



Registry Operator Monthly Report



April 2019

Prepared: May 2019

**Neustar, Inc.
21575 Ridgetop Circle
Sterling, VA 20166**

Monthly Progress Report for April 2018



As required by the Department of Commerce/Neustar Registry Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

Table of Contents:

Section 1: Summary of Major Events	3
Section 2: Performance Data	4
Section 3: Monthly Transaction Statistics	5
Section 4: Monthly Registration Data.....	6
Section 5: Website Statistics.....	6
Section 6: Accredited Registrar Status	6
Section 7: .US Locality Statistics	7
Section 8: Nexus & WHOIS Compliance Statistics	7

Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during April 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,137 total usTLD Locality names. Of those, Neustar manages 9,751 as the Delegated Manager, and the remaining 2,386 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar to terminate his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants.

Policy Update:

Neustar participated in the FDA's 2019 Online Opioid Summit (<https://www.fda.gov/drugs/news-events-human-drugs/online-opioid-summits>) at the beginning of April showcasing the usTLD case studies published on mitigation efforts to tackle the illegal sale of online opioids epidemic (<https://www.about.us/blog/tackling-the-opioid-crisis-by-cutting-off-online-sales-in-the-ustld>). We have participated in additional meetings to help support an ongoing Framework for Registries with the NTIA, FDA, and other Registry Operators.

There wasn't a scheduled usTLD Stakeholder Council in April, but Neustar have engaged with our new usTLD Stakeholder Council chairman named in March 2019, to coordinate ongoing efforts and communication points. We have also named a new internal usTLD Stakeholder Council Secretariat, Kristin Johnson, who will be the main point of contact for our Chairman and help facilitate council and sub-committee meetings. Kristin leads our usTLD Brand Marketing efforts and will be an excellent resource for the Stakeholder Council. She will be officially introduced at the next scheduled council meeting in June 2019.

Marketing Update:

April marketing efforts capitalized on best performing advertising strategies, including the Political "Campaign with .US" effort, as well as content and evergreen marketing. Consistent presence across targeted audience groups is driving brand recall and supporting year over year website growth. The newly launched political campaign in February of this year, has proved to be the strongest performing marketing initiatives we have run for .US, engaging with a highly diversified and active community and driving more conversions than any other campaign.

Highlights include:

Political advertising "Campaign with .US" - A total of 163K impressions since launch in February 2019 with a conversion rate of 18% versus the site wide average of 8%. Creative elements are being rotated on a monthly basis to keep the content fresh and to continue to drive engagement with our target group (Group Associations | Conferences | Members of AAPC | Political Campaigns & Interests (non-bipartisan)).

Ongoing brand efforts include the .US evergreen campaign which is aimed to small business interests on social media including Facebook and newly launched Instagram platforms. The evergreen efforts contributed an 8% conversion rate to outbound distribution partners for usTLD registrations.

To support SEO efforts and provide fresh and relevant content to about.us visitors, blog content remains a staple of ongoing efforts, with the most recent blog published to provide best practice tips to users on domain name selection, "How to Choose a Domain Name That Will Stand the Test of Time."

A testament to the ongoing branding and SEO efforts is the continued increase in web traffic which is up 43% year over year with a 90% increase in organic traffic alone. Paid Search efforts account for a 16% conversion rate in April.

Other Updates

New registrations in April 2019 were 52.3% lower than April 2018. Names under management in April 2019 were 0.9% higher than April 2018. The renewal rate in February 2019 (most current data available due to 45 day grace period) was higher year over year at 64.1% vs. 53.3% in February 2018.

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

Monthly Progress Report for April 2018



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	2,112,414
Totals Nameservers Managed	238,728

Billable Transactions

Transaction Type	# of Transactions
Adds	31,371
Auto-Renews	5,224
Renews	82,681
Transfers	2,177
Deletions for Credit	920
Total	122,373

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

Command	# of Transactions
Check Contact	1,889,776
Create Contact	1,153,333
Delete Contact	13,057
Info Contact	2,793,556
Transfer Contact	0
Update Contact	2,709,674
Check Domain	44,694,104
Create Domain	7,320,196
Delete Domain	47,064
Info Domain	5,677,043
Renew Domain	121,991
Transfer Domain	55,150
Update Domain	713,068
Check Host	6,214,793
Create Host	90,202
Delete Host	231,376

Monthly Progress Report for April 2018



Info Host	2,284,356
Update Host	73,063
Totals	76,081,802

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,536,060
Minimum Daily Transactions	1,807,533
Average Daily Transactions	3,196,710

Transaction Type	# of Transactions
Total Billable Transactions	122,373
Total number of Whois Queries	25,785,753
Total number of DNS Queries	46,693,333,963
Total EPP Transactions	76,081,802
Total Registry Transactions	46,795,323,891

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	11,490
Visits	6,653
Average Visit Length	53 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	221
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Monthly Progress Report for April 2018



Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	375
Changes to Delegated Managers	0
Updates to Locality Domains	85

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during April 2018.

Date	Registrar	Domain Name	Complaint	Action
4/3/2019	Launchpad.com Inc.	blueskyproductions.us	Invalid	Not confirmed by complainant
4/4/2019	Tucows Domains Inc.	delaware-life.us	Contacts incorrect	CSR Rejected
4/18/2019	TLD Registrar Solutions Ltd.	livewert.us	Invalid Nexus complaint	In process
4/18/2019	PDR Ltd. d/b/a PublicDomainRegistry.com	date-hookup.us	Nexus	CSR Accepted
4/22/2019	GoDaddy.com, Inc.	tsplus.us	Invalid Nexus complaint	Registrar Accepted
4/22/2019	NameCheap, Inc.	hydrid.us	Invalid Nexus complaint	In process
4/22/2019	NameCheap, Inc.	freecad.us	Invalid Nexus complaint	In process
4/23/2019	GoDaddy.com, Inc.	tsplus.us	Invalid Nexus complaint	Registrar Accepted
4/25/2019	NameCheap, Inc.	homesecuritychicago.us	Spam complaint	In process
4/25/2019	PDR Ltd. d/b/a PublicDomainRegistry.com	gdax.us	Invalid	Not confirmed by complainant
4/25/2019	PDR Ltd. d/b/a PublicDomainRegistry.com	gdax.us	Invalid contact details	Registrar Rejected
4/27/2019	NameCheap, Inc.	truckparts.us	Invalid	Not confirmed by complainant