

neustar[®]

Registry Operator Monthly Report

.US[™]

July 2018

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Monthly Progress Report for July 2018



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 July 2018.

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 9,752 as the Delegated Manager, and the remaining 2,383 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:

There was no usTLD Stakeholder Council meeting held in July 2018; however, a sub-committee of the Council was announced in the June 2018 meeting and held its first meetings during July. The sub-committee was convened to review, provide feedback and ultimately test an updated and enhanced product for the usTLD Locality space. The product proposed will enhance both usTLD Delegated Managers and their registrants with up-to-date registration tools and domain management services. Product specifications are under review by the sub-committee which is led by a usTLD Delegated Manager member of the Council. Additional support and participation is provided by Neustar staff and requests have been sent to additional Delegated Managers for feedback.

Marketing Update:

In July we launched concentrated efforts around the .US "Thankful for .US," family campaign, targeting families and encouraging them to reserve a personalized domain for all their family memories. This is the second iteration of our family campaign and we updated creative assets to include a video slideshow to run on Facebook and Instagram, and also optimized audience targets based on the performance we saw from the prior campaign. Paid efforts wrapped at the end of July and performance saw our CTR double on Facebook with a 50% lift in Instagram engagement, and the overall campaign brought in at 50+ more leads and cut our CPA by more than \$20. The slideshow ad was our top performing ad by far. The creative featured a collection of family photos that highlighted life milestones such as birth, taking first steps, graduation, wedding, grandparents, etc. While Facebook drew in the highest number of conversions, Instagram was our highest converting channel thanks to the new creative put into rotation (FB conversion rate 9% and IG conversion rate 16%).

In addition to the paid efforts around the Thankful for .US campaign, our evergreen advertising continues to run year-round. July drew a total of 25k impressions and just under 30 website conversions. The top performing creative is promotion of a recent blog, "9 Mistakes Ruining Your "About Us" Page" (<https://www.about.us/blog/no-9-mistakes-that-are-ruining-your-about-us-page>).

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Two new blogs were added to the website in the month of July:

- 5 Myths about Getting Your Small Business Website Up and Running (<https://www.about.us/blog/no-5-myths-about-getting-your-small-business-website-up-and-running>)
- The Ultimate .US Road Trip with Internet Insider Dustin Phillips (<https://www.about.us/blog/the-ultimate-us-road-trip-with-internet-insider-dustin-phillips>)

Blog views drive about a 9% conversion rate on the site and are up over 50% from the same time last year.

Paid search continues to be the top performing channel for driving end of funnel conversions with a 13% conversion rate and just under 300 website visits.

Website updates include the posting of the new brand video, "The Story of .US," added to the newly updated "Who's on .US?" page <https://www.about.us/whos-on-us>, as well as hierarchy navigation updates to integrate the "family," "wedding" and "business" dedicated landing pages as dropdown options to the main navigation menu on the website.

Event support includes a .US sponsorship and the July 27, IGF meeting in D.C. .US was the official coffee break sponsor and provided cups, napkins, sleeves, mints, etc. to support the event as well as promote sign-ups for the upcoming .US Town Hall in October of this year. Palm cards and signs were provided and placed throughout the event to encourage registrations.

Other Updates

New registrations in July 2018 were 4.9% lower than July 2017. Names under management in July 2018 were 24.3% lower than July 2017. The renewal rate in May 2018 (most current data available due to 45 day grace period) was lower year over year at 55.4% vs. 72.7% in May 2017.

Section 2: Performance Data

Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	100.000%
Service Availability - Nameservers	100.000%	100.000%
Service Availability- Whois	99.950%	100.000%
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	2,005,487
Totals Nameservers Managed	237,923

Billable Transactions

Transaction Type	# of Transactions
Adds	61,404
Auto-Renews	6,402
Renews	68,202
Transfers	1,945
Deletions for Credit	2,006
Total	139,959

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

Command	# of Transactions
Check Contact	1,215,809
Create Contact	2,341,959
Delete Contact	51,494
Info Contact	7,543,825
Transfer Contact	0
Update Contact	1,854,251
Check Domain	65,267,102
Create Domain	4,475,467
Delete Domain	74,702
Info Domain	3,667,395
Renew Domain	76,659
Transfer Domain	24,913
Update Domain	798,014
Check Host	7,563,956
Create Host	65,710
Delete Host	249,795
Info Host	1,268,323
Update Host	46,370
Totals	96,585,744

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,330,994
Minimum Daily Transactions	2,207,172
Average Daily Transactions	3,115,669

Transaction Type	# of Transactions
Total Billable Transactions	139,959
Total number of Whois Queries	28,449,730
Total number of DNS Queries	40,501,110,906
Total EPP Transactions	96,585,744
Total Registry Transactions	40,626,286,339

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	15,039
Visits	8,422
Average Visit Length	47 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	374
Changes to Delegated Managers	0
Updates to Locality Domains	45

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Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during July 2018.

Date	Registrar	Domain Name	Complaint	Action
7/2/2018	Vitalwerks Internet Solutions, LLC	riise.us	Domain registered for resale by non-US affiliated registrant	Registrar Accepted
7/10/2018	NameCheap, Inc.	littv.us	Suspected Nexus Violation	Complainant did not pursue further
7/12/2018	NameCheap, Inc.	getze.us	Suspected Nexus Violation	Registrar Rejected
7/20/2018	Wild West Domains, Inc.	centrosolves.us	Suspected Nexus Violation	Registrar Accepted
7/28/2018	NameSilo, LLC	weddingcakes.us	Suspected Nexus Violation	Complainant did not pursue further