



Registry Operator Monthly Report

October 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

Registry Services conducted its annual public Town Hall at the end of October 2024.

Annual Town Hall, 31 October 2024

The usTLD Stakeholder Council held its usTLD Public Stakeholder Town Hall to allow the broader community of stakeholders to provide input and feedback on .US Policies and other initiatives. The agenda included:

- Review of State of the usTLD Namespace
- Administrator & Council Updates (including Sub-Committee updates)
- 2024 usTLD Marketing Updates

Minutes and follow-up available at <https://about.us/townhall>.

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 October 2024.

Marketing Update

October marketing efforts continued to push a mix of awareness, engagement and consideration activities. Paid strategies have been fine-tuned throughout the year to establish an ideal mix of marketing channels and audience targets. Google Performance Max, Google paid search and Facebook and Instagram advertising work together to strategically engage users in bottom-of-funnel interactions to maximize return and drive new registrations. The .US marketing strategy focuses on cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness, brand loyalty and domain registrations.

October website conversion rates remain strong across all acquisition channels, averaging 9% for the month. Organic traffic contributed 16% of overall registrations for the month with the majority coming from Google Performance Max which continues to be the standout channel for 2024. Key events, including domain name searches and outbound clicks to registrars, have seen an increase 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 October focused on promotion of the annual .US Town Hall, including a blog published to the about.us website and an announcement promoted on Circle ID.

- 2024 .US Virtual Town Hall: Shaping the Future of America's Internet Identity (<https://www.about.us/blog/join-the-2024-us-town-hall-discuss-top-priorities-and-future-goals>) This article announced the .US Virtual Town Hall and encouraged registration and attendance to the public.
- 2024 .US Town Hall Registration Open: Explore Industry Trends & Policy Insights (<https://circleid.com/posts/2024-dot-us-domain-town-hall-registration>) Published October 16, this article serves to cross-promote the Town Hall event to internet industry insiders. This article was viewed a total of 5,298 times

Blog traffic accounted for 25% of total website traffic for the month of October. Total pageviews are up year over year with the two main channels including Organic Search and Google Performance Max.

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): 98
- Total Impressions: 108K

Brand Ambassadors Featured:

- calipainters.us - With over 15 years of experience and located in Los Angeles, CALI PAINTERS is committed to provide the highest level of quality painting services at fair prices.
- beaverboroughwater.us – News about water and sewage treatment services in Beaver Borough, Pennsylvania.
- bankersgroup.us - Bankers Group serves home loan needs in Topanga, Calabasas, Woodland Hills, and the Greater Los Angeles Area.
- reality-is.us - Through the story of the #WINNER film, an impactful campaign called Reality Is Us was launched. #RealityWinner is the perfect heroine for a film that meditates on ideas of personal power, morality, and finding your voice,” says director Susanna Fogel.

Rounding out the month was a cross-channel effort with GoDaddy Registrar to promote .US domain registrations to existing .com clients in their customer database. An integrated email campaign was launched mid-October and went to over 4 million existing GoDaddy customers. The dedicated email featured a personalized message that recommended existing customers a .US domain extension that matches their existing .com domain. This offered relevant and credible brand exposure for the .US domain to support increased registrations in the month of October and in the future.

Partnership Updates

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
- Attendees: 5,200

Lastly, October hosted the annual NASA Space Apps competition at the Space Center Houston. Each October, over the course of two days, Space Apps brings participants from around the world together at hundreds of in-person and virtual local events to solve challenges submitted by NASA experts, to build innovative solutions to challenges faced on Earth and in space.

After the hackathon, project submissions are judged by space agency experts and winners are selected for one of 10 Global Awards. Since its inception in 2012, NASA’s International Space Apps Challenge has engaged 180,000+ registrants from 150+ countries/territories in using NASA’s open data portal.

- Space Apps
- Date: October 4 - 6

- Attendees: 59,000

A sampling of domains registered throughout the month include: tylerdunning.us, whatshouldiwear.us, tourdecampus.us, oceanexplorers.us and more.

Other Updates

New registrations in October 2024 were 60.40% higher than October 2023. Names under management in October 2024 were 7.73% higher than October 2023. The renewal rate in July 2024 (most current data available due to 45-day grace period) was lower year over year at 40.63% vs. 50.98% in July 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	2,226,333
Totals Nameservers Managed	207,090

Billable Transactions

Transaction Type	# of Transactions
Adds	70,202
Auto-Renews	105,571
Renews	67,862
Transfers	2,204
Deletions for Credit	823
Total	246,662

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

Command	# of Transactions
Check Contact	3,837,449
Create Contact	1,356,504
Delete Contact	238,075
Info Contact	4,081,743
Transfer Contact	0
Update Contact	649,202
Check Domain	29,659,321
Create Domain	26,085,243
Delete Domain	36,075
Info Domain	5,025,869
Renew Domain	70,482
Transfer Domain	48,360
Update Domain	712,807
Check Host	3,860,771
Create Host	308,700
Delete Host	355,456
Info Host	1,480,576
Update Host	9,406
Totals	77,816,039

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,116,580
Minimum Daily Transactions	1,328,874
Average Daily Transactions	2,510,194

Transaction Type	# of Transactions
Total Billable Transactions	246,662
Total number of Whois Queries	82,818,697
Total number of DNS Queries	88,282,118,324
Total EPP Transactions	77,816,039
Total Registry Transactions	88,442,999,722

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	19,529
Visits	5,613
Average Visit Length	0 min 34 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	246
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	31

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during October 2024.

Domain Name	Registrar	Date	Complaint
sagepub.us	Hosting Concepts B.V. d/b/a Registrar.eu	10/29/2024	WHOIS
healthgun.us	Spaceship, Inc.	10/29/2024	WHOIS

1jz-gte.us	PDR Ltd. d/b/a PublicDomainRegistry.com	10/29/2024	WHOIS
invest.us	GoDaddy.com, LLC	10/27/2024	NEXUS
canada- goosejackets.us	Dynadot Inc	10/26/2024	WHOIS
aboutparenting.us	Dynadot Inc	10/26/2024	WHOIS
palacio.us	Corehub, S.R.L.	10/23/2024	NEXUS
calvallarofoods.us	PDR Ltd. d/b/a PublicDomainRegistry.com	10/22/2024	NEXUS
calvallarofoods.us	PDR Ltd. d/b/a PublicDomainRegistry.com	10/22/2024	WHOIS
uspfogov.us	GoDaddy.com, LLC	10/21/2024	WHOIS
Edwards-cyber.us	GoDaddy.com, LLC	10/20/2024	WHOIS
womenblog.us	NameCheap, Inc.	10/15/2024	WHOIS
greens-now.us	Web Commerce Communications Limited dba WebNic.cc	10/14/2024	WHOIS
removeyourmedia.us	Hosting Concepts B.V. d/b/a Registrar.eu	10/13/2024	WHOIS
lucbro.us	NameCheap, Inc.	10/12/2024	WHOIS

michaelreeves.us	NameCheap, Inc.	10/11/2024	WHOIS
bimbosan.us	NameSilo, LLC	10/11/2024	WHOIS
greens-now.us	Web Commerce Communications Limited dba WebNic.cc	10/10/2024	WHOIS
brubeck.us	Dynadot Inc	10/8/2024	WHOIS
ltenterprise.us	Cloudflare, Inc.	10/7/2024	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	
October 2024 [.]us domain names reviewed (Nexus)	1,679
% of domain names pass primary investigation	93.81%

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