



Registry Operator Monthly Report

July 2025

Prepared: August 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

There were no Contractor changes during July 2025. Registry Services conducted a procedural review and implemented targeted adjustments to enhance alignment with established policy requirements. These updates specifically addressed the Nexus Policy and the Threat Management Service framework. Demonstrations of the updated procedures and service enhancements were presented to the National Telecommunications and Information Administration (NTIA) during the regularly scheduled monthly review session(s).

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 two (2) Delegated Manager agreements executed this month.

Technical and Operational Update

There were no operational changes in production during July 2025.

Marketing Update

July's marketing program continued to build on the momentum from earlier in the year, with a special focus on original content creation and customer storytelling. Notably, this month featured a successful in-person photography shoot with stelladallas.us, a boutique womenswear shop with three locations nationwide. This marks our third original photography collaboration in 2025, following efforts with rosegose.us and juliemyrtille.us, a testament to our ongoing commitment to spotlighting real .US businesses.

This hands-on effort required several rounds of coordination and follow-up, underscoring our dedication to building authentic brand assets. The resulting imagery of Stella Dallas' stores and owner will be leveraged across our social channels and paid advertising campaigns to drive further engagement and awareness. We are also preparing an in-depth interview for the about.us blog to further showcase this unique brand story.

Performance Highlights

- Click-Thru Rate: 1.21%
- Website Sessions: 3,363
- (↑ 31% MoM from June's 2,577 sessions)
- Blog Traffic: Accounted for 8% of total site visits and 30% of all organic traffic in July

July's digital marketing efforts maintained a strong click-thru rate and saw a significant increase in website sessions, pointing to greater audience reach and interest. Paid media continued to be strategically allocated across Facebook, Instagram, Google Paid Search, and Performance Max campaigns, ensuring maximum visibility and lead generation. Channel investments remain informed by ongoing performance data and channel mix optimization.

Featured July Blogs:

- How AI Can Power Your Side Hustle or Small Business (Even When You're Flying Solo) [Read here](#)
 - Explores how solo entrepreneurs and small businesses can use AI to streamline operations, spark creativity, and make smarter decisions—saving time and reducing stress.
- How One Team Uses the .US Domain to Support Its Brand [Read here](#)
 - Highlights Michigan-based software company oneteam.us, demonstrating how their .US domain reinforces their commitment to U.S.-based quality and values.

July blog content continued to perform strongly, driving 8% of all website traffic and 30% of organic sessions—demonstrating that our blog is a key entry point for engaged, high-intent visitors.

Social & Brand Ambassadors

Social engagement remained robust, with a consistent cadence of content across Facebook and X, spotlighting .US brand ambassadors, domain benefits, and educational tips for SMB owners.

Total Number of Posts (Facebook + X): 47

Brand Ambassadors Featured:

- 5startrucksales.us
- 2perf.us
- 50x50.us
- oneteam.us
- rosegose.us

Our ambassador program and original photo shoots with real .US customers continue to foster authentic connections and boost .US brand equity. With the addition of stelladallas.us (and prior collaborations with rosegose.us, juliemyrtille.us, and last year's dramaclub.us), our library of original, high-quality photography is growing, enhancing both paid and organic marketing efforts.

Looking Ahead

As we move into August, we will finalize the full stelladallas.us interview and schedule publication to the blow, expanding on .US visual storytelling. Our focus remains on expanding the .US narrative with fresh, relevant content, driving awareness, and deepening community ties through authentic engagement.

Summary

July's marketing executed a strong mix of paid, organic, and original content tactics, with a special highlight on the new photography shoot for stelladallas.us. Year-to-date, our investment in authentic .US business storytelling is showing measurable gains in web traffic, organic engagement, and brand sentiment, setting the stage for continued growth and innovation in the months ahead.

Partnership Updates

No partnership activations occurred during the month of July.

Other Updates

New registrations in July 2025 were 75.58% lower than July 2024. Names under management in July 2025 were 8.96% higher than July 2024. The renewal rate in April 2025 (most current data available due to 45-day grace period) was lower year over year at 57.44% vs. 75.35% in April 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

Total Domains Under Management	2,447,590
Totals Nameservers Managed	206,440

Billable Transactions

Transaction Type	# of Transactions
Adds	29,008
Auto-Renews	6,301
Renews	74,558
Transfers	2,486
Deletions for Credit	443
Total	112,796

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

Command	# of Transactions
Check Contact	4,596,157
Create Contact	1,101,531
Delete Contact	162,104
Info Contact	7,202,969
Transfer Contact	0
Update Contact	575,077

Check Domain	27,402,976
Create Domain	9,786,371
Delete Domain	106,129
Info Domain	4,813,382
Renew Domain	74,189
Transfer Domain	91,429
Update Domain	1,077,980
Check Host	2,590,092
Create Host	153,310
Delete Host	329,019
Info Host	2,804,670
Update Host	8,925
Totals	62,876,310

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,755,679
Minimum Daily Transactions	1,258,202
Average Daily Transactions	2,028,268

Transaction Type	# of Transactions
Total Billable Transactions	112,796
Total number of Whois Queries	84,747,037

Total number of DNS Queries	106,751,367,274
Total EPP Transactions	62,876,310
Total Registry Transactions	106,899,103,417

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	10,825
Visits	3,363
Average Visit Length	0 min 36 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	253
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	17

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during July 2025.

Domain Name	Registrar	Date	Complaint
meetingtv.us	NameCheap, Inc.	7/31/2025	Whois
gxm.us	Dynadot Inc	7/30/2025	Whois
iszoo.us	NameCheap, Inc.	7/29/2025	Whois
agilestaffng.us	NameCheap, Inc.	7/29/2025	Whois
aldiweeklyads.us	Dynadot Inc	7/24/2025	Nexus
aldiweeklyad.us	NameCheap, Inc.	7/24/2025	Nexus

candyking.us	Sav.com LLC	7/22/2025	Nexus
iceraid.us	NameCheap, Inc.	7/16/2025	Nexus
palmettostatearmory s.us	Web Commerce Communications Limited dba WebNic.cc	7/14/2025	Whois
app-adobesigner.us	Web Commerce Communications Limited dba WebNic.cc	7/14/2025	Whois
ipvps.us	NameSilo, LLC	7/11/2025	Whois
conservative.us	GrepApps Technology Inc.	7/11/2025	Nexus
conservative.us	GrepApps Technology Inc.	7/11/2025	Whois
bankmvm.us	PDR Ltd. d/b/a PublicDomainRegistry.com	7/9/2025	Nexus
universalstudio.us	Key-Systems GmbH	7/5/2025	Whois
Kushwaha.us	Tucows Domains Inc.	7/3/2025	Whois
Kushwaha.us	Tucows Domains Inc.	7/3/2025	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	
July 2025 [.]us domain names reviewed (Nexus)	1,365
% of domain names pass primary investigation	92.82%

Definitions

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