



Registry Operator Monthly Report

February 2023

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Monthly Progress Report for February 2023

Dept of Commerce Contract No: 1331L519C13350044

As required by the Department of Commerce/Registry Services, LLC ("Registry Services") Contract, this report provides an overview of Registry Services' activity during the reporting month.

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Section 1: Summary of Major Events

Contractor and Policy Update

The usTLD Stakeholder Council met on 23 February 2023 at 12:00pm Eastern Standard Time. The agenda included Q1 Marketing Update, Policy and Security updates including a review of Registry Services' Accountable WHOIS proposal (minutes available upon approval).

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,501 total usTLD Locality names. Of those, Registry Services manages 9,254 as the Delegated Manager, and the remaining 3247 are covered by external Delegated Manager Agreements.

There was one Delegated Manager agreement executed this month.

Technical and Operational Update

There were no operational changes during February 2023.

Marketing Update

February marketing continued with paid advertising efforts across social media, YouTube and paid search, supported by native website efforts and partnership events. Paid ads drove engagement on the website, contributing just shy of 250K impressions for the month. The social retargeting strategy continues to drive the highest conversion rates for paid efforts and almost double the sitewide average (7.25% vs. 3.56%). Highlights from paid efforts below:

- Impressions: 242,948
- Conversions: 18% of total

Additionally, organic efforts to engage the small business community included writing and publishing two new blogs on the about.us website:

- How to Start Selling Online <https://www.about.us/blog/how-to-start-selling-online> - This article focuses on businesses either looking to move their brick-and-mortar inventory online, or new companies researching how to launch an online business. Tailoring the content to SMB's allows brand interaction at the early research phase of the consumer purchase funnel. The .US

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content provides valuable tips and tricks to new entrepreneurs starting out and is written with search engine optimization strategies in mind.

- Lighten Up Your Life with Tips from an Interior Designer ([lightenupyourlife.us](https://www.about.us/blog/lighten-up-your-life-with-tips-from-an-interior-designer))
<https://www.about.us/blog/lighten-up-your-life-with-tips-from-an-interior-designer> - The .US brand ambassador was thrilled to share her story of launching and building her own interior design business. Her reason for choosing a .US domain, "" .us called out to me. It represented all of us and was inclusive... I also thought of the U.S. too because I could take a client anywhere.""

The content was cross-promoted across Facebook and Twitter to drive webpage visits and increase visibility. As a foundational element of the .US SEO strategy, consistently publishing new content to the website keeps search engine bots coming to the website to scan pages and promote overall website quality scores, which in turn boosts search engine rankings.

Community engagement across core social channels in February included weekly posting across Facebook and Twitter:

- Total organic posts: 67 total posts
- Total impressions: 305K

Brand Ambassadors featured throughout the month include:

- American Business Immigration Coalition - ABIC.US - Represents diverse businesses and business associations promoting common sense federal immigration reform to benefit the people and economy of the country.
- [cityofwells.us](https://www.cityofwells.us) - Wells, Texas local community website
- AMSCO.US - Manganese company based in Delaware and operating for more than 100 years.

Rounding out marketing efforts for the month are the business development partnerships and weekly activations happening throughout all of 2023. A recap of the February partner activations are included below:

Major League Hacking

Events – 5

1. 2/3 Hack-accelerate
2. 2/3 Hack This Fall
3. 2/17 Work-a-thon
4. 2/24 Hack Around the World 2
5. 2/25 Diversion 2k23Attendees

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Total Attendees – 1,274

Sampling of some of the domains registered include: parkify.us, woofonline.us, sujalpatel.us

Startup Weekend

Events - 7

Lean Gap and Conrad Challenge continued domain scholarship promotion to their High School communities.

Other Updates

New registrations in February 2023 were 123.20% higher than February 2022. Names under management in February 2023 were 9.40% higher than February 2022. The renewal rate in December 2022 (most current data available due to 45-day grace period) was lower year over year at 68.02% vs. 73.70% in December 2021.

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

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Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,018,144
Totals Nameservers Managed	216,066

Billable Transactions

Transaction Type	# of Transactions
Adds	75,520
Auto-Renews	4,430
Renews	74,586
Transfers	2,109
Deletions for Credit	1,222
Total	157,867

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

Command	# of Transactions
Check Contact	3129336
Create Contact	1033229
Delete Contact	192642
Info Contact	2525042
Transfer Contact	0
Update Contact	431260
Check Domain	37593885
Create Domain	15604462
Delete Domain	41728
Info Domain	7560387
Renew Domain	76161
Transfer Domain	221543
Update Domain	693,247
Check Host	12,998,855
Create Host	12,075,689

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Delete Host	108,244
Info Host	1,064,067
Update Host	14,306
Totals	95,364,083

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,579,499
Minimum Daily Transactions	2,696,110
Average Daily Transactions	3,635,615

Transaction Type	# of Transactions
Total Billable Transactions	157,867
Total number of Whois Queries	161,751,184
Total number of DNS Queries	11,967,823,169
Total EPP Transactions	95,364,083
Total Registry Transactions	11,605,527,696

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	10,751
Visits	6,453
Average Visit Length	0 min 53 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	238
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

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Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	268
Changes to Delegated Managers	1
Updates to Locality Domains	29

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during February 2023.

Domain Name	Registrar	Date	Complaint	Action	Comments
Renegadedog.us	GoDaddy.com, LLC	2/27/2023	NEXUS	CSR Rejected	None
iptv.us	NameCheap, Inc.	2/26/2023	WHOIS	Invalid	None
iptv.us	NameCheap, Inc.	2/26/2023	NEXUS	Invalid	None
onlinehome.us	IONOS SE	2/25/2023	WHOIS	Registrar Accepted	None
fractals.us	PDR Ltd. d/b/a PublicDomainRegistry.com	2/5/2023	NEXUS	CSR Rejected	None

Registry Services, LLC conducts regular spot-checks for Nexus compliance each month. These checks are in addition to investigating specific validation requests from third parties through the complaint tool.

Description	
February 2023 [.]us domain names reviewed (Nexus)	1,198
% of domain names pass primary investigation	90.06%