



Registry Operator Monthly Report

March 2024

Prepared: April 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.

Contents

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

Section 2: Performance Data..... 7

Section 3: Monthly Transaction Statistics 8

Section 4: Monthly Registration Data 10

Section 5: Website Statistics..... 10

Section 6: Accredited Registrar Status 10

Section 7: usTLD Locality Statistics 11

Section 8: Nexus & WHOIS Compliance Statistics..... 11

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 March 2024. Registry Services attended ICANN79 held in San Juan, Puerto Rico from 2-7 March 2024 to participate in the ccNSO committees. The ccNSO agenda featured a community update session showcasing its various Working Groups and Committees. Additionally, ccNSO members were able to delve into discussions on important topics such as Internet fragmentation and the ccPDP4. The agenda also included a hands-on activity designed to prompt reflection on potential deficiencies in ccNSO policies concerning the delegation, transfer, revocation, and retirement of a ccTLD (Policy Gap Discussion).

Other sessions of interest included session discussing WSIS+20, and the Geopolitical, Legislative and Regulatory Developments. One new session that will start to take place at ICANN meetings is a joint discussion between the Registry Stakeholder Group and the ccNSO to collaborate on topics of mutual interest.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,531 total usTLD Locality names. Of those, Registry Services manages 9,260 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 March 2024.

Marketing Update

Strong end to Q1 marketing for .US domain registrations and customer engagement. Q1 included a new set of creative assets developed in the .US brand style with updated imagery, as well as the introduction of Google Performance Max. After launching in February 2024, Google Performance Max saw a banner month in March, driving more than 2K conversions on the about.us site, historically the best performance of any campaign to date. Performance Max uses machine learning models to drive more conversions by optimizing bids and placements in real-time. Ads can be served across search,

display, YouTube, discover, Gmail and maps. Google's AI technology looks across many factors when optimizing campaigns, including: Audiences, Creatives, Budget optimization, Bidding strategy, Attribution, and more. Running Google Performance Max works best running in tandem with paid search which also continued throughout March in addition to social media ads. 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. March paid advertising results are summarized below.

- Website Sessions: 7,811
- Website Conversions: 2,665
- Impressions: 145K

March website conversion rates are up 50% from February, demonstrating the ongoing optimization of the Google Performance Max campaign. Overall Q1 shows a 30% increase in website conversions from the prior year. 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 March focused on education, developing a guide for common SEO terms, and how small businesses can use them to improve their rankings:

- The SEO Glossary: The Top Terms to Know to Excel at Web Content - This article provides a comprehensive guide to essential SEO terms, demystifying the daunting landscape of search engine optimization for entrepreneurs and offering insights into key concepts like backlinks, algorithms, and mobile optimization. <https://www.about.us/blog/the-seo-glossary-the-top-terms-to-know-to-excel-at-web-content>

Blog traffic accounted for 46% of total website traffic for the month of March and 40% of organic website traffic. About one in every three 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: 92K

Brand Ambassadors Featured:

- **colorist.us** – Los Angeles-based color expert adding color to the world of film, photography, and commercials.
- **thehighground.us** - The Highground Veterans Memorial is a 155-acre Park whose mission is to “Honor, Educate and Heal” our Veterans, families and all who visit.
- **shadowshifter.us** – Heat reactive color changing tee shirts, manufactured in the USA.
- **cafezack.us** - A quaint, family-owned and operated fine dining restaurant located only a few minutes from the beach in Downtown Ventura, California.
- **captaincrab.us** - Minnesota-based seafood boil restaurant.

Rounding out the March 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: 25
- Attendees: 1,530

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: 16

- Attendees: 5,134

A sampling of domains registered throughout the month include: bisonconnect.us, charityclarity.us, illuminary.us, credibly.us, journalingo.us, chatwithus.us, strangescience.us, and more.

Other Updates

New registrations in March 2024 were 19.18% higher than March 2023. Names under management in March 2024 were 1.26% higher than March 2023. The renewal rate in December 2023 (most current data available due to 45-day grace period) was lower year over year at 57.54% vs. 68.02% in December 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	2,053,009
Totals Nameservers Managed	211,188

Billable Transactions

Transaction Type	# of Transactions
Adds	61,188
Auto-Renews	5,585
Renews	89,764
Transfers	2,997
Deletions for Credit	533
Total	160,067

Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	3,922,028
Create Contact	1,082,912
Delete Contact	192,719
Info Contact	3,533,038

Transfer Contact	0
Update Contact	570,623
Check Domain	22,925,082
Create Domain	36,513,455
Delete Domain	79,530
Info Domain	5,833,981
Renew Domain	86,596
Transfer Domain	339,190
Update Domain	895,769
Check Host	2,463,001
Create Host	480,193
Delete Host	234,099
Info Host	1,148,005
Update Host	13,873
Totals	80,314,094

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,988,316
Minimum Daily Transactions	1,508,864
Average Daily Transactions	2,590,777

Transaction Type	# of Transactions
Total Billable Transactions	160,067
Total number of Whois Queries	81,910,698
Total number of DNS Queries	61,850,396,252
Total EPP Transactions	80,314,094
Total Registry Transactions	62,012,781,111

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	20,171
Visits	7,811
Average Visit Length	0 min 44 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	25

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2024.

Domain Name	Registrar	Date	Complaint
cygn.us	PDR Ltd. d/b/a PublicDomainRegistry.com	3/25/2024	NEXUS
tesla-token.us	Dreamscape Networks International Pte Ltd	3/22/2024	WHOIS
g4smichigan.us	Wild West Domains, Inc.	3/22/2024	WHOIS
silk.us	GoDaddy.com, LLC	3/19/2024	WHOIS
sunvn.us	NameCheap, Inc.	3/15/2024	WHOIS
coachoutlet.us	NameCheap, Inc.	3/12/2024	WHOIS
nilhgov.us	NameSilo, LLC	3/4/2024	WHOIS
animeowl.us	NameCheap, Inc.	3/1/2024	WHOIS
wiskaero.us	NameCheap, Inc.	3/1/2024	WHOIS
redelivmyup.us	NameSilo, LLC	3/1/2024	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	
March 2024 [.]us domain names reviewed (Nexus)	939
% of domain names pass primary investigation	90.73%

Definitions

We, us and our means any or all of Registry Services, LLC, its subsidiary entities and their respective officers, employees, contractors or sub-contractors.

Disclaimer

This document has been produced by us and is only for the information of the particular person to whom it is provided (the Recipient). This document is subject to copyright and may contain privileged and/or confidential information. As such, this document (or any part of it) may not be reproduced, distributed or published without our prior written consent.

This document has been prepared and presented in good faith based on our own information and sources which are believed to be reliable. We assume no responsibility for the accuracy, reliability or completeness of the information contained in this document (except to the extent that liability under statute cannot be excluded).

To the extent that we may be liable, liability is limited at our option to replacing, repairing or supplying equivalent goods or paying the cost of replacing, repairing or acquiring equivalent, or, in the case of services, re-supplying or paying the cost of having such re-supplied.

Confidentiality Notice

This document contains commercially sensitive information and information that is confidential to us. This document is intended solely for the named recipient, and its authorised employees, and legal, financial and accounting representatives (collectively, Authorised Recipients).

The recipients of this document must keep confidential all of the information disclosed in this document, and may only use the information for the purpose specified by us for its use. Under no circumstance may this document (or any part of this document) be disclosed, copied or reproduced to any person, other than the Authorised Recipients, without our prior written consent.

Trademarks Notice

Any of our names, trademarks, service marks, logos, and icons appearing in this document may not be used in any manner by recipients of this document without our prior written consent. All rights conferred under law are reserved.

All other trademarks contained within this document remain the property of their respective owners, and are used only to directly describe the products being provided by them or on their behalf. Their use in no way indicates any relationship between us and the owners of those other trademarks.

