



Registry Operator Monthly Report

June 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.

Contents

Section 1: Summary of Major Events..... 3

Section 2: Performance Data..... 6

Section 3: Monthly Transaction Statistics 7

Section 4: Monthly Registration Data 9

Section 5: Website Statistics..... 9

Section 6: Accredited Registrar Status 9

Section 7: usTLD Locality Statistics 10

Section 8: Nexus & WHOIS Compliance Statistics..... 10

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

Section 1: Summary of Major Events

Contractor and Policy Update

Registry Services attended the 80th meeting held by ICANN (ICANN80) to participate in the Country Code Names Supporting Organization (ccNSO). The ccNSO agenda for the Policy Forum included the regularly scheduled Tech Day and ccTLD News sessions in addition to Policy discussions and the creation of a new Working Group to address Policy gaps in relation to IANA functions that may need to be addressed. The discussion of WISIS+20 and the Global Digital Compact was also highlighted by the Technical Coalition for Multistakeholderism (TCCM), a policy positioning group founded by AuDA, CIRA, Internet New Zealand and Nominet. Other sessions of interest included Universal Acceptance Awareness, How ccTLDs contribute to a better world and relevant aspects for ccTLDs in the FY26-30 Strategic Plan.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,540 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,278 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 June 2024.

Partnership Stats

Major League Hacking hosted two (2) events in June with approximately 400 attendees.

- JAMHacks 8 - 2024 June 8th
- Hack Your Portfolio - 2024 June 16th

Marketing Update

June marketing efforts continued with a mix of awareness, engagement and consideration activities. Our ongoing efforts in paid advertising are strategically tailored to engage in bottom-of-the-funnel interactions, driving conversions, and supporting new registrations. Paid advertising efforts consist of targeted ads on

Facebook and Instagram, Google paid search text ads, and Google Performance Max. The .US marketing strategy seeks to maximize return on paid investment by focusing on lower funnel activities which drive higher rates of conversion. The current mix of marketing media works to drive maximum cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness and registrations. June paid advertising results are summarized below.

- Website Sessions: 21K
- Website Conversions: 2.3K
- Impressions: 194K

June website conversion rates remain strong due to the focus on bottom-of-funnel marketing initiatives. Rates have steadily been increasing since the launch of Google Performance Max in February which has led to increases for both paid search and social advertising conversions. Website conversions are hovering around 10%. 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 June focused on an interview feature for a .US business and an engagement article for aspiring entrepreneurs, specifically looking to capitalize on the keyword trend around AI:

- [BigSkyProducts.us | Big Sky Products Nurtures Pets with Natural Goodness](https://www.about.us/blog/big-sky-products-nurtures-pets-with-natural-goodness) – Big Sky Products, offers organic, freeze-dried meals and hiking bars for dogs, ensuring top-quality nutrition for active pets. BigSkyProducts.US, provides healthy, additive-free pet products, driven by a commitment to animal well-being and continuous collaboration with veterinarians and herbalists. (<https://www.about.us/blog/big-sky-products-nurtures-pets-with-natural-goodness>)
- [The Best AI Tools for Small Businesses](#) – Artificial intelligence offers various tools beyond ChatGPT that automate tasks, reduce errors,

and save time for businesses. This article highlights key AI tools businesses can use to enhance customer interactions, streamline operations, and support data-driven decisions.
(<https://www.about.us/blog/the-best-ai-tools-for-small-businesses>)

Blog traffic accounted for 54% of total website traffic and pageviews are up 5x from the previous year. The two main channels for driving traffic to the blog include Organic Search and Google Performance Max. About 42% of total blog traffic originates from Organic Search 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): 66
- Total Impressions: 42K

Brand Ambassadors Featured:

- **chelseajones.us** – Fine jewellery handcrafted in Austin, Texas. Collections include ready-to-wear, one-of-a-kind, and custom jewellery designs.
- **guardiansystems.us** - A veteran-owned small business, Guardian Systems specializes in connecting customers with cost-effective and unique solutions from strategic partners.
- **loabrand.us** - Law Of Attraction Clothing Brand #LOA is founded around positive affirmations to help manifest destiny and find your purpose!
- **anchoramerica.us** - Anchor America Group provides premium accounting and financial consulting services in Massachusetts and California.

Other Updates

New registrations in June 2024 were 39.2% higher than June 2023. Names under management in June 2024 were 7.39% higher than June 2023. The renewal rate in March 2024 (most current data available due to 45-day grace period) was higher year over year at 64.41% vs. 52.81% in February 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	2,164,844
Totals Nameservers Managed	420,700

Billable Transactions

Transaction Type	# of Transactions
Adds	97,279
Auto-Renews	59,169.50
Renews	83,581
Transfers	2,807
Deletions for Credit	487
Total	243,324

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

Command	# of Transactions
Check Contact	7,780,208
Create Contact	4,911,911
Delete Contact	188,243
Info Contact	16,949,119
Transfer Contact	0

Update Contact	811,936
Check Domain	23,256,276
Create Domain	16,075,839
Delete Domain	42,894
Info Domain	7,704,184
Renew Domain	77,187
Transfer Domain	100,742
Update Domain	786,277
Check Host	2,813,604
Create Host	99,741
Delete Host	202,360
Info Host	487,711
Update Host	17,282
Totals	82,305,514

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	6,457,020
Minimum Daily Transactions	1,619,558
Average Daily Transactions	2,743,517

Transaction Type	# of Transactions
Total Billable Transactions	243,324

Total number of Whois Queries	82,305,514
Total number of DNS Queries	17,143,060,861
Total EPP Transactions	82,305,514
Total Registry Transactions	17,307,915,213

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	37,796
Visits	21,276
Average Visit Length	0 min 39 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	244
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	33

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during June 2024.

Domain Name	Registrar	Date	Complaint
bluetrace.us	NameCheap, Inc.	6/28/2024	WHOIS
Lemon8.us	CommuniGal Communication Ltd.	6/28/2024	NEXUS
unitedfordemocracy.us	Squarespace Domains II LLC	6/27/2024	WHOIS
paulstuart.us	NameSilo, LLC	6/27/2024	NEXUS
caib.us	Sav.com LLC	6/24/2024	WHOIS
Caib.us	Sav.com LLC	6/24/2024	WHOIS
stocks.us	Sav.com, LLC - 2	6/21/2024	WHOIS
pheromones.us	1API GmbH	6/18/2024	WHOIS

Domain Name	Registrar	Date	Complaint
ilgovdoas.us	Network Solutions, LLC	6/18/2024	WHOIS
letsdoitnow.us	Squarespace Domains II LLC	6/13/2024	WHOIS
shiven.us	Porkbun	6/8/2024	NEXUS
scubemarketing.us	OwnRegistrar, Inc.	6/7/2024	WHOIS
event-elon.us	PDR Ltd. d/b/a PublicDomainRegistry.com	6/6/2024	WHOIS
Red24.us	Name.com, Inc.	6/5/2024	WHOIS
willsandtrusts.us	IONOS SE	6/4/2024	WHOIS
liujoromania.us	Dynadot Inc	6/4/2024	NEXUS
liujoportugal.us	Dynadot Inc	6/4/2024	NEXUS
liujofactoryoutlet.us	Dynadot Inc	6/4/2024	NEXUS
liujoaustralia.us	Dynadot Inc	6/4/2024	NEXUS
Olds.us	eNom, LLC	6/4/2024	NEXUS

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	
June 2024 [.]us domain names reviewed (Nexus)	2,610
% of domain names pass primary investigation	95.74%

Definitions

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