



# Registry Operator Monthly Report

**May 2025**

Prepared: June 2025

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**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.*

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## Section 1: Summary of Major Events

### Contractor and Policy Update

On May 15, 2025, Registry Services held its regularly scheduled usTLD Stakeholder Council meeting at 12pm ET. The minutes from the Q1-2025 meeting were approved and the agenda consisted of an update from the usTLD Administrator, Registry Services, for policy and marketing updates. During this meeting, the council also discussed updating its sub-committees to introduce a further ongoing annual sub-committee for innovation and policy development that can or would then encompass the individual policy work currently under review. Approved meeting minutes will be available after the next quarterly meeting held in September 2025.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,548 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,288 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 2025.

### Marketing Update

May marketing efforts leaned into optimizing the new creative assets launched in April with a focus on driving website conversions on about.us (measured as outbound clicks to registrar websites.) 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. Media investments remained strategically distributed across platforms to ensure cross-channel visibility and alignment with top-performing lead sources. Below is a summary of Mays advertising performance.

- Click-thru Rate: 1.23%
- Website Sessions: 3,397

Performance shows in increase in website conversions across all paid media channels as well as organic search (as compared to April 2025). Google Performance Max continues to drive the lions share of the conversions, while paid

search has the strongest conversion rate. Total conversions are up 8% month over month with a 4% increase in conversion rate. Increases can be attributed to the recent creative optimizations made on both ad copy and designs for ongoing campaigns.

In addition to targeted paid advertising, the .US marketing team continues to invest in long-term, community-driven efforts such as social media engagement and high-quality blog content. These efforts focus on educating users and celebrating the vibrant community of .US entrepreneurs. Each month, the team publishes articles on key topics related to small business, website development, and domain name research, along with exclusive one-on-one interviews with business owners using a .US domain.

To ensure relevance and consistency, strategic content calendars for both social media and blog channels are planned a year in advance, identifying content gaps and prioritizing timely themes. These value-driven initiatives play a critical role in supporting long-term brand goals: boosting awareness, strengthening community engagement, and building .US brand equity that enhances recall at the point of purchase.

By delivering authentic brand connections through curated blog posts, engaging social media content, and seamless web experiences, .US fosters brand trust and credibility, two key drivers in consumer decision-making. The marketing strategy also prioritizes content development and SEO to continually grow brand value and drive visibility for the .US website, [www.about.us](http://www.about.us), across search engines.

Content efforts for May focused on a Mother's Day giftguide featuring a variety of .US businesses, and an educational article on email marketing.

- [Six Thoughtful Mother's Day Gifts From Businesses Proud to Call .US home](https://www.about.us/blog/six-thoughtful-mothers-day-gifts-from-businesses-proud-to-call-us-home) (<https://www.about.us/blog/six-thoughtful-mothers-day-gifts-from-businesses-proud-to-call-us-home> ) This article highlights unique Mother's Day gift ideas from standout brands using the .US domain, showcasing thoughtful, design-led alternatives to the usual big-box picks. It also underscores how choosing a .US web address helps businesses connect with American audiences by signaling trust, locality, and authenticity.
- [Make Your Email Marketing Stand Out with Winning Newsletters](https://www.about.us/blog/make-your-email-marketing-stand-out-with-winning-newsletters) (<https://www.about.us/blog/make-your-email-marketing-stand-out-with-winning-newsletters> ) This article emphasizes the often-overlooked power of newsletters as a strategic tool to engage customers, build trust, and drive business growth. By focusing on segmentation, compelling subject lines, valuable content, mobile optimization, and performance tracking, businesses can transform their newsletters into high-impact marketing assets.

Blog traffic accounted for 8% of total website traffic for the month of April and 26% 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](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): 46

Brand Ambassadors Featured:

- [moft.us](http://moft.us)
- [pridegroup.us](http://pridegroup.us)
- [cleanwaters.us](http://cleanwaters.us)
- [cbdforlife.us](http://cbdforlife.us)
- [advancedmarinegroup.us](http://advancedmarinegroup.us)

### Partnership Updates

Events: 2

- HackUPC 5/2
- MasseyHacks 5/17

Attendees: 800

A sampling of domains registered throughout the month includes [majorityreport.us](http://majorityreport.us), [skymatch.us](http://skymatch.us) and [wenomad.us](http://wenomad.us).

### Other Updates

New registrations in May 2025 were 62.57% lower than May 2024. Names under management in May 2025 were 21.26% higher than May 2024. The renewal rate in February 2025 (most current data available due to 45-day grace period) was higher year over year at 71.84% vs. 57.27% in February 2024.

**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>2,550,544</b>
<b>Totals Nameservers Managed</b>	<b>205,326</b>

#### Billable Transactions

<b>Transaction Type</b>	<b># of Transactions</b>
Adds	32,316
Auto-Renews	5,495
Renews	81,268
Transfers	2,184
Deletions for Credit	621
<b>Total</b>	<b>121,884</b>

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

<b>Command</b>	<b># of Transactions</b>
Check Contact	5,686,016
Create Contact	1,367,042
Delete Contact	202,317
Info Contact	5,821,153
Transfer Contact	0
Update Contact	589,334

Check Domain	39,868,938
Create Domain	17,311,072
Delete Domain	84,651
Info Domain	4,034,460
Renew Domain	75,682
Transfer Domain	92,932
Update Domain	1,555,029
Check Host	2,192,191
Create Host	99,943
Delete Host	297,647
Info Host	3,227,520
Update Host	9,188
<b>Totals</b>	<b>82,515,115</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,106,764
Minimum Daily Transactions	1,655,670
Average Daily Transactions	2,661,777

Transaction Type	# of Transactions
Total Billable Transactions	121,884
Total number of Whois Queries	82,392,765

Total number of DNS Queries	110,409,178,328
Total EPP Transactions	82,515,115
<b>Total Registry Transactions</b>	<b>110,574,208,092</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	12,851
Visits	3,397
Average Visit Length	0 min 53 sec

#### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	250
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	16

### Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during May 2025.

Domain Name	Registrar	Date	Complaint
travisscott.us	Key-Systems GmbH	5/26/2025	Whois Complaint
online-support.us	Web Commerce Communications Limited dba WebNic.cc	5/19/2025	Whois Complaint
factiontechnology.us	NameCheap, Inc.	5/15/2025	Whois Complaint
bcgame.us	Gandi SAS	5/14/2025	Whois Complaint
ao558.us	NameCheap, Inc.	5/14/2025	Whois Complaint
autizm.us	NameCheap, Inc.	5/13/2025	Whois Complaint

swatwiki.us	NameCheap, Inc.	5/12/2025	Nexus Complaint
ilm4.us	Spaceship, Inc.	5/10/2025	Whois Complaint
bigchung.us	NameCheap, Inc.	5/5/2025	Nexus Complaint
Betcas.us	Web Commerce Communications Limited dba WebNic.cc	5/5/2025	Whois Complaint
whatcountyamiiinrightnow.us	NameCheap, Inc.	5/4/2025	Nexus Complaint
manta-network-v2.us	Key-Systems GmbH	5/2/2025	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	
May 2025 [.]us domain names reviewed (Nexus)	2,241
% of domain names pass primary investigation	96.16%

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