



Registry Operator Monthly Report

August 2021

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Monthly Progress Report for August 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 Department of Commerce – Enterprise Services extended the usTLD Contract for its first option period through [Modification 3](#). The contract extension is from August 29, 2021 – August 28, 2023.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,428 total usTLD Locality names. Of those, Registry Services manages 9,164 as the Delegated Manager, and the remaining 3,264 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of August 2021.

Technical and Operational Update

There were no operational changes during August 2021.

Marketing Update

Paid advertising efforts continued in August with the ongoing rollout and optimization of the updated [.]us brand assets. Media channel efforts included Facebook, Instagram, Paid Search and YouTube advertising. Audience targeting, A/B ad rotation and keyword optimization are evaluated monthly to determine the most effective strategies and best performing creative. Paid media highlights for August are included below:

- Total Impressions: 450K
- Total Clicks: 5,301
- Conversion Rate: 5.35%

Overall engagement has been extremely positive from the new creative ad sets with the :15 second branded videos performing the best. Paid search continues to be the top performing channel with a hyper targeted list of brand keywords driving website traffic and averaging a 12% conversion rate. The next highest channel is Facebook which has outpaced Instagram performing better in the year. Strategy has shifted to double down on Facebook and expand

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into the Audience Network to capture more of the traffic and demand from small businesses on this channel. Facebook is averaging a 10% conversion rate, close behind the paid search efforts.

Organic traffic for August increased 14%, despite a lower overall marketing budget. This healthy increase demonstrates the impact of the new brand assets for product recall and purchase propensity. On-site search engine optimization efforts also continued throughout the month with a dedicated interview use-case published to the website for "meritorious[.]us" - a professional network for Veteran's, founded by Veteran entrepreneurs.

- 8/9/2021: Meritorious[.]us Entrepreneurs Start Professional Network for Veterans
([https://www.about\[.\]us/blog/meritorious-us-entrepreneurs-start-professional-network-for-veterans/583](https://www.about[.]us/blog/meritorious-us-entrepreneurs-start-professional-network-for-veterans/583))

Presence as a key sponsor for both Major League Hacking and Startup Weekend partnerships rolled in August as part of the Registry Services paid presence portfolio. Participants from both events are offered a free [.]us domain scholarship to build their project for the weekend competition or to use for a future effort.

Startup Weekend

- 764 Total Participants
- 13 Total Events

Major League Hacking

- 857 Total Participants
- 3 Total Events (highlighted below)

- 2021/08/06 – RoboHacks: Focus on building futuristic projects using innovative solutions, such as building a robot to learn something new or working on automation.
- 2021/08/20 – Slam Dunk Hack: Perfect for basketball enthusiasts, this weekend was about creating basketball-themed games or information cards for favorite players.
- 2021/08/27 – SharkHacks3: A favorite Major League Hacking event full of hacking, sharks, and more. Whether you are a fan of sharks or the Ikea shark, Blahaj, this hackathon is the perfect to have fun with sharky hack ideas!

Rounding out the August marketing efforts was participation in the National Small Business Expo virtual event on August 5, 2021. [.]us received premium booth placement located as one of the first five booths presented during the virtual event floor event. In addition, the Registry Services team negotiated a unique package domain offer for the attendees which included two business options:

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- [.]us Domain + Email for \$5.99: This was positioned to attendees who already had a business website but were not using a branded professional domain.
- [.]us Domain + Website Builder + Hosting + Email \$10.99: This was a starter package for new entrepreneurs looking to get online. It was positioned to attendees that did not submit a website for their business idea and were likely in need of setting up a web presence.

In addition to the virtual booth activation, sponsorship also included ad placement for the domain packages in four weekly newsletters, two dedicated eblasts to the list of attendees, and two social posts shared across Twitter, Facebook and LinkedIn. Total participant list was 8,000+ registrations that included opt-in rights for marketing efforts. Future initiatives include email follow-ups with attendees via a nurture campaign to encourage [.]us registrations.

Other Updates

New registrations in August 2021 were 16.66% higher than August 2020. Names under management in August 2021 were 1.86% higher than August 2020. The renewal rate in June 2021 (most current data available due to 45 day grace period) was higher year over year at 73.47% vs. 71.57% in June 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

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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	1,778,853
Totals Nameservers Managed	221,748

Billable Transactions

Transaction Type	# of Transactions
Adds	38,795
Auto-Renews	5,468
Renews	77,316
Transfers	2,192
Deletions for Credit	1,947
Total	125,718

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

Command	# of Transactions
Check Contact	1,504,112
Create Contact	946,043
Delete Contact	192,275
Info Contact	12,548,246
Transfer Contact	0
Update Contact	3,875,364
Check Domain	46,997,124
Create Domain	19,318,004
Delete Domain	35,651
Info Domain	3,345,786
Renew Domain	97,988

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Transfer Domain	2,214
Update Domain	490,124
Check Host	9,127,478
Create Host	10,864,154
Delete Host	42,541
Info Host	726,782
Update Host	9,444
Totals	110,123,330

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,666,147
Minimum Daily Transactions	2,946,134
Average Daily Transactions	3,806,141

Transaction Type	# of Transactions
Total Billable Transactions	125,718
Total number of Whois Queries	42,814,001
Total number of DNS Queries	114,141,421,871
Total EPP Transactions	110,123,330
Total Registry Transactions	114,294,484,920

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	27,402
Visits	11,303
Average Visit Length	1 min 02 sec

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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	4

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during August 2021.

Date	Registrar	Domain Name	Complaint	Action	
8/2/2021	TLD Registrar Solutions Ltd.	csuedu[.]us	Whois	CSR Accepted	
8/2/2021	Sav.com LLC	skinbetter[.]us	Whois	New	
8/4/2021	NameSilo, LLC	sandiegoedu[.]us	Whois	CSR	
8/6/2021	Dynadot LLC	nordstromstore[.]us	Invalid	Invalid	Not Confirmed by complainant
8/7/2021	NameCheap, Inc.	gramfree[.]us	Whois	CSR	
8/10/2021	NameCheap, Inc.	fredperrypolo[.]us	Nexus	CSR	
8/11/2021	Sav.com LLC	Darkerout[.]us	Whois	CSR	
8/12/2021	Sav.com LLC	rugmqw[.]us	Whois	CSR	
8/14/2021	NameCheap, Inc.	sitepoint[.]us	Whois	CSR	
8/14/2021	NameCheap, Inc.	freecoursesites[.]us	Whois	CSR	
8/14/2021	PDR Ltd. d/b/a	coursedrive[.]us	Whois	Registrar	
8/14/2021	PDR Ltd. d/b/a	coursecatalog[.]us	Nexus	Registrar	
8/16/2021	GoDaddy.com, LLC	timberlandsale[.]us	Nexus	CSR	
8/21/2021	NameCheap, Inc.	gramfree[.]us		Invalid	Not Confirmed by complainant

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8/23/2021	NameCheap, Inc.	markforged[.]us	Whois	CSR Rejected	
8/23/2021	CommuniGal Communication Ltd.	btstinytan[.]us	Nexus	CSR Rejected	
8/28/2021	CommuniGal Communication Ltd.	ucmj[.]us	Whois	Registrar Rejected	
8/29/2021	Tucows Domains Inc.	adnetseceng[.]us	Whois	New	
8/30/2021	Tucows Domains Inc.	recarey[.]us	Whois	New	
8/31/2021	PDR Ltd. d/b/a PublicDomainRegistry.com	airproductsinc[.]us	Invalid	Invalid	Not Confirmed by complainant
8/31/2021	CommuniGal Communication Ltd.	stirling[.]us	Invalid	Invalid	Not Confirmed by complainant

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	
August 2021 [.]us domain names reviewed (Nexus)	477
% of domain names pass primary investigation	91.82%