



Registry Operator Monthly Report

February 2026

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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 held its quarterly meeting on 5 February 2026, during which members received operational updates and provided stakeholder feedback. Due to pre-solicitation timing, Registry Services temporarily paused two Council workstreams: the Premium Names Subcommittee and the formation of the Innovation, Governance, and Security Working Group. This governance pause does not affect production operations or policy compliance activities.

There were no additional contractor changes during February 2026.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 13,265 total usTLD Locality names. Of those, Registry Services manages 5,927 as the Delegated Manager, and the remaining 7,338 are covered by external Delegated Manager Agreements.

There were two (2) Delegated Manager agreements executed in February 2026.

Technical and Operational Update

There were no operational changes in production during February 2026.

Marketing Update

February marketing activity focused on a targeted campaign partnership with Porkbun, featuring a Google Performance Max campaign that directed traffic to a dedicated .US landing page at porkbun.com/tld/us. Campaign creative incorporated team- and nationally themed messaging aligned with heightened public interest during the Winter Games period.

Overall website sessions declined month-over-month, attributable in part to the shorter calendar month and reduced referral traffic from partner Cloudflare. Social and paid channels continued to drive new users to the website, and engagement metrics remained consistent with prior performance trends.

Performance Highlights

- Click-Thru Rate: 1.25%
- Website Sessions: 3,286 (20% decrease month-over-month)
- Blog Traffic: 5% of total website traffic; 25% of organic traffic

The paid media mix remained anchored by Performance Max as the primary driver of scalable traffic and efficiency, now extended through the new Porkbun partnership with a dedicated .US landing page experience. The February campaign creative, built around

Winter Games-themed and American identity messaging, allowed the brand to tap into a culturally relevant moment while staying true to the .US namespace's core positioning.

Higher engagement levels were observed following the updated social strategy centered on natively boosting posts. Engagement rates for natively boosted social posts averaged approximately 40%, compared to an average of approximately 3% recorded during the prior year. These results indicate that the shift toward platform-native storytelling and higher-quality branded content is resonating with audiences and supports continued investment in this activation model. Total traffic declines appear consistent with seasonal and referral-related factors, while session engagement metrics remained stable.

Featured February Blogs

How to Hire Freelancers and Build a Small, Agile Team

Building a small network of trusted freelancers allows business owners to delegate time-consuming or specialized tasks, helping them stay focused on core priorities while growing their business without the cost of full-time hires.

Blog traffic accounted for 5% of total website traffic and 25% of organic traffic in February, consistent with the prior month's (January 2026) performance and continuing to affirm the value of educational content as a high-intent entry point into the .US ecosystem. Blog content continues to serve users in active planning and research phases, supporting both brand discovery and SEO performance.

Social & Brand Ambassadors

The number of monthly posts decreased in February as efforts shifted toward higher-quality, branded storytelling using curated designs and repeatable visual templates. This approach prioritizes consistency, clarity, and scalability, supporting both organic performance and paid amplification while reinforcing .US brand values.

Total Number of Posts (Facebook + X): 24

Brand Ambassadors Featured:

- **babyandco.us** – Based in Sun Valley, Idaho, Baby & Company is a dynamic, seasonal retailer and online store offering thoughtfully curated clothing and accessories for women and men.
- **dearborndenim.us** – A Chicago-based retailer dedicated to American manufacturing and high-quality, locally made denim products.
- **oranje.us** – Oranje Commercial Janitorial provides tailored janitorial solutions for businesses across Phoenix, Arizona.
- **brunch.us** – A New York-based lifestyle brand designing comfort footwear for effortless living.
- **parksproject.us** – A consumer goods brand inspired by parks, with a mission centered on giving back.

The updated social content strategy continues to deliver results, with natively boosted posts generating higher engagement levels. Top-performing posts this month include:

- Facebook - An educational "tips" post on how to choose a domain name. [View Post]

- X (Twitter) – A brand ambassador feature story spotlighting NewWorldAcademy.us. [\[View Post\]](#)

Looking Ahead in Marketing

March will begin with a dedicated customer photoshoot at a farm outside of Santa Monica, California, generating original photography for inclusion in the .US content library. This investment in original visual content is intended to support consistent storytelling and provide reusable creative assets across channels.

Additionally, March will see the rollout of a creative refresh across brand materials, alongside the exploration of new registrar collaborations to expand .US's distribution and co-marketing reach. These initiatives are designed to build on the engagement momentum established in February and continue reinforcing .US as the domain of choice for American businesses, creators, and community organizations

Marketing Summary

February reflected continued strategic execution and key performance outcomes for the .US namespace. While total website sessions declined modestly, driven by seasonal factors and a temporary dip in referral traffic, the quality of engagement remained strong and the channel diversification strategy proved its value. The Porkbun Performance Max partnership introduced a timely, Olympically-inspired campaign that drove qualified traffic through a dedicated landing page experience, while the evolved social strategy delivered engagement rates nearly 13x higher than the prior year average.

Blog content continues to punch above its weight as an organic traffic driver, and brand ambassador storytelling is resonating with audiences across both Facebook and X. With a photoshoot, creative refresh, and new registrar partnerships on the horizon, .US enters March with creative momentum, strengthened partnerships, and a clear path toward continued growth in Q1 2026.

Partnership Updates

No partnership events during February 2026.

Other Updates

New registrations in February 2026 were 82.3% lower than February 2025. Names under management in February 2026 were 18.7% lower than February 2025. The renewal rate in November 2025 (most current data available due to 45-day grace period) was lower year over year at 47.3% vs. 68.6% in November 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 | 2,036,354 |
| Totals Nameservers Managed | 203,492 |

Billable Transactions

| Transaction Type | # of Transactions |
|-------------------------|--------------------------|
| Adds | 29,137 |
| Auto-Renews | 3,646 |
| Renews | 75,313 |
| Transfers | 2,287 |
| Deletions for Credit | 668 |
| Total | 111,051 |

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

| Command | # of Transactions |
|------------------|--------------------------|
| Check Contact | 3,245,529 |
| Create Contact | 595,263 |
| Delete Contact | 137,295 |
| Info Contact | 4,373,854 |
| Transfer Contact | 0 |
| Update Contact | 404,209 |
| Check Domain | 38,590,262 |

| | |
|-----------------|-------------------|
| Create Domain | 14,292,499 |
| Delete Domain | 100,803 |
| Info Domain | 3,851,410 |
| Renew Domain | 71,810 |
| Transfer Domain | 125,248 |
| Update Domain | 909,870 |
| Check Host | 1,681,695 |
| Create Host | 70,373 |
| Delete Host | 289,075 |
| Info Host | 1,946,715 |
| Update Host | 9,526 |
| Totals | 70,695,436 |

| Daily EPP Transactions | # of Transactions |
|----------------------------|-------------------|
| Maximum Daily Transactions | 3,901,137 |
| Minimum Daily Transactions | 1,703,790 |
| Average Daily Transactions | 2,524,837 |

| Transaction Type | # of Transactions |
|------------------------------------|------------------------|
| Total Billable Transactions | 111,051 |
| Total number of Whois Queries | 110,198,887 |
| Total number of DNS Queries | 124,476,601,407 |
| Total EPP Transactions | 70,695,436 |
| Total Registry Transactions | 124,657,606,781 |

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

| URL: www.about[.]jus | |
|----------------------|--------------|
| Page Views | 3,286 |
| Click-Thru Rate | 1.25% |
| Average Visit Length | 1 min 24 sec |

Section 6: Accredited Registrar Status

| Registrar Status | Count |
|---------------------------|-------|
| Operational Registrars | 255 |
| Registrars in Ramp Up | 0 |
| Registrars in Pre-Ramp Up | 0 |

Section 7: usTLD Locality Statistics

| Statistic | Count |
|-------------------------------|-------|
| Number of Delegated Managers | 128 |
| Changes to Delegated Managers | 2 |
| Updates to Locality Domains | 1 |

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during February 2026.

| Domain Name | Registrar | Date | Complaint |
|----------------------|------------------|-----------|-----------|
| sofarsounds.us | NameCheap, Inc. | 2/28/2026 | WHOIS |
| marubeniamerica.us | Cloudflare, Inc. | 2/26/2026 | WHOIS |
| ancoraeuropa.us | Spaceship, Inc. | 2/26/2026 | WHOIS |
| ancoraeuropa.us | Spaceship, Inc. | 2/26/2026 | WHOIS |
| f1-michelin.us | GoDaddy.com, LLC | 2/24/2026 | WHOIS |
| samplicio.us | Abion AB | 2/20/2026 | WHOIS |
| Enjoyshift.us | NameSilo, LLC | 2/19/2026 | WHOIS |
| bclubcc.us | Virtualia LLC | 2/17/2026 | WHOIS |
| cryptosportsbooks.us | GoDaddy.com, LLC | 2/13/2026 | NEXUS |
| cryptosportsbook.us | GoDaddy.com, LLC | 2/13/2026 | NEXUS |
| worldtrump.us | Key-Systems GmbH | 2/8/2026 | NEXUS |

| | | | |
|-----------|---------|----------|-------|
| candle.us | Porkbun | 2/8/2026 | 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 2026 [.]us domain names reviewed (Nexus) | 30,448 |
| % of domain names pass primary investigation | 99.8% |

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