inc.	vanderbilt-edu[.]us	Nexus complaint	Registrar Accepted	ClientHold
4/27/2021	Google LLC	shoppflo[.]us	Whois	Registrar	
4/26/2021	Tucows	llib[.]us	Whois	Registrar	
4/23/2021	Gandi SAS	teams-microsoft[.]us	Nexus	CSR	No action.
4/22/2021	IAPI GmbH	icario[.]us	Whois	CSR	Whois privacy
4/22/2021	NameCheap, Inc.	cascadeinvestmining[.]us	Whois	CSR	NAT
4/10/2021	NameCheap, Inc.	delmonteifoods[.]us	Whois	CSR	NAT
4/9/2021	NameCheap, Inc.	binanceairdrop[.]us	Whois	CSR	NAT
4/8/2021	RegistryGate	schenk[.]us	Whois	Registrar	
4/8/2021	NameCheap, Inc.	cascadebillgates[.]us	Whois	Registrar	
4/2/2021	Sav.com LLC	hulting[.]us	Whois	Registrar	

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	
April 2021 .US domain names reviewed (Nexus)	1,133
% of domain names pass primary investigation	93.03%