



Registry Operator Monthly Report

December 2021

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Monthly Progress Report for December 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

During December 2021, the usTLD Administrator held its final 2021 Stakeholder Council meeting on December 16, 2021. During the meeting, a new Stakeholder Council member was welcomed, and the 2022 Meeting Schedule was approved.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,457 total usTLD Locality names. Of those, Registry Services manages 9,175 as the Delegated Manager, and the remaining 3,282 are covered by external Delegated Manager Agreements.

There were zero Delegated Manager agreements executed this month, had there been any, they would be existing Delegated Managers. There were no delegations or Delegated Manager agreements rescinded during the month of December 2021.

Technical and Operational Update

There were no operational changes during December 2021.

Marketing Update

For the month of December marketing campaigns focused on driving conversions and bottom-of-the-funnel engagement through evergreen paid media efforts across Facebook, Instagram, YouTube and Paid Search. Top performing creative was in rotation to connect with end-users and drive traffic to the www.about.us website. Paid marketing tactics drive the highest conversion rates across all website channels, double and sometimes triple the rates we see for Organic, Referral and Direct users. Highlights from paid media efforts are included below:

- Total Clicks: 1,776 Total
- Conversions: 142
- Conversion Rate: 2.18% (vs. 3.7% sitewide average)

Website efforts included ongoing content production for the about.us blog, content aims to engage the audience in a meaningful and educational way, building brand equity and propensity to purchase. It's critical to maintain a steady drumbeat of content, to signal to both Google, and site visitors, that .US offers high-quality articles and is a trusted information source and brand.

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December blog topics included:

- 9 Website Design & Development Best Practices
- USER STORY: MakersMarket.US Wants to Redefine How We Buy Home Goods

User stories have become a regular feature in the blog thanks to dedicated efforts from the Registry Services team to source, identify and reach out to high-profile users for participation in interviews and promotion. Featured interviews are a great way to showcase the diverse use of .US domains while highlighting the successful businesses that are building their brand online using a .us domain Overall content has provided a steady flow of new traffic to the [about.us](#) page, new users to the website have increase by 40.12% over the previous month with the blog page being the third most popular page visited on the website. Traffic to the Blog page comes primarily from Google and Direct traffic. Content efforts will continue in 2022 to support ongoing search engine optimization for the website.

Efforts for the month rounded out with partnership activation for Techstars Startup Weekend and Major League Hacking

Startup Weekend:

- Events – 40
- Countries – 20
- Cities – 40
- Impressions – 1,842
 - .US domains registered – 11

Major League Hacking:

- Events
 - [Agent: Hacker](#)
 - [HackFit](#)
 - [DevJams 21'](#)
 - [Garuda Hacks 2.0](#)
 - [Back to Hacking](#)
 - [Give Back Hacks 2.0](#)
- Impressions
 - .US domains registered – 32

Other Updates

New registrations in December 2021 were 32.30% higher than December 2020. Names under management in December 2021 were 6.87% higher than December 2020. The renewal rate in October 2021 (most current data available due to 45-day grace period) was higher year over year at 71.78% vs. 66.87% in October 2020.

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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	1,825,310
Totals Nameservers Managed	219,180

Billable Transactions

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Transaction Type	# of Transactions
Adds	34,820
Auto-Renews	5,346
Renews	68,631
Transfers	2,198
Deletions for Credit	530
Total	111,525

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

Command	# of Transactions
Check Contact	1,294,837
Create Contact	995,326
Delete Contact	214,737
Info Contact	3,407,303
Transfer Contact	0
Update Contact	549,358
Check Domain	33,107,540
Create Domain	33,702,856
Delete Domain	34,679
Info Domain	7,162,476
Renew Domain	66,428
Transfer Domain	223,476
Update Domain	558,147
Check Host	9,778,893
Create Host	14,726,139
Delete Host	238,455
Info Host	1,339,915
Update Host	14,478
Totals	107,415,043

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,542,280
Minimum Daily Transactions	1,954,559
Average Daily Transactions	3,465,001

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Transaction Type	# of Transactions
Total Billable Transactions	111,525
Total number of Whois Queries	168,895,456
Total number of DNS Queries	178,229,685,138
Total EPP Transactions	107,415,043
Total Registry Transactions	178,506,107,162

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	27,897
Visits	14,448
Average Visit Length	0 min 24 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
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	33



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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during December 2021.

Date	Registrar	Domain Name	Complaint	Action	Comments
dewu.us	Sav.com LLC	12/31/2022	Whois Complaint	New	
marketconnect.us	Sav.com LLC	12/28/2022	Whois Complaint	New	
gsvie.us	Sav.com LLC	12/26/2022	Whois Complaint	Not confirmed by	
cnip.us	Sav.com LLC	12/23/2022	Whois Complaint	New	
mahdlo.us	GoDaddy.com, LLC	12/22/2022	Nexus Complaint	New	
soulife.us	Google LLC	12/5/2022	Whois Complaint	New	
debbies.us	Sav.com LLC	12/5/2022	Whois Complaint	New	

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	
December 2021 [.]us domain names reviewed (Nexus)	1677
% of domain names pass primary investigation	94.28%