



Registry Operator Monthly Report

November 2021

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Monthly Progress Report for November 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 November 2021, the usTLD Administrator and Stakeholder Council hosted its annual Town Hall on November 4, 2021 at 12pm EST. The agenda covered the State of the Domain, a Marketing Review, introduction of new Stakeholder Council members and an overview of the Security Sub-Committee recommendations to Registry Services for its proposal to NTIA regarding a WHOIS gateway service to provide accountability for WHOIS lookups with additional security around anonymous access to registrant data. An overview of the Town Hall is provided on the usTLD website at <https://www.about.us/townhall>.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,448 total usTLD Locality names. Of those, Registry Services manages 9,167 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 There were no delegations or Delegated Manager agreements rescinded during the month of November 2021.

Technical and Operational Update

There were no operational changes during November 2021.

Marketing Update

"November marketing efforts focused on driving conversions and bottom-of-the-funnel engagement through evergreen paid media efforts across Facebook, Instagram, 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 continue to 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 Impressions:

Total Clicks: 907

Total Conversions: 136 (42% of all website conversions)

Conversion Rate: 15% (vs. 3.7% sitewide average)

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In addition to the evergreen efforts, the Registry Services team also coordinated a direct to channel campaign with registrar partner, Namesilo. This campaign consisted of an ad-hoc paid media investment to run ads pushing traffic directly to the [.]us TLD landing page on Namesilo, <https://www.namesilo.com/tld/us/>. This type of effort provides additional insight into consumer behavior and purchase flow for domain registrations as well as provides additional promotion and exposure for [.]us domains. The campaign time period ran from October 15, 2021 through November 15, 2021. During this time Namesilo saw an increase of 3x the number of domains typically registered in a 30 day period. Registry Services funded the marketing cost to run the campaign direct to Namesilo, and in turn they provided additional promotional opportunities for [.]us across their website, social and newsletter efforts. These types of campaigns have proven very successful over the past year.

Website efforts included ongoing content production for the about[.]us blog, with two new articles posted to the website and a November 1 announcement for the annual Town Hall. Blog topics included:

- The Power of Passive Income: 5 Ideas To Source Extra Earnings
- The Energy Democracy Project Wants To Make Clean Energy A Neighborhood Initiative (user story interview)

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 online home using [.]us. Overall content has provided a steady flow of new traffic to the about[.]us website, encouraged quality Google scores, and provided increased search rankings for relevant small business topics. Blog traffic represented 22% of the overall website traffic in November and 63% of the organic traffic. Compared to last year, organic traffic has increased 23%, pages/session are up 15% and the bounce rate is down 15%. Efforts around content will continue in 2022 to support ongoing search engine optimization for the website.

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

Startup Weekend:

- Events – 40
- Countries – 20
- Cities – 40
- Entrepreneurs Reached – 1,842

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Major League Hacking:

- Events – 6
- Student Participants – 854

The Major League Hacking events included the following themes and activations:

- Agent: Hacker - Students asked to create their favorite spy-themed hacks and think of mysterious ways to enhance hacks and surprise the judges with out-of-the-box ideas.
- HackFit - This hack focused on health and wellness, whether it was building something for a fitness regime or mental well-being,
- DevJams 21' - A one of a kind hackathon conducted by Google Developer Student Clubs at Vellore Institute of Technology every year to encourage tech enthusiasts from across the country to develop their ideas for the future. This is the 6th consecutive year for activation.
- Garuda Hacks 2.0 - Focus on solving Indonesia pressing issues around small businesses, sustainability and economic growth.
- Back to Hacking - This hack is all about getting back to the basics of hacking. Learning from mistakes, students dust up old projects to fix them up with creative solutions.
- Give Back Hacks 2.0 - Taking place over Thanksgiving weekend this hack was all about gratitude and bringing projects to life.

Some of the project activations on [.]us domains include:

agent-hacker-is-following[.]us
fitnessify[.]us
start-your-selfcare-journey-with[.]us
never-skip-a-leg-day[.]us
seasfor[.]us
educateeveryonewith[.]us

Other Updates

New registrations in November 2021 were 105.67% higher than November 2020. Names under management in November 2021 were 5.92% higher than November 2020. The renewal rate in September 2021 (most current data available due to 45-day grace period) was higher year over year at 72.67% vs. 66.69% in September 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	1,827,665
Totals Nameservers Managed	219,368

Billable Transactions

Transaction Type	# of Transactions
Adds	57,813
Auto-Renews	6,055

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Renews	67,282
Transfers	3,555
Deletions for Credit	539
Total	135,244

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

Command	# of Transactions
Check Contact	1,236,458
Create Contact	2,093,234
Delete Contact	179,993
Info Contact	3,479,851
Transfer Contact	0
Update Contact	3,040,315
Check Domain	34,003,689
Create Domain	34,154,939
Delete Domain	36,222
Info Domain	3,795,520
Renew Domain	60,795
Transfer Domain	267,620
Update Domain	466,569
Check Host	8,958,071
Create Host	15,780,795
Delete Host	83,397
Info Host	1,242,161
Update Host	14,903
Totals	108,894,532

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,890,894
Minimum Daily Transactions	2,651,114
Average Daily Transactions	3,629,817

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Transaction Type	# of Transactions
Total Billable Transactions	124,006
Total number of Whois Queries	150,317,765
Total number of DNS Queries	102,854,198,975
Total EPP Transactions	108,894,532
Total Registry Transactions	94,000,641,108

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	14,243
Visits	7,895
Average Visit Length	0 min 53 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	19

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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during November 2021.

Date	Registrar	Domain Name	Complaint	Action	Comments
11/30/2021	Google LLC	skinner-or[.]us	New	Whois Complaint	
11/30/2021	Google LLC	skinner-or[.]us	Invalid	Not	
11/30/2021	GoDaddy.com, LLC	blackfriday-2021[.]us	New	Whois Complaint	
11/29/2021	NameCheap, Inc.	ehdd[.]us	Invalid	Not confirmed by	
11/14/2021	NameCheap, Inc.	pcsbstxa[.]us	Registrar	Whois	
11/11/2021	Dynadot LLC	pxp[.]us	CSR Rejected	Nexus Complaint	
11/11/2021	Dynadot LLC	haresatinbuy[.]us	Invalid	Not	
11/7/2021	PDR Ltd. d/b/a PublicDomainRegistry.com	lovepops[.]us	CSR Rejected	Whois Complaint	
11/1/2021	NameCheap, Inc.	pchelpme[.]us	Invalid	Not confirmed	
11/1/2021	NameSilo, LLC	deskhelpme[.]us	Invalid	Not	

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	
November 2021 [.]us domain names reviewed (Nexus)	1424
% of domain names pass primary investigation	93.19%