

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**June 2018**

**Prepared: July 2018**

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# Monthly Progress Report for June 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 June 2018. The annual business continuity site switchover between our data centers was performed successfully. The planned outage duration was 4 hours and has been accounted for within Section 2: Performance Data.

### 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 constitutes over 1,000 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants.

### Policy Update:

The Quarterly .US Stakeholder Meeting was held June 14. As provided in the May 2018 monthly report, full minutes will be disclosed and provided to the Council for approval prior to the next meeting. Highlights of the meeting are included below.

There were 11 members in attendance. Crystal Peterson provided 1Q marketing updates. Dustin Phillips, our Stakeholder Council member, presented a brief update on his ‘.US brand ambassador trip’ across the United States. Becky Burr provided an industry update on GDPR as it related to .US. In addition, she provided an update on post- GDPR continued efforts and ongoing concerns.

Neustar also presented the formation of a sub-committee dedicated to the further enhancement of the Locality Space Delegated Manager Tool. Bryan Britt will lead the subcommittee as the representative from the Stakeholder Council and as a Delegated Manager supporting the Locality Space for 22 years. Judy Song Torreele will represent Neustar. Together, Neustar and Bryan will work to broaden the sub-committee to include other members of the Council and additional Delegate Managers. Next steps are to set up bi-weekly meetings and finalize requirements.

### Marketing Update:

June evergreen marketing efforts continued with the launch of the .US LinkedIn channel and sponsored content efforts to promote the .US blog. Paid advertising is targeting small business interests on Facebook and LinkedIn, along with re-messaging ads for any visitors coming to the www.about.us website. Monthly paid efforts drove 30k impressions and 470 website visits. These top-of-the-funnel tactics are driving a 5% average online conversion rate, coupled with paid search to capitalize on bottom-of-the-funnel searches which yield an 18% conversion rate (the second highest after referral traffic).

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Content development continues to be a focus with two new blogs posted in June:

- 9 Mistakes That are Ruining Your ""About Us"" Page
- 5 Email Templates to Advance Your Career and Get Results

Blog traffic represents just under 15% of all website traffic and constitutes a highly engaged user with an average time on site of 1 minute 8 seconds and 1.6 pages per session.

Total website traffic is up 200% from LY and 100% from last month due to campaign optimizations and ongoing SEO efforts to drive organic traffic.

Efforts to update both interface and technology for the Parks.US and Libraries.US sites were completed in June. Both sites have been refreshed and are live.

### **Other Updates**

New registrations in June 2018 were 19.3% lower than June 2017. Names under management in June 2018 were 23.3% lower than June 2017. The renewal rate in April 2018 (most current data available due to 45 day grace period) was lower year over year at 60.4% vs. 81.8% in April 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	4 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%	99.99% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	99.41% < 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%	99.41% < 15 mins

## Section 3: Monthly Transaction Statistics

<b>Total Domains Under Management</b>	<b>2,003,448</b>
<b>Totals Nameservers Managed</b>	<b>238,595</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	52,070
Auto-Renews	8,674
Renews	67,312
Transfers	1,682
Deletions for Credit	1,356
<b>Total</b>	<b>131,094</b>

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

Command	# of Transactions
Check Contact	996,697
Create Contact	3,510,479
Delete Contact	275,412
Info Contact	2,939,682
Transfer Contact	0
Update Contact	1,911,011
Check Domain	66,922,793
Create Domain	4,846,291
Delete Domain	67,329
Info Domain	3,441,844
Renew Domain	79,034
Transfer Domain	25,875
Update Domain	724,143
Check Host	6,220,226
Create Host	59,978
Delete Host	238,201
Info Host	1,019,960
Update Host	33,218
<b>Totals</b>	<b>93,312,173</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	7,637,807
Minimum Daily Transactions	2,137,735
Average Daily Transactions	3,110,405

Transaction Type	# of Transactions
Total Billable Transactions	131,094
Total number of Whois Queries	29,951,824
Total number of DNS Queries	38,418,804,829
Total EPP Transactions	93,312,173
<b>Total Registry Transactions</b>	<b>38,542,199,920</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	8,374
Visits	5,169
Average Visit Length	55 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	221
Registrars in Ramp Up	1
Registrars in Pre-Ramp Up	0

\*\* An overall evaluation of Accredited Registrars and their status was conducted in June 2018. During that review, an update to the numbers may be noted as status criteria was updated.

## Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	374
Changes to Delegated Managers	0
Updates to Locality Domains	25

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### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during June 2018.

Date	Registrar	Domain Name	Complaint	Action
6/30/2018	Domain.com, LLC	opariscleaningservices.us	Complaint not confirmed	Email Sent to Registrar
6/20/2018	NameCheap, Inc.	getpremiumdomain.us	Invalid Address	Registrar Rejected
6/11/2018	NameCheap, Inc.	trytooksal.us	Invalid Address	Nexus Investigation Pending
6/11/2018	PDR Ltd. d/b/a PublicDomainRegistry.com	globi.us	Invalid Phone Number	Email Sent to Registrar
6/1/2018	NameCheap, Inc.	valentinoshoesoutlet.us	Invalid Country Code	Registrar Rejected