



Registry Operator Monthly Report

May 2021

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Monthly Progress Report for May 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

Crystal Peterson, key personnel for the usTLD Contract, participated in a scheduled ccNSO News Update on May 26, 2021. The session titled **ccTLDs & Security: Regulatory Demands** can be found on the ccNSO website at the following [link](#).

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,412 total usTLD Locality names. Of those, Registry Services manages 9,162 as the Delegated Manager, and the remaining 3,250 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There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of May 2021.

Technical and Operational Update

There were no operational changes during May 2021.

Marketing Update

May marketing efforts focused on continued activation of the small business audience with new optimizations to the ongoing paid media campaigns. Instagram came to the forefront in May for driving the most engaged users and conversions across the about.us website. Facebook remained strong but performance slowed slightly indicating need for new creative which the Registry team is currently developing to put into rotation for Q3. Instagram contributed 50% of all conversions on the website for the month of May. Paid media highlights are below:

Total Impressions - 660K

Total Website Referrals - 4,353

Total Website Conversions - 611

Website Conversion Rate - 6.11%



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Organic search is up 5% from the previous month and 15% from the previous year, with blog traffic constituting 60% of all organic traffic in May. Two new articles added to the blog throughout the month, with a focus on ecommerce and online business management:

How To Build A Highly Profitable Online Business

How to Make Your First Ecommerce Sale in 30 Days

Partnership efforts continued with sponsored events for Major League Hacking and Startup Weekend. Major League Hacking held a total of six events with just under 1,000 total students and 60 .US domains registered across the event program activation. Some of the winning activations include:

Neighborhood Hacks (May 14-16): Celebrated the spirit of community and invited students to build something awesome for small businesses and local groups over the weekend.

- lets-grow-together.us
- ailand.us

Hack-cade (May 28 -30): A fun weekend of hacking and gaming. Students could either recreate an old classic or spin up a brand new game.

- sharemyfare.us

Startup Weekend held 11 events with 375 total entrepreneurs. While Major League Hacking is limited to only undergraduate students with a focus in computer science, engineering and coding, Startup Weekend welcomes any self-identifying entrepreneur to participate. .US is included in both of these sponsorships as a part of the Registry Services agreement with each organization and is offered as part of the Registry portfolio. Hackathons offer immense opportunity to build brand equity in a highly qualified, relevant and valuable audience at an early stage and each of these organizations aligns closely with the .US mission to support STEM efforts for students and drive innovation across the online space. Partnership efforts will continue throughout the end of the year.

Other Updates

New registrations in May 2021 were 3.10% lower than May 2020. Names under management in May 2021 were 0.62% higher than May 2020. The renewal rate in March 2021 (most current data available due to 45 day grace period) was higher year over year at 73.12% vs. 69.42% in March 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	1,735,237
Totals Nameservers Managed	222,445

Billable Transactions

Transaction Type	# of Transactions
Adds	31,928
Auto-Renews	5,302

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Renews	74,038
Transfers	2,755
Deletions for Credit	909
Total	114,932

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

Command	# of Transactions
Check Contact	1,905,897
Create Contact	1,114,324
Delete Contact	190,352
Info Contact	5,169,499
Transfer Contact	0
Update Contact	1,933,776
Check Domain	49,803,517
Create Domain	16,075,335
Delete Domain	36,114
Info Domain	3,814,616
Renew Domain	98,367
Transfer Domain	230,351
Update Domain	538,238
Check Host	8,886,559
Create Host	8,381,744
Delete Host	43,639
Info Host	765,519
Update Host	12,033
Totals	98,999,880

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,153,524
Minimum Daily Transactions	2,499,480
Average Daily Transactions	3,193,544

Transaction Type	# of Transactions
Total Billable Transactions	114,932
Total number of Whois Queries	42,342,074
Total number of DNS Queries	140,477,692,596

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Total EPP Transactions	98,999,880
Total Registry Transactions	140,619,149,482

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

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	24



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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2021.

Date	Registrar	Domain Name	Complaint	Action	
5/24/2021	NameSilo, LLC	vq1[.]us	Whois accuracy	Domain deleted by Registrar	
5/24/2021	NameCheap, Inc.	Stoky[.]us	Whois	CSR Accepted	
5/24/2021	NameCheap, Inc.	s11[.]us	Whois	Registrar	ClientHold
5/24/2021	Network	Procuredotgov[.]us	Whois	CSR Rejected	
5/21/2021	Sav.com LLC	Savageable[.]us	Whois	CSR Rejected	
5/20/2021	NameCheap, Inc.	Fasupport[.]us	Whois	CSR Rejected	
5/19/2021	NameCheap, Inc.	Shawinc[.]us	Whois	CSR Rejected	
5/17/2021	GoDaddy.com,	Redbulldistribution[.]us	Whois	Registrar	ClientHold
5/13/2021	Sav.com LLC	Ideaszilla[.]us	Whois	CSR Rejected	
5/13/2021	Sav.com LLC	Bloodpressed[.]us	Nexus	CSR Accepted	
5/12/2021	Sav.com LLC	Bioremedies[.]us	Whois	CSR Accepted	
5/6/2021	NameCheap, Inc.	Ccinvestment[.]us	Whois	CSR Accepted	

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	
May 2021 .US domain names reviewed (Nexus)	1,051
% of domain names pass primary investigation	93.43%