



## **Registry Operator Monthly Report**



**March 2017**

**Prepared: April 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.

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## Section 1: Summary of Major Events

### Technical and Operational Update

There were no operational changes or issues during March 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 12,115 total locality names of which Neustar manages 4,076 as the Delegated Manager. There are an additional 3,984 covered by Delegated Manager and Registrant agreements. Texas Regional Hostmaster refuses to sign the agreement on 324 names. We have 129 domains which are awaiting return of paperwork. We are issuing additional paperwork to the 3,598 locality names and/or Delegated Managers as part of our internal review.

### Policy Update:

The .US Stakeholder Council did not hold a meeting in March. Neustar continues to develop its privacy services implementation plan and a plan for the release of 1 and 2 character domains.

### Marketing Update:

March marketing efforts focused on driving quality website visits through content marketing and paid search efforts. Website traffic is up over 800% from last year with total monthly visits of 7,750 (vs. 689 in 2016). Paid search accounts for 7% of overall site traffic and is reporting 48 online conversions. After whois.us, our top converting channel is organic traffic which has increased 400% from the prior year and represents 118 online conversions, which is 15% of our total online website conversions:

# Of Sessions	# of Conversions
TOTAL - 7,750	TOTAL - 786
Direct – 5,385	330
Referral – 1,012	290
Organic – 778	118
Paid Search – 537	48
Social – 28	0
Other - 10	0

Still seeing high engagement from the wedding campaign around custom domain names with 70% of paid search clicks going to our “This is US” (<http://www.about.us/ThisIsUs>) landing page with a 9% online conversion rate.

To support SEO and drive increased quality for website content, two blogs were published this month targeting opportunities identified from user engagement: custom wedding URLs, and websites for community activism and engagement. Results show a 4% increase in new sessions to

the website and a 5% increase in average time spent on page which reflects a more engaged user and compelling on-site content:

3 Reasons Why Couples Should Create Their Own URL: <http://www.about.us/blog/no-3-reasons-why-couples-should-create-their-own-url>

Why .US is the New Place for Grassroots Movements Online: <http://www.about.us/blog/why-us-is-the-new-place-for-grassroots-movements-online>

### **Other Updates**

New registrations in March 2017 were 284.4% higher than March 2016. Names under management in March 2017 were 47.8% higher than March 2016. The renewal rate in January 2017 (most current data available due to 45 day grace period) was higher year over year at 76.3% vs. 69.4% in January 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%	99.963% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.994% < 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>2,363,231</b>
<b>Totals Nameservers Managed</b>	<b>589,503</b>

**Billable Transactions**

Transaction Type	# of Transactions
Adds	122,680
Auto-Renews	5,879
Renews	77,440
Transfers	2,064
Deletions for Credit	1,625
<b>Total</b>	<b>209,688</b>

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

Command	# of Transactions
Check Contact	91,754
Create Contact	431,427
Delete Contact	3,073
Info Contact	2,243,243
Transfer Contact	0
Update Contact	178,830
Check Domain	75,131,474
Create Domain	16,459,109
Delete Domain	37,625
Info Domain	6,811,891
Renew Domain	79,876
Transfer Domain	0
Update Domain	965,610
Check Host	502,413
Create Host	30,363
Delete Host	5,080
Info Host	839,995
Update Host	2,125
<b>Totals</b>	<b>103,813,888</b>

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	4,115,218
Minimum Daily Transactions	2,617,067
Average Daily Transactions	3,348,835

Transaction Type	# of Transactions
Total Billable Transactions	209,668
Total number of Whois Queries	298,748,805
Total number of DNS Queries	35,314,123,759
Total EPP Transactions	103,813,888
<b>Total Registry Transactions</b>	<b>35,716,896,120</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	12,049
Visits	7,750
Average Visit Length	75 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	154
Registrars in Ramp Up	16
Registrars in Pre-Ramp Up	0

## Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	3,984
Changes to Delegated Managers	0
Updates to Locality Domains	0

## Monthly Progress Report for March 2017



### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during March 2017.

Date	Registrar	Domain Name	Complaint	Action
3/1/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	wcab-dhhs.us	Invalid Contact Information	CSR Accepted
3/1/2017	State of Florida, DMS-NOC	state.fl.us	Expiration Date update for Locality	CSR Accepted
3/12/2017	Google Inc.	c3rber.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	tortoisecenter.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	safelifehospital.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	atlanticlogisticsexpress.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	harrisfrenchbulls.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	chihuahua-pupshome.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	goldenretrieverhomes.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	worlddeliveryservice.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	windsmancorstructionco.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	maryjanemall.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	cargologisticscarrier.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	stspet-carrier.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	toypoodlepuppies.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	clarkconstructiongroup.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	delta-pet-relocators.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	worldpettransit.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	ecologisticservices.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	transpolelogistics.us	Invalid Contact Information	Email Sent to Registrar
3/15/2017	NameCheap, Inc.	echologisticsgroup.us	Invalid Contact Information	Email Sent to Registrar



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3/17/2017	NameCheap, Inc.	bofint.us	Invalid Contact Information	Email Sent to Registrar
3/17/2017	NameCheap, Inc.	ofina.us	Invalid Contact Information	Email Sent to Registrar
3/17/2017	Name.com	videojeeves.us	Nexus Violation	Registrar Accepted
3/17/2017	eNom, Inc.	statesidecapital.us	Invalid Contact Information	Email Sent to Registrar
3/17/2017	eNom, Inc.	paragonpe.us	Invalid Contact Information	Email Sent to Registrar
3/17/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	vipfb.us	Malicious Site	Email Sent to Registrar
3/18/2017	OnlineNIC, Inc. d/b/a China-channel.com	littlerockcp.us	Invalid Contact Information	Email Sent to Registrar
3/18/2017	Mesh Digital Limited	hobbspe.us	Invalid Contact Information	Email Sent to Registrar
3/18/2017	NameCheap, Inc.	multiportshippinginternational.us	Invalid Contact Information	Email Sent to Registrar
3/18/2017	NameCheap, Inc.	ecojetexpress.us	Invalid Contact Information	Email Sent to Registrar
3/18/2017	NameCheap, Inc.	expressworldwidemovers.us	Invalid Contact Information	Email Sent to Registrar
3/21/2017	GoDaddy.com, Inc.	beads.us	Nexus Violation	Registrar Accepted
3/22/2017	GoDaddy.com, Inc.	caridina.us	Contact Information Update	Invalid
3/26/2017	NameCheap, Inc.	antoniopitbullpuppies.us	Invalid Contact Information	Email Sent to Registrar
3/27/2017	NameCheap, Inc.	speedwayexpress.us	Invalid Contact Information	Email Sent to Registrar
3/27/2017	NameCheap, Inc.	gucci--shoes.us	Invalid Contact Information	Email Sent to Registrar
3/27/2017	In2Net Network Inc.	K2GROUP.US	Contact Information Update	Email Sent to Registrar