

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**July 2017**

**Prepared: August 2017**

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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.

## Table of Contents:

<b>Section 1: Summary of Major Events .....</b>	<b>3</b>
<b>Section 2: Performance Data .....</b>	<b>5</b>
<b>Section 3: Monthly Transaction Statistics .....</b>	<b>5</b>
<b>Section 4: Monthly Registration Data.....</b>	<b>7</b>
<b>Section 5: Website Statistics.....</b>	<b>7</b>
<b>Section 6: Accredited Registrar Status .....</b>	<b>7</b>
<b>Section 7: .US Locality Statistics .....</b>	<b>7</b>
<b>Section 8: WHOIS Complaint Statistics .....</b>	<b>8</b>

## Section 1: Summary of Major Events

### Technical and Operational Update

There were no operational changes or issues during July 2017.

### Locality Update

While Neustar has previously reported on names covered by DM and Registrant agreements, through our upgraded reporting we are able to begin to report on the total Locality space which, per our contract, is monitored by Neustar to ensure adherence to policies and procedures for the usTLD. We now have 12,121 total locality names of which Neustar manages 9,759 as the Delegated Manager. There are an additional 2,362 covered by Delegated Manager and Registrant agreements. Texas Regional Hostmaster refuses to sign the agreement on 324 names.

### Policy Update:

The .US Stakeholder Council did not hold a meeting in July.

### Marketing Update:

The “Dream with .US” campaign was launched on June 28th and ran through the end of July. “Dream with .US” is a marketing ad campaign promoting .US as “The Place for Small Businesses on the Internet.” To support this mission we developed an online roadmap to help small business owners navigate the launching and managing a website. A new page was built out on About.us that outlines a step-by-step series from launching, managing and promoting your business. Individual checklists were created for each of the categories that detail milestones business owners should aim for throughout each step in the online website process. A total of seven checklists were created and branded with .US logos and are available for download at [www.about.us/toolkit](http://www.about.us/toolkit):

- Choosing a Domain Name
- Checklist for Launching Your New Website
- Short & Sweet SEO Checklist
- How to Master Lead Generation
- Promotional Materials Your Business Needs
- Survival Guide to Social Media

Checklists were downloaded a total of 348 times throughout the month of July.

In addition to a roadmap and checklists, content was a main focus for this campaign in order to address small business owner concerns and provide education and information around relevant topics for online management. This nine part series was viewed over 1,100 times and drove 64 conversions from toolkit downloads and outbound registrar link clicks. Articles ordered from most to least viewed from July campaign:

- 3 Mistakes to Avoid When Registering a Domain Name
- 8 Tips to Help Search Engines Find Your Small Business Website

- Getting a Small Business Online is Easier Than You Think
- 6 Tricks to Make Your Small Business Website More Engaging
- Hashtags and Domain Names
- How to Drive Traffic to Your Website
- Social Media Strategies: Why Your Business Needs to Get Social
- Getting the Word Out: Promotional Materials for Your Business
- How to Master Lead Generation

Messaging was pushed out via a paid Facebook and Twitter campaign with audience targeting in the U.S. to those demonstrating Small Business interest. Facebook was the top performing channel in terms of engagement and conversions:

- 2.4M Total Impressions
- 6,532 Website Clicks
- 1,238 Total Conversions (registrar link click + toolkit download)
  - 890 Registrar Link Clicks
  - 348 Toolkit Downloads

.US was also an official sponsor of the Internet Governance Forum (IGF) USA 2017 event in Washington D.C. on July 24th. Presence included logo placement throughout the event as well as being the dedicated sponsor for the event coffee break. Palm Cards were created and distributed during the coffee break to promote participation and registration for the upcoming .US Town Hall in October.

### **Other Updates**

New registrations in July 2017 were 40.7% higher than July 2016. Names under management in July 2017 were 56.2% higher than July 2016. The renewal rate in May 2017 (most current data available due to 45 day grace period) was higher year over year at 72.7% vs. 69.2% in May 2016.

## 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 min
Extended Planned Outage Duration - SRS	18 hours	0 min
Extended Planned Outage Duration - Nameservers	None	0 min
Extended Planned Outage Duration - Whois	18 hours	0 min
Processing Time - Add, Modify, Delete of all objects	3,000ms for 95%	99.999% < 3,000ms
Processing Time - Query Domain	1,500 ms for 95%	99.999% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	99.999% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.984% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.996% < 15 mins
Update Frequency - Whois	15 min. for 95%	99.999% < 15 mins

## Section 3: Monthly Transaction Statistics

<b>Total Domains Under Management</b>	<b>2,510,288</b>
<b>Totals Nameservers Managed</b>	<b>590,968</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	63,876
Auto-Renews	6,038
Renews	68,495
Transfers	1,909
Deletions for Credit	1,384
<b>Total</b>	<b>141,702</b>

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

Command	# of Transactions
Check Contact	68,024
Create Contact	322,539
Delete Contact	5,164
Info Contact	8,226,834
Transfer Contact	0
Update Contact	273,223
Check Domain	66,480,537
Create Domain	44,624,792
Delete Domain	80,824
Info Domain	7,371,089
Renew Domain	71,728
Transfer Domain	0
Update Domain	698,844
Check Host	330,267
Create Host	12,998
Delete Host	5,790
Info Host	717,396
Update Host	205,612
<b>Totals</b>	<b>129,495,661</b>

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	5,410,113
Minimum Daily Transactions	3,057,616
Average Daily Transactions	4,177,279

Transaction Type	# of Transactions
Total Billable Transactions	141,702
Total number of Whois Queries	359,010,085
Total number of DNS Queries	59,435,198,615
Total EPP Transactions	129,495,661
<b>Total Registry Transactions</b>	<b>59,923,846,063</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: <a href="http://www.neustar.us">www.neustar.us</a>	
Page Views	12,136
Visits	7,070
Average Visit Length	60 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	153
Registrars in Ramp Up	18
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	1

## Monthly Progress Report for July 2017



### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during July 2017.

Date	Registrar	Domain Name	Complaint	Action
7/2/2017	eNom, LLC	cfrc.us	Invalid Contact Information	Registrar Accepted
7/8/2017	Todaynic.com, Inc.	rcmarket.us	Invalid Contact Information	CSR Rejected
7/10/2017	NameCheap, Inc.	carrierexpressshippingservice.us	Invalid Contact Information	CSR Accepted
7/10/2017	NameCheap, Inc.	healthyenglishbulls.us	Invalid Contact Information	CSR Accepted
7/10/2017	NameCheap, Inc.	shibainupupshomes.us	Invalid Contact Information	CSR Accepted
7/12/2017	eNom, LLC	cfrc.us	Invalid Contact Information	CSR Rejected
7/12/2017	NameCheap, Inc.	greatdanepuppieshome.us	Invalid Contact Information	CSR Accepted
7/13/2017	NameCheap, Inc.	ofina.us	Invalid Contact Information	Email Sent to Registrar
7/17/2017	NameCheap, Inc.	fantasypetslogistics.us	Invalid Contact Information	Email Sent to Registrar
7/17/2017	NameCheap, Inc.	kushtime.us	Invalid Contact Information	Registrar Accepted
7/17/2017	NameCheap, Inc.	rottweilerpupshomes.us	Invalid Contact Information	Registrar Accepted
7/17/2017	NameCheap, Inc.	happybeaglepups.us	Invalid Contact Information	Email Sent to Registrar
7/17/2017	NameCheap, Inc.	bestshibainupups.us	Invalid Contact Information	Email Sent to Registrar
7/21/2017	NameCheap, Inc.	DigitalCash.us	Nexus Violation	Email Sent to Registrar
7/25/2017	GoDaddy.com, Inc.	atlanticmotel.us	Invalid Contact Information	Registrar Accepted
7/25/2017	NameCheap, Inc.	ryanair.us	Nexus Violation	Invalid
7/26/2017	Dynadot LLC	xmas.us	Nexus Violation	Registrar Accepted
7/30/2017	NameCheap, Inc.	thedonald.us	Invalid Contact Information	Registrar Accepted
7/30/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	interconnects.us	Invalid Contact Information	Email Sent to Registrar
7/31/2017	NameCheap, Inc.	asicsgelexalt2mens.us	Inaccurate Contact Information	Email Sent to Registrar
7/31/2017	GoDaddy.com, Inc.	cheapnike.us	Inaccurate Contact Information	Registrar Accepted



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7/31/2017	GoDaddy.com, Inc.	schoolworkhelp.us	Invalid Contact Information	Registrar Accepted
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