



Registry Operator Monthly Report

August 2024

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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 public Contractor or policy updates in August 2024.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,541 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,279 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.

Technical and Operational Update

There were no operational changes during August 2024.

Marketing Update

August marketing efforts continued to push a mix of awareness, engagement and consideration activities. Paid strategies have been fine-tuned throughout the year to establish an ideal mix of marketing channels and audience targets. Google Performance Max, Google paid search and Facebook and Instagram advertising work together to strategically engage users in bottom-of-funnel interactions to maximize return and drive new registrations. The .US marketing strategy focuses on cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness, brand loyalty and domain registrations.

August website conversion rates remain strong across all acquisition channels, hovering around 10%. Following Independence Day sales, organic search, saw another uptick in website conversions and conversion rate, with the strongest month for organic website leads year-to-date. Key events, including domain name searches and outbound clicks to registrars, have seen an increase across all traffic channels year over year. Ongoing optimizations and testing into new platforms ensure campaigns drive towards brand objectives for continued growth.

In addition to paid media, content development for both organic social media, as

well as regular blog publications to the about.us website, serve to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging 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 August focused on an interview feature for a .US business and an informational article promoting digital marketing strategies for new small businesses coming online.

- Foto360.us | Focuses on Real Estate Photography Across the US – This article highlights how Izudin Lelic's company, Foto360, has carved a niche in the competitive photography market by specializing in professional real estate photography and virtual tour services. Foto360 offers a range of services, including high-quality photos, 360-degree virtual tours, and video walkthroughs, helping real estate agents enhance their listings and attract more buyers. (<https://www.about.us/blog/foto360-focuses-on-real-estate-photography-across-the-us>)
- The Best Digital Marketing Strategies, Based on ROI – This article explores the importance of Return on Investment (ROI) as a guiding metric in digital marketing, helping businesses navigate through various strategies like SEO, email, and social media marketing. It emphasizes the value of calculating ROI to determine the profitability of marketing efforts and provides industry benchmarks to help set realistic expectations. (<https://www.about.us/blog/the-best-digital-marketing-strategies-based-on-roi>)

Blog traffic accounted for 25% of total website traffic for the month of August. Total pageviews are down month over month due to geo optimizations made to paid advertising strategies. Investment was moved from less performant regions to higher conversion areas to support the underlying goal of driving registrations. The two main channels for driving traffic to the blog remain Organic Search and Google Performance Max, demonstrating the value of ongoing content publication for long-term growth.

Social activation across Facebook and X also 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 for the month 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 + X): 74

Total Impressions: 45K

Brand Ambassadors Featured:

- cactusrose.us – A New Mexico based hair salon specializing in specializing in the very latest in hair, skin and nail care.
- airdesigns.us – A full-service web agency, based in Orland Park, IL, offering web design as well as custom software, mobile, and web development consulting services.
- citybuilder.us – Los Angeles based city building and development company with over 40 years of experience.
- ci3co.us – Founded out of Miami, this video production company specializes in everything from studio productions, to copy writing to drone footage.

Partnership Updates

- There were no other partnership events hosted during August 2024.

Other Updates

New registrations in August 2024 were 111.29% higher than August 2023. Names under management in August 2024 were 7.86% higher than August 2023. The renewal rate in May 2024 (most current data available due to 45-day grace period) was lower year over year at 64.25% vs. 69.40% in May 2023.

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	2,279,543
Totals Nameservers Managed	207,803

Billable Transactions

Transaction Type	# of Transactions
Adds	85,634
Auto-Renews	6,370
Renews	78,004
Transfers	2,609
Deletions for Credit	1,001
Total	173,618

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

Command	# of Transactions
Check Contact	5,828,053
Create Contact	3,341,711
Delete Contact	172,085
Info Contact	12,933,726
Transfer Contact	0

Update Contact	730,222
Check Domain	37,517,455
Create Domain	19,100,899
Delete Domain	141,023
Info Domain	4,973,782
Renew Domain	75,022
Transfer Domain	47,222
Update Domain	722,159
Check Host	2,751,779
Create Host	306,144
Delete Host	204,133
Info Host	1,525,383
Update Host	9,306
Totals	90,380,104

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	6,428,625
Minimum Daily Transactions	1,607,044
Average Daily Transactions	2,915,487

Transaction Type	# of Transactions
Total Billable Transactions	173,618

Total number of Whois Queries	71,059,206
Total number of DNS Queries	72,644,197,489
Total EPP Transactions	90,380,104
Total Registry Transactions	72,805,810,417

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	29,630
Visits	5,093
Average Visit Length	0 min 36 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	245
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	28

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during August 2024.

Domain Name	Registrar	Date	Complaint
kuck-motorsports.us	PDR Ltd. d/b/a PublicDomainRegistry.com	8/30/2024	WHOIS
sterlingengineering.us	NameCheap, Inc.	8/27/2024	NEXUS
stellantisx.us	GoDaddy.com, LLC	8/22/2024	WHOIS
scholarsuniversity.us	Hosting Concepts B.V. d/b/a Registrar.eu	8/21/2024	WHOIS
track718.us	TLD Registrar Solutions Ltd.	8/19/2024	WHOIS

lincolncountyco.us	.us Reserve Account A	8/15/2024	WHOIS
structfinance.us	Cloudflare, Inc.	8/8/2024	WHOIS
intelligenstia.us	GoDaddy.com, LLC	8/8/2024	WHOIS
youthjustice.us	Squarespace Domains II LLC	8/7/2024	WHOIS
youthfightback.us	Squarespace Domains II LLC	8/7/2024	WHOIS
voteyouth.us	Squarespace Domains II LLC	8/7/2024	WHOIS
takeitback.us	Squarespace Domains II LLC	8/7/2024	WHOIS
takebackamerica.us	Squarespace Domains II LLC	8/7/2024	WHOIS
promotedemocracy.us	Squarespace Domains II LLC	8/7/2024	WHOIS
newdealvoters.us	Squarespace Domains II LLC	8/7/2024	WHOIS
justicevoters.us	Squarespace Domains II LLC	8/7/2024	WHOIS
justicefirst.us	Squarespace Domains II LLC	8/7/2024	WHOIS
iwantosupport.us	Squarespace Domains II LLC	8/7/2024	WHOIS

greenvoter.us	Squarespace Domains II LLC	8/7/2024	WHOIS
funddemocracy.us	Squarespace Domains II LLC	8/7/2024	WHOIS
endwarnow.us	Squarespace Domains II LLC	8/7/2024	WHOIS
democracyworks.us	Squarespace Domains II LLC	8/7/2024	WHOIS
democracyadvisors.us	Squarespace Domains II LLC	8/7/2024	WHOIS
axlelogistic.us	NameCheap, Inc.	8/7/2024	WHOIS
rocraft.us	Hosting Concepts B.V. d/b/a Registrar.eu	8/4/2024	WHOIS

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	
August 2024 [.]us domain names reviewed (Nexus)	3,581
% of domain names pass primary investigation	95.55%

Definitions

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