



Registry Operator Monthly Report

February 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

The usTLD Stakeholder Council met on 15 February 2024 at 12:00pm EST. The agenda included Stakeholder and Administrator updates in regard to discussion and deliberation topics for the Council to review in 2024. The proposed topics include 1) releasing certain names from the reservation list(s) to be considered as part of an inventory of names sold at higher than standard registration fees (“Premium Names”), and 2) implementing additional language tables or Internationalized Domain Names (“IDNs”) in the .US namespace. Minutes are available at <https://about.us/stakeholders> upon approval by the Council.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,526 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,269 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 February 2024.

Marketing Update

2024 continues a strong start to the year as we ramp up .US media spend and marketing efforts. Paid investment pushed ads out across social media and paid search, as well as the launch of a new paid advertising platform, Google Performance Max. With the success of the paid search campaigns, in February the team decided to roll out efforts with Google Performance Max, a campaign type that allows advertisers to access all of the Google Ads inventory from a single campaign. This offers large advantages to brands already running paid search campaigns, as way to extend reach and leverage automated optimization strategies with Google’s machine-learning technology. Ads can be served across search, display, YouTube, discover, Gmail and maps. Performance Max uses machine learning models to drive more conversions by optimizing bids and placements in real-time. Google’s AI technology looks across many factors when optimizing campaigns, including: Audiences, Creatives, Budget optimization, Bidding strategy, Attribution, and more. The first

month's results show conversion rates and costs outperforming all other media platforms. February paid advertising results are summarized below.

- Website Sessions: 3,474
- Website Conversions: 395
- Impressions: 132K

The inclusion of Performance Max led to a 22% increase in conversion rates for the month of February, with a boost in both paid and organic search traffic conversions as well. Ongoing paid media efforts continue to support overall .US brand awareness and registration growth through highly targeted conversion campaigns in social and paid search. 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 February focused quality content for keyword rankings around “website” “conversion rates” and “customers”:

- **Boost Your Conversion Rates: Build a Website that Turns Visitors Into Instant Customers** - This article introduces Conversion Rate Optimization (CRO) as a dynamic process akin to sailing, guiding websites toward higher user conversions through continual adjustments and strategic enhancements in design, offerings, and user experience.
<https://www.about.us/blog/boost-your-conversion-rates-build-a-website-that-turns-visitors-into-instant-customers>

Blog traffic accounted for 27% of total website traffic for the month of February and 34% of organic website traffic. About one in every four users to the about.us website, discovered the site from an organic blog search, which demonstrates the value of quality content 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): 93
- Total Impressions: 60K

Brand Ambassadors Featured:

- **cititel.us** - Advises organizations on how to leverage communications technology for more efficient and collaborative customer and employee experiences.
- **proscape.us** - Landscape & irrigation-related service areas for both residential and commercial properties.
- **rosenandco.us** - A Philadelphia-based home fragrance company founded by Drexel University marketing major, Jeffrey Rosen. With simplicity in mind our products are clean, elegant, and fit nicely with any decor.
- **signsforyou.us** - A full-service custom signs and graphic design company, specializing in a wide range of products and services for various industries.

Other Updates

New registrations in February 2024 were 59.66% lower than February 2023. Names under management in February 2024 were 0.811% higher than February 2023. The renewal rate in November 2023 (most current data available due to 45-day grace period) was higher year over year at 63.87% vs. 57.09% in November 2022.

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	2,034,446
Totals Nameservers Managed	211,346

Billable Transactions

Transaction Type	# of Transactions
Adds	30,459
Auto-Renews	4,521
Renews	87,649
Transfers	2,583
Deletions for Credit	897
Total	126,109

Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	3,580,134
Create Contact	962,769
Delete Contact	226,037
Info Contact	2,292,979

Transfer Contact	0
Update Contact	484,442
Check Domain	29,355,935
Create Domain	30,669,292
Delete Domain	512,43
Info Domain	3,790,972
Renew Domain	84,576
Transfer Domain	226,163
Update Domain	654,026
Check Host	2,189,769
Create Host	429,722
Delete Host	164,813
Info Host	547,476
Update Host	13,382
Totals	75,723,730

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,754,825
Minimum Daily Transactions	1,615,758
Average Daily Transactions	2,611,163

Transaction Type	# of Transactions
Total Billable Transactions	126,109
Total number of Whois Queries	57,816,772
Total number of DNS Queries	56,473,479,101
Total EPP Transactions	75,723,730
Total Registry Transactions	56,607,145,712

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	10,320
Visits	3,474
Average Visit Length	0 min 34 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	240
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	113
Changes to Delegated Managers	0
Updates to Locality Domains	14

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during January 2023.

Domain Name	Registrar	Date	Complaint
stocks.us	CommuniGal Communication Ltd.	2/29/2024	WHOIS
incentivemeet.us	GoDaddy.com, LLC	2/29/2024	WHOIS
incentivemeet.us	GoDaddy.com, LLC	2/29/2024	WHOIS
incentivemeet.us	GoDaddy.com, LLC	2/29/2024	WHOIS
Dogsavior.us	Squarespace Domains II LLC	2/25/2024	WHOIS
gbus.us	Squarespace Domains II LLC	2/20/2024	WHOIS
ilocation-logged.us	Sav.com LLC	2/9/2024	WHOIS
kaidesa.us	TLD Registrar Solutions Ltd.	2/6/2024	WHOIS
cbp-arr.us	NameCheap, Inc.	2/6/2024	WHOIS
spindlelive.us	NameCheap, Inc.	2/5/2024	WHOIS
dichvusocks.us	NameSilo, LLC	2/2/2024	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	
February 2024 [.]us domain names reviewed (Nexus)	1,261
% of domain names pass primary investigation	90.72%



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