



Registry Operator Monthly Report

February 2025

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Registry Services, LLC
100 S. Mill Avenue Suite 1600
Tempe, AZ 85281

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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

The usTLD Stakeholder Council met on 6 February 2025 at 12:00pm EST. The agenda included Stakeholder and Administrator updates in regard to discussion and deliberation topics for the Council to review around new Council members, sub-committee updates for current deliberations by the Council on premium domain names and Internationalized Domain Names (IDNs). Additionally, standard updates on marketing strategies and the previous quarter's statistics on mitigation efforts for domain name abuse were shared. Minutes are available at <https://about.us/stakeholders> upon approval by the Council. Minutes are approved in the next scheduled Council meeting.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,545 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,285 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed or terminated this month.

Technical and Operational Update

There were no operational changes during February 2025.

Marketing Update

February marketing efforts continue to lean into top performing platforms based on historical marketing performance and ongoing 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 February's advertising performance.

- Click-thru Rate: 1.4% (combined)
- Website Sessions: 4,395

Performance Max continues to drive the lion's share of website conversions (measured as an outbound click to a registrar website) with the highest conversion rate, followed by social media retargeting. Traffic across all channels is comparable to the previous month with a slight uptick in the number of website conversions.

The About.us website underwent a design update this month to enhance the domain search experience and streamline the checkout process. Following a comprehensive UX/UI analysis, several opportunities were identified to optimize the user journey, improve the visibility of .US domain name availability, and simplify the experience to shift users to the registrar checkout process. The enhanced search functionality was implemented in February, and its impact on domain registrations and user behavior will be closely monitored. Ongoing optimizations to the website and in paid media strategy support increased performance, with an overarching commitment to brand objectives: driving measurable growth and strengthening the .US brand's digital presence.

In addition, bespoke content continues to be a fundamental pillar in the .US marketing strategy. Articles focused on user education and SEO topics related to small business website and domain research are developed and published monthly. For both organic social media, as well as regular blog publications to the about.us website, strategic calendars are curated a year in advance to identify gaps and address key topics. 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, on search engines.

Content efforts for February focused on a feature interview with recently photographed dramaclub.us, and a promotional piece on the benefits of a .US domain.

- **Why a Former Actor Opened DramaClub.US, a Brooklyn Boutique with a Local Touch and Global Reach** (<https://www.about.us/blog/why-a-former-actor-opened-dramaclub.us,-a-brooklyn-boutique-with-a-local-touch-and-global-reach>) Drama Club, a boutique in Greenpoint, Brooklyn, blends style with storytelling, offering a curated selection of clothing, accessories, and home goods in a thoughtfully designed space. Founded by Jack Sachs, the store maintains its authenticity through a commitment to quality, customer relationships, and a strong local identity—reflected even in its choice of a .US domain—while embracing a global reach.

- **Build Your Digital Home with .US** (<https://www.about.us/blog/build-your-digital-home-with-.us->) Choosing a domain name is like securing prime real estate, and the .US TLD offers businesses and individuals a unique opportunity to establish a credible, localized, and memorable online presence. With advantages like branding flexibility, improved SEO, and availability compared to crowded .com domains, .US serves as a strategic digital asset for those looking to emphasize American roots or connect with U.S.-based audiences.

Blog traffic accounted for 15% of total website traffic for the month of February and 34% of total organic traffic.

Social activation across Facebook and X also remains foundational to community engagement with a regular cadence 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): 42

Brand Ambassadors Featured:

- **checkmatechess.us** - Helps kids learn how to play and increase their knowledge about the game of chess.
- **cheapangler.us** - A YouTube angler based in San Antonio, Texas -- shows that you don't have to spend crazy amounts of money to have the same amount of fishing fun as everyone else.
- **chemicalprocess.us** – A small refinery located in Santa Fe, Texas specializing in custom distillation and co-product stream solutions.
- **bodystressrelease.us** – Based in St. Louis, MO, Sherri Hered, BSR Practitioner created Body Stress Release to focus on pain relief, but it also can enhance the body's communication (promoting self-healing) and co-ordination (assimilation, respiration, and elimination).

Partnership Updates

Major League Hacking (MLH): MLH is 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: 21
- Attendees: 5,150

A sampling of domains registered throughout the month include: tldrhealth.us, olympiads.us and octan.us

Other Updates

New registrations in February 2025 were 439.30% higher than February 2024. The surge in new registration growth was recognized as a positive anomaly, driven by domain name investor interest. However, this activity is currently under rigorous and ongoing scrutiny to ensure it does not lead to domain name abuse or malicious behavior. Names under management in February 2025 were 23.12% higher than February 2024. The renewal rate in November 2024 (most current data available due to 45-day grace period) was lower year over year at 68.64% vs. 63.87% in November 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	2,502,094
Totals Nameservers Managed	206,315

Billable Transactions

Transaction Type	# of Transactions
Adds	164,268
Auto-Renews	3,669
Renews	82,432
Transfers	2,229
Deletions for Credit	1,088
Total	253,686

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

Command	# of Transactions
Check Contact	3,003,541
Create Contact	1,697,793
Delete Contact	157,838
Info Contact	2,932,780
Transfer Contact	0
Update Contact	571,964
Check Domain	30,846,796
Create Domain	28,035,479
Delete Domain	41,168
Info Domain	5,910,264
Renew Domain	79,556
Transfer Domain	96,420
Update Domain	1,294,933
Check Host	2,416,557
Create Host	151,378
Delete Host	206,536
Info Host	1,218,571
Update Host	8,165
Totals	78,669,739

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,082,099

Minimum Daily Transactions	1,589,092
Average Daily Transactions	2,809,633

Transaction Type	# of Transactions
Total Billable Transactions	253,686
Total number of Whois Queries	67,036,432
Total number of DNS Queries	86,612,448,672
Total EPP Transactions	78,669,739
Total Registry Transactions	86,758,408,529

Section 4: Monthly Registration Data

Spreadsheet provided. See <https://www.about.us/stats-trends> for current publicly available data and statistics.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	18,981
Visits	4,395
Average Visit Length	1 min 05 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	30

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during February 2025.

Domain Name	Registrar	Date	Complaint
tylerthecreatormerchshop.us	Cloudflare, Inc.	2/28/2025	WHOIS
annelie.us	Hosting Concepts B.V. d/b/a Registrar.eu	2/24/2025	WHOIS
ethilex.us	OVH sas	2/23/2025	WHOIS
evlgeni.us	NameCheap, Inc.	2/22/2025	WHOIS
metaphase.us	GoDaddy.com, LLC	2/20/2025	WHOIS

fingerpintinc.us	NameCheap, Inc.	2/20/2025	WHOIS
vought.us	NameCheap, Inc.	2/10/2025	WHOIS
bacorp.us	PDR Ltd. d/b/a PublicDomainRegistry.com	2/10/2025	WHOIS
clinia.us	NameCheap, Inc.	2/7/2025	WHOIS
unfed.us	GoDaddy.com, LLC	2/6/2025	WHOIS
bettergov.us	GoDaddy.com, LLC	2/5/2025	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	
February 2025 [.]us domain names reviewed (Nexus)	3,131
% of domain names pass primary investigation	96.61%

Definitions

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