



# Registry Operator Monthly Report

**January 2024**

Prepared: February 2024

Registry Services, LLC  
2155 E. GoDaddy Way  
Tempe, AZ 85284



**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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This document is provided pursuant to the disclaimer provided on the last page.

## Section 1: Summary of Major Events

### Contractor and Policy Update

There were no administrative or policy changes in the usTLD in January 2024.

### 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 January 2024.

### Marketing Update

Marketing kicked off 2024 with January efforts focused on a creative refresh of assets. Paid investment pushed ads out across social media and paid search with updated ads based on 2023 learnings. Top performing headlines and creative were reconstructed with fresh imagery and layouts to increase engagement and keep the .US brand fresh. Concurrently, organic and native initiatives revolving around content creation, website optimization, and community engagement across social media platforms continued, working to fill the marketing funnel and ensure small business owners and entrepreneurs are engaging with the .US brand. January paid advertising results are summarized below.

Website Sessions: 3,839

Impressions: 60K

Marketing efficacy improved from the previous month as advertising efforts begin to ramp up in the new year. Website traffic increases seen across both paid and organic channels with a big jump in paid advertising conversion rates. Organic traffic began picking back up with a 25% increase in traffic over the previous period. 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 for creative and

targeting 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](http://www.about.us), on search engines.

Content efforts for January focused on celebrating the .US community with a featured interview and an educational article targeting “social media” keywords for SEO:

- “Sequoia Films Founder Charlotte Sclapari is Building a Bi-Coastal Creative Agency on a Global Mission” - In the realm of social media content creation, Charlotte Sclapari and her woman owned Sequoia Films stand out as a bicoastal cultural hub, delivering meaningful and culturally-relevant photo and video content for renowned brands with a commitment to diversity and inclusiveness, positioning themselves as a modern alternative to traditional models.  
<https://www.about.us/blog/sequoia-films-founder-charlotte-sclapari-is-building-a-bi-coastal-creative-agency-on-a-global-mission>
- “The Secrets to Converting Your Social Media Followers Into Repeat Customers” – A tips and tricks article on how to transform social media followers emphasizing the gradual and committed process of building a strong online presence.  
<https://www.about.us/blog/the-secrets-to-converting-your-social-media-followers-into-repeat-customers>

Blog traffic accounted for 21% of total website traffic for the month of January and 38% of organic website traffic. Approximately 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](http://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): 84

Total Impressions: 69K

Brand Ambassadors Featured:

- **UntamedArtistry.us** - A quirky lash supply brand focused on science-based, high-quality products. Based out of Vancouver, this CA brand has both a .ca and .us extension to reach their local audience markets.
- **catalist.us** - Catalist compiles, enhances, stores, and dynamically updates data on over 240 million unique voting-age individuals across all 50 states and the District of Columbia.
- **cbdvetproducts.us** – Veterinarian formulated CBD vet products to support animal health.

Rounding out the January marketing efforts are strategic partnership activations with Startup Weekend and Major League Hacking.

**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: 9

- Attendees: 430

**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: 15

- Themes:

- SheHacks+ - 1/12/24
- SB Hacks - 1/12/24
- Hackville - 1/19/24
- BoilerMake XI - 1/19/24
- CruzHacks - 1/19/24
- Rose Hack - 1/20/24

- Hack BI VII - 1/20/24
- HoyaHacks - 1/26/24
- McHacks - 1/27/24
- Gunnhacks 10.0 - 1/27/24
- SpartaHack 9 - 1/27/24
- Techacks 4.0 - 1/19/24
- Frost Hacks - 1/20/24
- PEC Hacks - 1/27/24
- Web3Apps January - 1/19/2024
- Global Hack Beginners Week - 1/5 – 1/11

A sampling of domains registered throughout the month include: trendot.us, liamdyer.us, goldenhours.us, safeandslug.us, foodfocus.us, securewith.us

### **Other Updates**

New registrations in January 2024 were 5.20% lower than January 2023. Names under management in January 2024 were 3.50% higher than January 2023. The renewal rate in October 2023 (most current data available due to 45-day grace period) was higher year over year at 65.83% vs. 63.41% in October 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

<b>Total Domains Under Management</b>	<b>2,052,875</b>
<b>Totals Nameservers Managed</b>	<b>211,966</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	40,953
Auto-Renews	5,216
Renews	79,127
Transfers	2,310
Deletions for Credit	1,113
<b>Total</b>	<b>128,719</b>

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

Command	# of Transactions
Check Contact	4,083,521
Create Contact	1,197,837
Delete Contact	254,520
Info Contact	2,261,930
Transfer Contact	453,518
Update Contact	32,768,225



Check Domain	31,151,671
Create Domain	31,151,671
Delete Domain	64,580
Info Domain	4467,546
Renew Domain	75,766
Transfer Domain	345,965
Update Domain	838,211
Check Host	2,585,018
Create Host	447,593
Delete Host	190,549
Info Host	591,141
Update Host	13,954
<b>Totals</b>	<b>87,395,822</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,080,253
Minimum Daily Transactions	1,652,277
Average Daily Transactions	2,638,436

Transaction Type	# of Transactions
Total Billable Transactions	128,719
Total number of Whois Queries	54,228,758
Total number of DNS Queries	62,282,816,820
Total EPP Transactions	87,395,822
<b>Total Registry Transactions</b>	<b>62,424,570,119</b>

## Section 4: Monthly Registration Data

Spreadsheet provided.

## Section 5: Website Statistics

URL: www.about[.]us	
Page Views	16,988
Visits	3,839
Average Visit Length	0 min 46 sec

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	243
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	26

## 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.	1/30/2024	WHOIS
teslawallet.us	Key-Systems GmbH	1/28/2024	WHOIS
jamllc.us	GoDaddy.com, LLC	1/13/2024	WHOIS
energystartesting.us	GoDaddy.com, LLC	1/12/2024	WHOIS
baranski.us	Cloudflare, Inc.	1/11/2024	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	
January 2023 [.]us domain names reviewed (Nexus)	1,340
% of domain names pass primary investigation	91.79%

## Definitions

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