



# Registry Operator Monthly Report

**January 2025**

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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 Contractor or policy updates in January 2025.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,542 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,282 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 January 2025.

### Marketing Update

2025 is off to a strong start with marketing efforts relaunching across all channels, focused on incorporating learnings from 2024 optimizations. Paid efforts consist of a mix of social media, including Facebook and Instagram, Google paid search, and Performance Max campaigns. Investment is strategically allocated based on the best performing mix of channels to drive website leads. The .US marketing strategy emphasizes cross-channel visibility ensuring we reach in-market users effectively, boosting brand awareness, loyalty, and conversions. Below is a summary of January's advertising performance.

- Click-thru Rate: 1.2% (combined)
- Website Sessions: 5,077

Performance Max continues to drive the lion's share of website conversions (measured as an outbound click to a registrar website), followed by social media retargeting. Traffic across all channels is up in January when compared to December, with Organic traffic showing a 42% increase in sessions and a 29% increase in website conversions. Ongoing optimizations to the website and in paid media strategy drive increased performance, with an overarching commitment to brand objectives: driving measurable growth and strengthening the .US brand's digital presence.

Owned efforts for the about.us website include bespoke content development based on user education and SEO topics related to small business website and domain research. For both organic social media, as well as regular blog publications to the about.us website, strategic calendars are developed for the year that identify gaps and look to serve needs of the .US audience. These value-driven efforts serve to fuel long-term brand goals for awareness and community engagement, 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](http://www.about.us), on search engines.

Content efforts for January focused on small biz marketing tips as well as a feature interview on .US business, [tempestglobal.us](http://tempestglobal.us).

- How to Market to Different Generations: From Gen Z to Boomers & Beyond (<https://www.about.us/blog/how-to-market-to-different-generations:-from-gen-z-to-boomers-&-beyond> ) Generational marketing requires tailoring strategies to each age group's preferences, from Baby Boomers' trust in familiar institutions to Gen Alpha's demand for immersive, tech-driven experiences, with .US domains serving as a powerful tool to create localized and personalized brand connections.
- Transform Business Chaos into Calm Profits with Tempest Global Consulting (<https://www.about.us/blog/transform-business-chaos-into-calm-profits-with-tempest-global-consulting> ) Tempest Global Consulting, founded by Sonya Ogletree, helps small to mid-sized businesses streamline operations, manage risks, and drive growth through expert consulting services, offering solutions in finance, HR, supply chain, and marketing to turn business challenges into success.

Blog traffic accounted for 12% of total website traffic for the month of January and 37% of total organic traffic. Blog traffic is split 65/35 between desktop/mobile new visitors, while total traffic skews higher on desktop traffic as a 75/25 split. Maintaining a responsive, mobile-friendly website ensures that the .US audience can easily navigate the website and get the information they need.

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](http://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): 42

Brand Ambassadors Featured:

- americanclassictattoo.us - Artist-owned and operated tattoo shop, home of multiple award-winning artists. Locations in Newport News and Hampton, Virginia.
- catchandrelease.us – Quality hunting and camo gear at affordable prices founded by Idaho native, “Moosie,” who has over 30 years hunting experience.
- advancedlogistics.us - Based in New Jersey, Advanced Logistics, LLC is a fully licensed, bonded and insured freight brokerage focusing on logistics arrangements within the food and beverage sector.

### Partnership Updates

There were no Partner updates in January 2025.

### Other Updates

New registrations in January 2025 were 152.79% higher than January 2024. Names under management in January 2025 were 15.54% higher than January 2024. The renewal rate in October 2024 (most current data available due to 45-day grace period) was lower year over year at 62.21% vs. 65.83% in October 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

<b>Total Domains Under Management</b>	<b>2,370,128</b>
<b>Totals Nameservers Managed</b>	<b>206,602</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	103,528

Auto-Renews	4,435
Renews	82,501
Transfers	2,368
Deletions for Credit	877
<b>Total</b>	<b>193,709</b>

### Total Extensible Provisioning Protocol (EPP) Transactions during the Month

(Includes failed transactions)

Command	# of Transactions
Check Contact	3,032,184
Create Contact	1,351,520
Delete Contact	184,926
Info Contact	2,903,870
Transfer Contact	0
Update Contact	638,047
Check Domain	3,277,946
Create Domain	36,356,776
Delete Domain	45,995
Info Domain	4,812,693
Renew Domain	84,262
Transfer Domain	76,874
Update Domain	895,442
Check Host	2,855,504

Create Host	136,783
Delete Host	272,311
Info Host	1,036,400
Update Host	10,272
<b>Totals</b>	<b>57,971,805</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,544,190
Minimum Daily Transactions	1,740,361
Average Daily Transactions	2,837,800

Transaction Type	# of Transactions
Total Billable Transactions	193,709
Total number of Whois Queries	77,758,763
Total number of DNS Queries	94,959,507,568
Total EPP Transactions	57,971,805
<b>Total Registry Transactions</b>	<b>95,095,431,845</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.



## Section 5: Website Statistics

URL: www.about[.]us	
Page Views	25,481
Visits	5,077
Average Visit Length	0 min 29 sec

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	248
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	29

## Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during January 2025.

Domain Name	Registrar	Date	Complaint
gsrp.us	NameCheap, Inc.	1/30/2025	Whois Complaint
pokefloats.us	Tucows Domains Inc.	1/29/2025	Whois Complaint
photoblocker.us	Tucows Domains Inc.	1/18/2025	Whois Complaint
red-cat.us	Name.com, Inc.	1/16/2025	Whois Complaint
ppv12ok.us	Squarespace Domains II LLC	1/16/2025	Whois Complaint
logistics88.us	eNom, LLC	1/14/2025	Whois Complaint
logistics88.us	eNom, LLC	1/14/2025	Whois Complaint
deals.us	GoDaddy.com, LLC	1/14/2025	Whois Complaint
foxfieldco.us	NameCheap, Inc.	1/13/2025	Whois Complaint
hightestinc.us	NameCheap, Inc.	1/11/2025	Whois Complaint
smartcontract.us	Cloudflare, Inc.	1/10/2025	Nexus Complaint

nakedphoto.us	TLD Registrar Solutions Ltd.	1/10/2025	Whois Complaint
brevardcountyfl.us	NameCheap, Inc.	1/10/2025	Whois Complaint
votertech.us	GoDaddy.com, LLC	1/9/2025	Whois Complaint
oct0p.us	Porkbun	1/9/2025	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	
January 2025 [.]us domain names reviewed (Nexus)	2,184
% of domain names pass primary investigation	95.78%

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