

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**June 2019**

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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 2019.

### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,138 total usTLD Locality names. Of those, Neustar manages 9,751 as the Delegated Manager, and the remaining 2,387 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. Neustar initiated an internal review of all Delegated Managers through the system to verify reported numbers and to communicate future updates to the enhanced Delegated Manager Tool.

### Policy Update:

The usTLD Stakeholder Council held its quarterly scheduled meeting on June 13, 2019. The meeting included a marketing update, updates and planning from the Stakeholder Council Chair for the second half of 2019 and a Security & Policy update. In addition, initial planning commenced on the Annual Town Hall to be held in October 2019.

Neustar attended the ICANN65 meeting held in Marrakesh, Morocco in June 2019. Among other topics, the topic of DNS Abuse has gained wider attention in the community including whether there is a need for further policy development processes by ICANN. It is likely that discussions will continue at ICANN66 in October this year, and planning for cross-community engagement has commenced in this regard.

### Marketing Update:

June marketing efforts continued with a steady cadence of both the political and small business evergreen campaign. Both audience groups and marketing strategies are performing extremely well. The political, "Campaign with .US" efforts remain the top performing based on time on site and conversion rates of 15%. (vs. site-wide average of 9%). New creative and content were rotated into both campaigns this month to keep the assets fresh.

Website efforts for SEO included two new blogs posted to the website:

- Four Tips to Improve Your Mobile Website Experience - Tactile tips and action steps to help small business owners improve the mobile websites
- Closing the Gap on Digital Equity (DigitalEquity.US interview) - Guest post by Dustin Phillips of the usTLD Stakeholder Council

Blog content supports not only SEO efforts but also fuels our evergreen small business strategy, allowing us to engage with users who may not yet be ready to purchase a domain name, but are in the consumer funnel. By providing education and useful content to readers,

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we are able to drive brand affinity and recall. Paid content marketing efforts accounted for a 15% boost in leads via assisted conversions. This means users came to the about.us site, read and engaged with content, left and then came back at a later date to search for a domain name. This shows highly valuable targeting and audience leads.

Organic traffic also benefits from our content efforts and is currently showing a 43% increase from the prior year. We continue to push both technical site updates as well as ongoing new content to ensure www.about.us maintains high search rankings to drive website traffic. In addition to organic efforts, our paid search campaign was adjusted in June to optimize for conversions and we saw a 5% increase in our conversion rate from 15% to 20% for all traffic coming from paid search. This is a great way to capture bottom of the funnel traffic and drive awareness for users at the point of purchase.

### Other Updates

New registrations in June 2019 were 47.3% lower than June 2018. Names under management in June 2019 were 3.2% higher than June 2018. The renewal rate in April 2019 (most current data available due to 45 day grace period) was higher year over year at 60.7% vs. 57.8% in April 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
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>2,066,680</b>
<b>Totals Nameservers Managed</b>	<b>237,721</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	22,661
Auto-Renews	8,392
Renews	68,965
Transfers	1,861
Deletions for Credit	1,193
<b>Total</b>	<b>103,072</b>

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

Command	# of Transactions
Check Contact	1,358,050
Create Contact	1,052,596
Delete Contact	48,027
Info Contact	2,618,542
Transfer Contact	0
Update Contact	2,578,608
Check Domain	39,373,992
Create Domain	5,155,511
Delete Domain	47,995

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Info Domain	3,450,170
Renew Domain	116,276
Transfer Domain	41,388
Update Domain	1,136,748
Check Host	5,840,424
Create Host	102,653
Delete Host	214,850
Info Host	2,240,277
Update Host	51,904
<b>Totals</b>	<b>65,428,011</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,631,485
Minimum Daily Transactions	1,648,668
Average Daily Transactions	2,180,933

Transaction Type	# of Transactions
Total Billable Transactions	103,072
Total number of Whois Queries	24,965,434
Total number of DNS Queries	48,474,743,045
Total EPP Transactions	65,428,011
<b>Total Registry Transactions</b>	<b>48,565,239,562</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	11,180
Visits	6,382
Average Visit Length	51 sec

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	222
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	75

## Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during June 2018.

Date	Registrar	Domain Name	Complaint	Action
6/25/2019	Tucows	test.us	Invalid	Not confirmed by submitter
6/26/2019	Tucows	test.us	Registrar Rejected	Registrar Rejected
6/10/2019	Namecheap	pcarf.us	Street does not exist	Neustar Nexus Investigation
6/6/2019	GoDaddy	buynamecheap.us	Suspected Nexus violation	Registrar accepted
6/6/2019	GoDaddy	namecheapofficialwebsite.us	Suspected Nexus violation	Registrar accepted