



Registry Operator Monthly Report

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

Section 1: Summary of Major Events

Contractor and Policy Update

The second quarter 2024 usTLD Stakeholder Council meeting was held 30 May 2024, at 12:00noon Eastern Daylight Time. The agenda included an overview of the 1st half year marketing plan, including participation in ongoing partnerships along with deliberation by the Council for the next policies and reviews to be performed for the usTLD. The council reviewed proposals by Registry Services to review the introduction of both Premium Names and Internationalized Domain Names (IDNs). Following the vote to approve sub-committees for both topics, the Council received an overview of the current metrics and procedures for DNS Abuse in the usTLD with the added information of implementation of links to Registry Services' [Domain Abuse Center](#) and website updates to add the [usTLD Statement to Combat Domain Name Abuse](#). The meeting minutes will be available at <https://about.us/stakeholders> once approved.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,535 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,273 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 May 2024.

Marketing Update

May 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 the recent addition of 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. May paid advertising results are summarized below.

- Website Sessions: 11,500
- Website Conversions: 7,027
- Impressions: 328K

May 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. Social media has seen the biggest benefit with conversion rates doubling from the previous year. Key events 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, serves 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 May focused on an interview feature for a .US business and an engagement article for aspiring entrepreneurs:

- ColumbusMark.us | Join Mark Levin's Country Adventures: A Lighthearted Look at Country Life - Mark Levin, a retired teacher from North Carolina, documents his rural adventures and shares stories of small-town life through his blog, YouTube channel, and podcast, using his skills and equipment to entertain and enlighten his audience. <https://www.about.us/blog/columbusmark-us-join-mark-levin-s-country-adventures-a-lighthearted-look-at-country-life>
- A Creative Shoppportunity - Top Etsy Businesses for 2024 - Starting an Etsy shop in 2024 offers a low-barrier, potentially lucrative opportunity to transform creative hobbies into successful ventures, with the key to success lying in niche product focus, solid branding, and leveraging the platform's broad audience. <https://www.about.us/blog/a-creative-shoppportunity-top-etsy-businesses-for-2024>

Blog traffic accounted for 46% 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 35% of total blog traffic originates from Organic Search, and 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): 74

Total Impressions: 52K

Brand Ambassadors Featured:

- **realtimereputation.us** – A customer feedback agency designed to respond, manage and grow customer reviews and business reputation online.
- **seoamerica.us** – An SEO agency based in Florida, focused on helping increase organic search rankings for business owners.
- **allcargo.us** - Ships cars, motorcycles, boats, special machinery in containers from the USA to all over the world.
- **roycegroup.us** - Features residential apartments in Washington state. All complexes are surrounded by beautiful landscaping and gardens that bloom from spring through fall.

Partnerships Overview

MAY 2024	Units
Major League Hacking	
- Events	8
- Attendees	1.815

Other Updates

New registrations in May 2024 were 93.83% higher than May 2023. Names under management in May 2024 were 4.38% higher than May 2023. The renewal rate in February 2024 (most current data available due to 45-day grace period) was lower year over year at 57.27% vs. 68.71% 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	2,105,487
Totals Nameservers Managed	420,700

Billable Transactions

Transaction Type	# of Transactions
Adds	86,342
Auto-Renews	5,068
Renews	81,598
Transfers	3,127
Deletions for Credit	734
Total	176,869

Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	4,437,197
Create Contact	1,186,842
Delete Contact	198,710
Info Contact	2,535,787

Transfer Contact	0
Update Contact	1,423,958
Check Domain	32,494,818
Create Domain	17,946,711
Delete Domain	45,485
Info Domain	4,793,717
Renew Domain	80,945
Transfer Domain	116,608
Update Domain	756,907
Check Host	2,580,852
Create Host	109,314
Delete Host	304,411
Info Host	725,791
Update Host	13,854
Totals	69,751,907

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	9,489,444
Minimum Daily Transactions	1,282,713
Average Daily Transactions	2,250,061

Transaction Type	# of Transactions
Total Billable Transactions	176,869
Total number of Whois Queries	71,446,495
Total number of DNS Queries	18,533,065,256
Total EPP Transactions	69,751,907
Total Registry Transactions	18,674,440,527

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	18,770
Visits	11,500
Average Visit Length	0 min 34 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	23

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2024.

Domain Name	Registrar	Date	Complaint
Jptravel.us	Network Solutions, LLC	5/29/2024	Whois Complaint
liujonederland.us	Dynadot Inc	5/28/2024	Nexus Complaint
dragonpharmastore.us	NameCheap, Inc.	5/27/2024	Whois Complaint
KandiForever.us	Squarespace Domains II LLC	5/23/2024	Whois Complaint
apsva.us	Gandi SAS	5/23/2024	Whois Complaint
edcgoc.us	Sav.com LLC	5/22/2024	Whois Complaint
red24.us	Name.com, Inc.	5/20/2024	Whois Complaint
bbfarms.us	Squarespace Domains II LLC	5/16/2024	Whois Complaint
teslavisio.us	Dreamscape Networks International Pte Ltd	5/15/2024	Whois Complaint
killmaga.us	eNom, LLC	5/14/2024	Whois Complaint
teslawallet.us	Web Commerce Communications Limited dba WebNic.cc	5/9/2024	Whois Complaint
intelliswiftcareers.us	NameCheap, Inc.	5/9/2024	Whois Complaint

Domain Name	Registrar	Date	Complaint
colt.us	Key-Systems GmbH	5/4/2024	Whois Complaint
route.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
prison.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
original.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
oldtimer.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
glasses.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
gasoline.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
fist.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
discounter.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
dildo.us	NameSilo, LLC	5/3/2024	Nexus Complaint
content.us	Name.com, Inc.	5/3/2024	Nexus Complaint
colt.us	Key-Systems GmbH	5/3/2024	Whois Complaint
burger.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
bigfoot.us	Key-Systems GmbH	5/3/2024	Nexus Complaint
libsoftiktok.us	CommuniGal Communication Ltd.	5/2/2024	Whois Complaint
libsoftiktok.us	CommuniGal Communication Ltd.	5/2/2024	Whois Complaint
airups.us	NameCheap, Inc.	5/1/2024	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	
May 2024 [.]us domain names reviewed (Nexus)	2,434
% of domain names pass primary investigation	96.09%

Definitions

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