



## **Registry Operator Monthly Report**



**January 2019**

**Prepared: February 2019**

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# Monthly Progress Report for January 2018

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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 January 2019.

### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,134 total usTLD Locality names. Of those, Neustar manages 9,753 as the Delegated Manager, and the remaining 2,381 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 continue to ensure continuity of services for the affected registrants.

### Policy Update:

There were no policy changes or updates during January of 2019.

### Marketing Update:

January Marketing efforts included a refresh of the .US evergreen assets and promoted content. We added three new designs into Facebook advertising and updated promotional content to feature .US article, ""On a Budget? Here are 5 DIY Tips to Grow Your Business Online."" Display marketing drove a total of 60k impressions for January with 1% conversions to website leads. In addition to paid advertising, we also wrapped editing on two additional Story of .US videos and had them added to the website:

- Kelly-n-Sean.us – A wedding use-case feature from a California couple. They discuss wedding planning while living a long distance from family and friends and the importance of their URL/website to connect people across the miles.
- Cesion.us – A High School team of coders start their own web and app development company on a .US domain. They explain the importance of their team mentality and what .US means to their business.

The “Story of .US” videos have received over 71k+ views since launching in 2018 and continue to drive new traffic to the website. A new blog was created for our small business audience and added to the website to support ongoing SEO efforts, “Boost Sales and Customer Loyalty with these 8 Simple Steps.” The content was posted and shared organically on social media channels.

SEM continues to be the highest performing channel for paid advertising with a website conversion rate of 12% produced throughout the month.

Overall website traffic is up 50% year-over-year with a 175% increase in organic traffic alone, demonstrating effectiveness of SEO efforts via content and regular website updates.

## Other Updates

New registrations in January 2018 were 60.4% higher than January 2017. Names under management in January 2018 were 2.2% lower than January 2017. The renewal rate in November 2018 (most current data available due to 45 day grace period) was higher year over year at 67.5% vs. 37.6% 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

<b>Total Domains Under Management</b>	<b>2,122,114</b>
<b>Totals Nameservers Managed</b>	<b>240,625</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	63,075

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Auto-Renews	5,151
Renews	68,824
Transfers	2,304
Deletions for Credit	1,111
<b>Total</b>	<b>140,465</b>

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

Command	# of Transactions
Check Contact	1,391,724
Create Contact	1,550,713
Delete Contact	15,665
Info Contact	2,749,384
Transfer Contact	0
Update Contact	2,499,494
Check Domain	53,860,322
Create Domain	3,201,903
Delete Domain	37,331
Info Domain	3,665,400
Renew Domain	87,875
Transfer Domain	46,973
Update Domain	699,208
Check Host	6,314,845
Create Host	138,200
Delete Host	223,032
Info Host	2,120,132
Update Host	82,121
<b>Totals</b>	<b>78,684,322</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,605,537
Minimum Daily Transactions	1,829,256
Average Daily Transactions	2,538,203

Transaction Type	# of Transactions
Total Billable Transactions	140,465
Total number of Whois Queries	32,194,458
Total number of DNS Queries	47,340,670,363

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Total EPP Transactions	78,684,322
<b>Total Registry Transactions</b>	<b>47,451,689,608</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	13,419
Visits	8.629
Average Visit Length	39 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 January 2018.

Date	Registrar	Domain Name	Complaint	Action
1/29/2019	<a href="http://emprendo.us">emprendo.us</a>	GoDaddy.com, Inc.	Registrar Accepted	
1/26/2019	<a href="http://ntconstitue.us">ntconstitue.us</a>	NameCheap, Inc.	Invalid	
1/19/2019	<a href="http://giftsfromwalmart13.us">giftsfromwalmart13.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/16/2019	<a href="http://nic.us">nic.us</a>	usTLD Registry	Invalid	
1/12/2019	<a href="http://unknownmenu.us">unknownmenu.us</a>	NameCheap, Inc.	CSR Rejected	
1/10/2019	<a href="http://cheapjordan1retro.us">cheapjordan1retro.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/10/2019	<a href="http://cheapnikeshoxclearance.us">cheapnikeshoxclearance.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/10/2019	<a href="http://newairjordan.us">newairjordan.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/10/2019	<a href="http://nikebasketballshoes.us">nikebasketballshoes.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/9/2019	<a href="http://firmenichgroup.us">firmenichgroup.us</a>	NameCheap, Inc.	Nexus violation	Investigation launched
1/6/2019	<a href="http://msu-edu.us">msu-edu.us</a>	GoDaddy.com, Inc.	Registrar Accepted	
1/4/2019	<a href="http://dalmatians.us">dalmatians.us</a>	NameCheap, Inc.	Invalid	