



Registry Operator Monthly Report

July 2023

Prepared: August 2023

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Monthly Progress Report for July 2023

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 policy updates during July 2023.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,512 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,255 are covered by external Delegated Manager Agreements.

There was not one Delegated Manager agreement executed this month.

Technical and Operational Update

There were no operational changes during July 2023.

Marketing Update

In July, our US marketing initiatives included a mix of awareness, engagement and consideration activities. Our ongoing efforts in paid advertising were strategically tailored to address bottom-of-the-funnel interactions, driving conversions and supporting new registrations. Paid advertising efforts consist of targeted ads on Facebook and Instagram, YouTube pre-roll video ads and Google paid search text ads. The .US marketing strategy seeks to maximize return on paid investment by focusing on lower funnel activities which drive higher rates of conversion. Concurrently, organic and native initiatives revolving around content creation, website refinement, and fostering community engagement across social media platforms, work in synergy to bolster awareness efforts and ensure each phase of the marketing funnel is engaged for small business owners and entrepreneurs. July paid advertising results are summarized below.

Website Sessions: 9,469

Impressions: 304K

YouTube Video Views: 45K

Dedicated direct-to-channel paid campaign with Namesilo continued throughout July. This campaign will run for two months on Facebook and Instagram, directing traffic to the .US Namesilo landing page: <https://www.namesilo.com/tld/us/>. New creative was developed and

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rotated in for this effort to drive A/B optimization across the SMB audience and Namesilo is supporting the campaign with dedicated promotional pricing to drive increased registrations. Paid media for this effort is scheduled to run through August 18. Campaign results to date (June 19 - July 31) include a total reach of 925K impressions.

The foundation of our marketing strategy is fueled by content and social media, organic efforts. These purpose-driven initiatives serve to engage the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine optimization efforts to support long-term brand value across the .US audience, and drive increased brand visibility for the .US website, www.about.us, on search engines. Content efforts for July included a new interview with the .US organization, Reimagining the Civic Commons (civiccommons.us). Highlighting successful use-cases of .US is one of the best ways to foster engagement and drive interest for .US domains.

Breathing New Life into City Spaces: How CivicCommons.US Is Creating a New Model for Urban Revitalization (<https://www.about.us/blog/breathing-new-life-into-city-spaces-how-civiccommons-us-is-creating-a-new-model-for-urban-revitalization>) - Learn how Reimagining the Civic Commons transformed public spaces in five cities across the U.S., tackling disinvestment, vacancy, and social change. Discover their collaborative approach, guiding framework, and mission to revitalize cities nationwide.

Blog traffic accounted for 10% of total website traffic for the month of July and 55% of organic website traffic, demonstrating the value content provides in driving website visits long-term.

In addition to content, the social strategy for Facebook and Twitter native channels remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals to the www.about.us website. Content buckets include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + Twitter): 59

Total Impressions: 254K

Brand Ambassadors Featured:

- **premierclinic.us**: Premier Medical Aesthetics believes in offering an individualized patient centered care approach for all aspects of your health.

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- **alongsideyou.us**: Alongside You, LLC's mission is to educate and empower seniors and their loved ones about options for care and advanced care planning in order to live their best lives.
- **zoom.us**: Zoom offers an easy-to-use communication platform and solutions for video meetings, phone calls, whiteboarding, and more.

Rounding out marketing efforts are activations with strategic partners, Startup Weekend and Major League Hacking. Additionally, .US is proud to sponsor the LeanGap 2023 Summer Program which is running June - August.

Startup Weekend: A three-day program where aspiring entrepreneurs can experience startup life through a 3-day pitch competition. Attendees include aspiring entrepreneurs, startup enthusiasts, business professionals, etc. in cities around the world. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 13
- Attendees: 825

Major League Hacking: A 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: No events in July
 - o Follow-up email was sent to the June attendees

LeanGap - Leangap is an immersive startup incubator that empowers high school students to build their own scalable companies and non-profits. During one summer, Leangap helps students develop their ideas from concept to launch, with real customers and users. Leangap is their protocol for the real world. The program runs June - August 2023 and all participants are offered .US domain scholarships.

- Total participants for the summer program: 80

Other Updates

New registrations in July 2023 were 94.37% higher than July 2022. Names under management in July 2023 were 9.31% higher than July 2022. The renewal rate in April 2023 (most current data available due to 45-day grace period) was lower year over year at 65.36% vs. 76.69% in April 2022.

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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 | 2,113,718 |
| Totals Nameservers Managed | 215,338 |

Billable Transactions

| Transaction Type | # of Transactions |
|------------------|-------------------|
| Adds | 155,114 |
| Auto-Renews | 5,374 |
| Renews | 77,164 |
| Transfers | 2,796 |

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| | |
|----------------------|----------------|
| Deletions for Credit | 954 |
| Total | 241,402 |

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

| Command | # of Transactions |
|------------------|--------------------|
| Check Contact | 7,324,038 |
| Create Contact | 4,728,107 |
| Delete Contact | 239,800 |
| Info Contact | 18,300,009 |
| Transfer Contact | 0 |
| Update Contact | 515,985 |
| Check Domain | 34,749,832 |
| Create Domain | 24,633,986 |
| Delete Domain | 69,405 |
| Info Domain | 8,261,475 |
| Renew Domain | 76,842 |
| Transfer Domain | 464,392 |
| Update Domain | 967,683 |
| Check Host | 4,209,013 |
| Create Host | 533,438 |
| Delete Host | 146,614 |
| Info Host | 1,889,142 |
| Update Host | 14,582 |
| Totals | 107,124,343 |

| Daily EPP Transactions | # of Transactions |
|----------------------------|-------------------|
| Maximum Daily Transactions | 4,555,424 |
| Minimum Daily Transactions | 2,721,757 |
| Average Daily Transactions | 3,455,623 |

| Transaction Type | # of Transactions |
|-----------------------------|-------------------|
| Total Billable Transactions | 241,402 |

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| | |
|------------------------------------|-----------------------|
| Total number of Whois Queries | 55,999,213 |
| Total number of DNS Queries | 1,4605,975,857 |
| Total EPP Transactions | 107,124,343 |
| Total Registry Transactions | 14,769,340,815 |

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

| URL: www.about[.]us | |
|----------------------|--------------|
| Page Views | 17,168 |
| Visits | 9,469 |
| Average Visit Length | 0 min 17 sec |

Section 6: Accredited Registrar Status

| Registrar Status | Count |
|---------------------------|-------|
| Operational Registrars | 241 |
| Registrars in Ramp Up | 0 |
| Registrars in Pre-Ramp Up | 0 |

Section 7: usTLD Locality Statistics

| Statistic | Count |
|-------------------------------|-------|
| Number of Delegated Managers | 268 |
| Changes to Delegated Managers | 0 |
| Updates to Locality Domains | 43 |

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during July 2023.



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| Domain Name | Registrar | Date | Complaint | Action | Comments |
|---------------------|---|-----------|-----------------|--------------------|----------|
| safehavenmusic.us | NameCheap, Inc. | 7/28/2023 | Whois Complaint | CSR Accepted | None |
| reecefurniture.us | NameCheap, Inc. | 7/28/2023 | Whois Complaint | Invalid | None |
| shipmax.us | Web Commerce Communications Limited dba WebNic.cc | 7/27/2023 | Whois Complaint | Invalid | None |
| Msaid.us | NameSilo, LLC | 7/23/2023 | Whois Complaint | Invalid | None |
| support-ios.us | Sav.com LLC | 7/21/2023 | Whois Complaint | CSR Accepted | None |
| protonpro.us | NameCheap, Inc. | 7/21/2023 | Nexus Complaint | CSR Accepted | None |
| protonmail.us | Cloudflare, Inc. | 7/21/2023 | Whois Complaint | Registrar Accepted | None |
| hayesperformance.us | NameCheap, Inc. | 7/19/2023 | Whois Complaint | Registrar Accepted | None |
| iq0j6ohh7.us | NameCheap, Inc. | 7/13/2023 | Whois Complaint | Registrar Accepted | None |
| VoxCraft.us | NameCheap, Inc. | 7/9/2023 | Whois Complaint | Registrar Accepted | None |
| cumulusmediainc.us | NameCheap, Inc. | 7/6/2023 | Whois Complaint | Registrar Accepted | None |
| aidone.us | Dynadot Inc | 7/6/2023 | Whois Complaint | Registrar Accepted | None |
| happyminer.us | GoDaddy.com, LLC | 7/5/2023 | Whois Complaint | Registrar Accepted | None |

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 2023 [.]us domain names reviewed (Nexus) | 1,170 |
| % of domain names pass primary investigation | 91.62% |