



# Registry Operator Monthly Report

July 2021

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# Monthly Progress Report for June 2021

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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**

There were no Contractor or Policy updates in July 2021.

#### **Locality Update**

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,423 total usTLD Locality names. Of those, Registry Services manages 9,163 as the Delegated Manager, and the remaining 3,260 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There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of July 2021.

#### **Technical and Operational Update**

There were no operational changes during July 2021.

#### **Marketing Update**

July marked the launch of a concentrated marketing push for Q3. Historically one of the strongest months for new registrations, thanks to coordinated registrar promos for the fourth of July and Independence Day sales globally, the Registry Services marketing team leveraged this global channel support to drive increased awareness and engagement around a brand refresh and a multi-channel, national marketing campaign.

At the start of this year, the marketing strategic direction was centered around reinvigorating the .US small business audience. One of the big opportunities for this effort, was re-evaluating the current brand treatment and execution of the .US brand identity to ensure the visual look and feel, as well as the tone and messaging, resonated with the target small business owners that are the core of the .US registration base. The Registry Services team set out to understand consumer response and preference through a concept testing survey that evaluated new creative concepts and the emotional and rational evaluation of each. The testing parameters for the survey group were as follows:

- Market: United States

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- Audience: Gen Population, Ages 18 - 45
- Sample Size: n=600 in total (100/ad set)
- Testing Dates June 14-18

The goals of the breakthrough creative test were threefold:

- 1.) Validate new creative concepts by putting the ads through a creative breakthrough index to see where they sit and differ from the previous content as well as among each other.
- 2.) Detect and quantify the associated emotions and sentiment with each. Connecting with emotions are essential and therefore became an increasingly important objective to uncover any highlights (or lowlights) that are aligned to (or departed from) the strategy and synergy of the creative execution.
- 3.) Lastly, our tertiary goal was to evaluate if or how the connection to domains and .US exists for audiences in their perception of the content and how that impacts their consideration or propensity to engage.

There were three unique ad creative concepts that underwent the testing. Scores were assigned based on characteristics such as: likability, emotional responses, ease of understanding, likelihood to purchase, relevance and product recall. Based on the results of the survey, the strongest creative concept was tweaked to address feedback and then moved to creative development to roll out across the .US brand to present an updated and relevant brand identity.

The refreshed creative was launched July 1, 2021 to correspond with the global marketing efforts and to drive maximum impact and brand recall.

In conjunction with the launch of the updated brand look and feel, July saw the largest investment in marketing spend to support overall brand awareness and drive registrations of .US domains. Marketing efforts were expanded to include the launch of video ads both on social media as well as a dedicated YouTube campaign (view updated video assets here: <https://youtu.be/T0rmPbxJeg4> ). Other efforts doubled down on top performing channels including paid search, Facebook, Instagram, and remarketing. Results of the brand refresh efforts and supporting advertising campaign are detailed below:

- Total Impressions: 1.1M
- Total Clicks: 5,262
- Total Website Conversions: 643 (30% increase from prior period)
- Average Session Duration: Up 50% from prior period 00:01:14 (vs. 00:00:49)
- Pages per Session: 2.35 (vs. 1.61 in prior period)
- Bounce Rate: Decrease 14% (65% vs. 76% in prior period) In

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All quality indicators are up month over month, demonstrating a highly engaged and relevant audience. The only parameters that changed in July, from June, are the introduction of the new ad creative as well as the increased advertising spend. All the audience targeting remained the same, this illustrates how the new ads are performing to better connect and engage with the small business audience. The brand refresh efforts will continue to roll out over the next several months, including more creative assets to put in advertising rotation, as well as updates to the flagship about.us website to reflect the updated brand look and feel.

Additionally, to consumer marketing efforts, there was a coordinated effort across the Channel team to drive registrar promotions in July on a global scale. The Channel team strategically planned homepage placements, newsletter spots and run of site advertising across the .US registrar and reseller base. The Registry Team curated custom content for a select group of registrars that was published on their individual sites and cross-promoted in social media. July dedicated content efforts include:

- Enom "Marketing Checklist: How to Get Your First Sale in 30 Days"  
<https://www.enom.com/blog/how-to-convert-your-website-visitors-to-customers/>
  - Open SRS "Marketing Checklist: How to Get Your First Sale in 30 Days"  
<https://www.enom.com/blog/how-to-convert-your-website-visitors-to-customers/>
  - Dynadot "What makes a Successful Ecommerce Site?"  
<https://www.dynadot.com/community/blog/top-features-for-successful-ecommerce-site.html>
  - Porkbun "How to Submit Your Website to Search Engines (Beginner's Guide)"  
<https://blog.porkbun.com/2021/07/01/how-to-submit-your-website-to-search-engines-beginners-guide/>
  - Hover "Best Time to Get a .US Domain" <https://hover.blog/the-best-time-to-get-a-us-domain/>
- Content efforts provide long-term value outside of any one promotional period. By working with registrar partners to publish valuable, branded content for .US, the effort ensures ongoing referrals, traffic and visibility for the domain for months and years to come.

These content efforts extended to the about.us website as well, with a new blog published in the month of July:

- Drive Traffic To Your Website: A Beginner's Strategy For Gaining New Visitors Online  
<https://www.about.us/blog/drive-traffic-to-your-website-a-beginner-s-strategy-for-gaining-new-visitors-online/579>

Content continues to drive organic search to the website which saw a 10% increase in organic search traffic month-over-month and a 30% increase in organic search traffic over the previous year. Content efforts will continue throughout the remainder of the year.

Partnership efforts continued in July with activation for both Startup Weekend and Major League Hacking events. Startup Weekend hosted 19 global events with over 600 entrepreneur

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participants. All participants were offered a .US domain scholarship as part of the Registry TLD portfolio. Major League Hacking hosted four events in July with attendance of 1,135 entrepreneurs. Themes for each are below:

1. Hacktoon – July 9-11 : Who doesn't love cartoons? Take a trip down memory lane with us this weekend. Get hacky with your projects and build something silly. Cartoons, Anime, or Comics, whatever your pick, we got you covered this weekend with our exciting mini-events, workshops, and more.
2. Bon Voyage Hacks – July 16 – 18: Let's take a break and enjoy this incredible voyage to build something innovative. We want this weekend to feel like your hackathon getaway. Climb aboard to join us for a fun weekend of hacking, workshops, mini-events, and more!
3. Hacky Birthday MLH – July 23 – 25: It's our birthday, which means double the celebration, double the fun. Let's hack on projects that define your hacker journey. Build creative hacks that empower you to do more and celebrate our birthday this weekend with us.
4. SelfieHacks – July 30 – August 1: This weekend is all about building hacks for socials. Support influencers and small businesses by creating projects for marketing and personal branding or go big by creating your own social media platform! Join us for an incredible celebration of hacking, mini-events, and workshops!

Rounding out July marketing efforts is the usTLD sponsorship of the annual IGF-USA (International Governance Forum) conference. The conference was held virtually on July 14 and 15 bringing together industry, government, civil society, academia, and technical experts to collectively discuss how the community can continue to support the evolution of the trusted, secure, globally interconnected Internet. .US received logo placement on the event site, as well as exclusive sponsorship for the virtual breakout rooms that happened throughout the two-day event. In addition to logo placement, materials were provided to encourage sign-ups for the November .US Town Hall. The IGF-USA community has been convening diverse, multistakeholder dialogue since 2009, and the event provides a great opportunity for attendees to better understand the issues that have become increasingly prominent in the media, governmental processes, and public dialogue around internet governance. .US is a regular annual sponsor of this event as it coincides with the diverse multi-stakeholder group that represents .US interests. More information around the organization and event can be found at: <https://www.igfusa.us/>.

### Other Updates

New registrations in July 2021 were 14.53% lower than July 2020. Names under management in July 2021 were 0.52% higher than July 2020. The renewal rate in May 2021 (most current data available due to 45 day grace period) was higher year over year at 73.97% vs. 67.33% in May 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

<b>Total Domains Under Management</b>	<b>1,761,047</b>
<b>Totals Nameservers Managed</b>	<b>222,068</b>

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### Billable Transactions

Transaction Type	# of Transactions
Adds	39,017
Auto-Renews	5,596
Renews	78,815
Transfers	2,241
Deletions for Credit	1,731
<b>Total</b>	<b>127,400</b>

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

Command	# of Transactions
Check Contact	1,430,492
Create Contact	945,124
Delete Contact	191,475
Info Contact	12,004,441
Transfer Contact	0
Update Contact	3,942,235
Check Domain	47,975,216
Create Domain	18,892,406
Delete Domain	36,741
Info Domain	3,736,142
Renew Domain	98,145
Transfer Domain	2,241
Update Domain	489,482
Check Host	9,914,244
Create Host	10,951,346
Delete Host	43,698
Info Host	726,963
Update Host	9,987
<b>Totals</b>	<b>111,390,378</b>



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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,781,261
Minimum Daily Transactions	2,771,840
Average Daily Transactions	3,689,244

Transaction Type	# of Transactions
Total Billable Transactions	127,400
Total number of Whois Queries	42,698,903
Total number of DNS Queries	114,648,913,115
Total EPP Transactions	111,390,378
<b>Total Registry Transactions</b>	<b>114,803,129,796</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	17,245
Visits	9,255
Average Visit Length	0 min 54 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	15

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during July 2021.

Date	Registrar	Domain Name	Complaint	Action	
7/3/2021	Dynadot LLC	2469[.]us	Whois	New	Not confirmed
7/22/2021	GoDaddy.com, LLC	9988[.]us	Whois	Invalid	
7/1/2021	Network Solutions, LLC	arborsucks[.]us	Whois	CSR Rejected	
7/30/2021	NameCheap, Inc.	asicswrestlingshoes[.]us	Whois	CSR Rejected	
7/2/2021	GoDaddy.com, LLC	fashion-label[.]us	Whois	Registrar Accepted	
7/27/2021	NameCheap, Inc.	gramfree[.]us	Whois	CSR Accepted	
7/21/2021	NameSilo, LLC	Gretschdrums[.]us	Whois	CSR Rejected	
7/4/2021	NameSilo, LLC	gretschguitars[.]us	Whois	Registrar Accepted	
7/8/2021	Fast Domain Inc.	luoma[.]us	Whois	CSR Rejected	
7/16/2021	Google LLC	pacsun[.]us	Whois	Invalid	
7/2/2021	NameSilo, LLC	pelican-outdoor[.]us	Whois	Registrar Accepted	
7/9/2021	GoDaddy.com, LLC	professionalhric[.]us	Whois	Invalid	
7/20/2021	NameCheap, Inc.	transportation-	Whois	Invalid	
7/28/2021	NameCheap, Inc.	winagiftcard[.]us	Whois	New	Not confirmed

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	
July 2021 [.]us domain names reviewed (Nexus)	911
% of domain names pass primary investigation	91.66%