



Registry Operator Monthly Report



February 2019

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

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Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during February 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,135 total usTLD Locality names. Of those, Neustar manages 9,750 as the Delegated Manager, and the remaining 2,385 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:

Preparation for the March usTLD Stakeholder Council meeting continued throughout the month of February including the on-boarding of a new Chair that will be announced at the next meeting.

Marketing Update:

The new political efforts to encourage use of the usTLD for civic initiatives launched in February under the theme, "Campaign with .US." The ads are targeting politically affiliated users by job title, group associations (AAPC - American association of political consultants), and search history. The campaign is running on Facebook and via programmatic display. A new landing page was created and added to the website to provide a custom experience to users for these efforts - www.about.us/civic. To date, the campaign has received:

- 130,000 impressions
- 1,272 clicks
- 20% online conversion rate

This is one of the highest converting campaign we have run for the usTLD. Creative assets are receiving high engagement from the Facebook community and sparking conversations between users. Campaign efforts are planned to continue through mid-year.

Website efforts consisted of a new blog posted to help educate visitors on social media management, "Social Media Skills: Tips to Help You Attract and Retain Customers." Blog visits represent 30% of overall site traffic and continue to be a main focus to drive SEO and website engagement.

Ongoing efforts include Paid Search and Evergreen marketing ads promoted on Google Search, Facebook, Instagram and LinkedIn. The goal of Evergreen efforts is to create a consistent, always-on messaging, to drive brand awareness and conversations for small business owners.

Monthly Progress Report for February 2018



Evergreen Campaign

- 85,000 impressions
- 600 clicks
- 11% online conversion rate

Paid Search

- 332 website visits
- 11% online conversion rate

Other Updates

New registrations in February 2019 were 27.5% lower than February 2018. Names under management in February 2019 were 1.3% lower than February 2018. The renewal rate in December 2018 (most current data available due to 45 day grace period) was higher year over year at 67.1% vs. 45.2% in November 2017.

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	2,123,795
Totals Nameservers Managed	239,395

Billable Transactions

Transaction Type	# of Transactions
Adds	30,870
Auto-Renews	3,679
Renews	65,106
Transfers	3,412
Deletions for Credit	1,095
Total	104,162

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

Command	# of Transactions
Check Contact	1,329,132
Create Contact	1,484,617
Delete Contact	232,841
Info Contact	2,685,682
Transfer Contact	0
Update Contact	2,493,379
Check Domain	40,220,412
Create Domain	2,393,278
Delete Domain	38,414
Info Domain	3,978,199
Renew Domain	86,652
Transfer Domain	31,873
Update Domain	730,178
Check Host	6,001,014
Create Host	85,902
Delete Host	188,114
Info Host	1,939,021
Update Host	75,302
Totals	63,994,010

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,913,930
Minimum Daily Transactions	1,812,657
Average Daily Transactions	2,285,500

Transaction Type	# of Transactions
Total Billable Transactions	104,162
Total number of Whois Queries	35,641,316
Total number of DNS Queries	44,998,517,418
Total EPP Transactions	63,994,010
Total Registry Transactions	45,098,256,906

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	11,512
Visits	6,547
Average Visit Length	50 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	375
Changes to Delegated Managers	0
Updates to Locality Domains	52

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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during February 2018.

Date	Registrar	Domain Name	Complaint	Action
2/18/2019	Femefest.us	GoDaddy.com, Inc.	Registrar Rejected	
2/16/2019	unfairgame.us	TLD Registrar Solutions Ltd.	Registrar Accepted	
2/14/2019	waukegan.il.us	US Locality	Invalid	No action
2/13/2019	thekoolhovens.us	eNom, LLC	Invalid	No action
2/13/2019	dot-gov.us	NameCheap, Inc.	Invalid	No action
2/13/2019	cheapbuy.us	GoDaddy.com, Inc.	Registrar Accepted	
2/8/2019	snapchatlogin.us	NameCheap, Inc.	Invalid	No action
2/8/2019	snapchatlogin.us	NameCheap, Inc.	Nexus Violation	Investigation launched
2/3/2019	wnnrone24.us	NameCheap, Inc.	CSR Rejected	No action