



Registry Operator Monthly Report

July 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 July 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 July 2024.

Marketing Update

July marked the annual .US Independence Day campaign, coordinating efforts across the Channel and Consumer marketing to amplify promotions and sales across the globe. Marketing efforts leaned into our proven mix of awareness, engagement and consideration activities. Our ongoing efforts in paid advertising saw the best performance yet across Google Performance Max, Google paid search and Facebook and Instagram advertising. With a focus to strategically engage in bottom-of-the-funnel interactions and maximize momentum from Channel promotions, July advertising was able to maximize return on paid investment, driving higher rates of conversion on the flagship site www.about.us. The mix of marketing media works in tandem to drive maximum cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness and registrations. July paid advertising results are summarized below.

- Website Sessions: 17K
- Website Conversions: 1.6K
- Impressions: 154K

July website conversion rates remain strong, hovering around 10%. Organic search saw an uptick in website conversions and the conversion rate, likely due to the increased awareness during the month from global promotions across the

retailer channel. 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 July focused on an interview feature for a .US business and an educational article targeted at small businesses looking to launch their online footprint.

- **Mungo.us | From South African Mill to Global Icon: The Remarkable Journey of Mungo Textiles** –Mungo.us, a South African textile company known for its commitment to ethical production, transparency, and quality craftsmanship. Mungo's dedication to sustainable practices, community impact through initiatives like MOVE, and the use of the .US domain for its U.S. presence exemplify the brand's focus on building trust and educating consumers about the value of their product.
(<https://www.about.us/blog/from-south-african-mill-to-global-icon-the-remarkable-journey-of-mungo-textiles>)
- **Are Internet Cookies Actually Helpful For Your Small Business Website?** – This article discusses the role of internet cookies on websites, emphasizing their importance in personalizing user experiences and aiding business analytics. It highlights the different types of cookies, their benefits for both businesses and users, and the need for transparency and legal compliance in their use. Entrepreneurs are advised to balance the advantages of cookies with privacy concerns, ensuring they follow regulations and prioritize user trust.
(<https://www.about.us/blog/are-internet-cookies-actually-helpful-for-your-small-business-website>)

Blog traffic accounted for 48% of total website traffic and pageviews are double from the previous year. The two main channels for driving traffic to the blog

include Organic Search and Google Performance Max, demonstrating 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): 82
- Total Impressions: 47K

Brand Ambassadors Featured:

- **robertgraham.us** – Exclusive designer clothing retailer for men and women. Defined by expert craftsmanship and exquisite attention to detail, their leading lifestyle clothing brand offers the modern man and woman one-of-a-kind designs that embody the elegance and style of American Eclectic.
- **artcouriers.us** - A premier fine art company with 10+ years of experience in packing, crating, shipping, and installation.
- **bulegreen.us** - A Florida based café specializing in bule old-fashioned brewed coffee and brunch food made freshly and eco friendly.
- **doughboypizza.us** – A North Carolina based pizza chain that brings a passion for Za like no other pizza shop. Their signature NY style crust is cooked well done to achieve the leopard spotted artisanal finish.

Partnership Updates

- There were no partnership events hosted during July 2024.

Other Updates

New registrations in July 2024 were 23.4% lower than July 2023. Names under management in July 2024 were 6.34% higher than July 2023. The renewal rate in April 2024 (most current data available due to 45-day grace period) was higher year over year at 75.35% vs. 65.36% in April 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	2,247,153
Totals Nameservers Managed	209,989

Billable Transactions

Transaction Type	# of Transactions
Adds	118,795
Auto-Renews	5021
Renews	90,143
Transfers	3,007
Deletions for Credit	640
Total	217,606

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

Command	# of Transactions
Check Contact	7,745,384
Create Contact	4,627,601
Delete Contact	186,408
Info Contact	17,361,334
Transfer Contact	0

Update Contact	694,475
Check Domain	33,229,683
Create Domain	15,979,636
Delete Domain	49,701
Info Domain	5,780,228
Renew Domain	88,165
Transfer Domain	67,843
Update Domain	1,065,104
Check Host	2,850,526
Create Host	558,087
Delete Host	522,001
Info Host	1,508,497
Update Host	13,005
Totals	92,327,678

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,690,779
Minimum Daily Transactions	1,906,428
Average Daily Transactions	2,978,312

Transaction Type	# of Transactions
Total Billable Transactions	217,606

Total number of Whois Queries	71,059,206
Total number of DNS Queries	73,530,238,902
Total EPP Transactions	92,327,678
Total Registry Transactions	73,693,843,392

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	29,330
Visits	16,399
Average Visit Length	0 min 34 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	40

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during July 2024.

Domain Name	Registrar	Date	Complaint
stickermulejobs.us	NameCheap, Inc.	7/31/2024	Whois Complaint
cnbok.us	Network Solutions, LLC	7/30/2024	Whois Complaint
cnb1901.us	Network Solutions, LLC	7/30/2024	Whois Complaint
carpartsolutions.us	Network Solutions, LLC	7/29/2024	Whois Complaint
stocks.us	Sav.com, LLC - 2	7/25/2024	Whois Complaint

ninesky.us	NameCheap, Inc.	7/24/2024	Whois Complaint
ugac.us	BigRock Solutions Ltd.	7/23/2024	Whois Complaint
Linproj.us	NameCheap, Inc.	7/22/2024	Whois Complaint
Bestgpt.us	Cloudflare, Inc.	7/21/2024	Whois Complaint
russian-brides.us	Dynadot Inc	7/20/2024	Whois Complaint
ideasaboutfood.us	Dynadot Inc	7/20/2024	Whois Complaint
sabrejobs.us	NameCheap, Inc.	7/19/2024	Whois Complaint
lovelyish.us	NameCheap, Inc.	7/19/2024	Whois Complaint
newmake.us	GoDaddy.com, LLC	7/16/2024	Whois Complaint
leadsbuy.us	NameCheap, Inc.	7/16/2024	Whois Complaint
shivenjoshi.us	Porkbun	7/12/2024	Whois Complaint
tridentleasingcorp.us	NameCheap, Inc.	7/10/2024	Whois Complaint
kitchenstrand.us	Dotalliance Inc.	7/10/2024	Whois Complaint

essentialhoodieofficial.us	NameCheap, Inc.	7/10/2024	Whois Complaint
lincolncountyco.us	.us Reserve Account A	7/9/2024	Whois Complaint
essentialshoodieofficial.us	NameCheap, Inc.	7/9/2024	Whois Complaint
thehincheck.us	Hosting Concepts B.V. d/b/a Registrar.eu	7/6/2024	Whois Complaint
znmmyweb.us	UdomainName.com LLC	7/3/2024	Nexus Complaint
caixabank.us	EuroDNS SA	7/1/2024	Whois Complaint

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 2024 [.]us domain names reviewed (Nexus)	2,932
% of domain names pass primary investigation	96.99%

Definitions

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