.US™

Registry Operator Monthly Report

August 2023
Prepared: September 2023

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Monthly Progress Report for August 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

There were no policy or Contractor updates in August 2023.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,513 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,256 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.

Technical and Operational Update

There were no operational changes during August 2023.

Marketing Update

August .US marketing efforts included a mix of awareness, engagement and consideration activities. Our ongoing efforts in paid advertising were strategically tailored to address bottom-of-the-funnel interactions, driving conversions and supporting new registrations. Paid advertising efforts consist of targeted ads on Facebook and Instagram, YouTube pre-roll video ads and Google paid search text ads. The .US marketing strategy seeks to maximize return on paid investment by focusing on lower funnel activities which drive higher rates of conversion. Concurrently, organic and native initiatives revolving around content creation, website optimization, and community engagement across social media platforms, work in synergy to bolster awareness efforts and ensure each phase of the marketing funnel is engaged for small business owners and entrepreneurs. August paid advertising results are summarized below.

Website Sessions: 3,539
Impressions: 322K
YouTube Video Views: 44K

Overall sessions dropped in August as we saw a decline in direct traffic, however, conversions are up 50% from the prior period demonstrating a highly engaged audience reaching the about.us site.

Wrapped up the direct-to-channel paid campaign with Namesilo which ran June 19 - August 18 across Facebook and Instagram, directing traffic to the .US Namesilo landing page: https://www.namesilo.com/tld/us/. Namesilo supported the campaign with dedicated promotional pricing to drive increased registrations. Paid media impact for this effort is summarized below:

Impressions: 1.3M
Clicks: 6K
Click-thru Rate: 0.45%

In addition to paid media, ongoing organic efforts around social media and content management provide the foundation of our marketing strategy. These purpose-driven initiatives serve to engage the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine optimization efforts to support long-term brand value across the .US audience, and drive increased brand visibility for the .US website, www.about.us, on search engines. Content efforts for August included a keyword-targeted article for ""domains"" to support quality rankings and search results across search engines. The following blog was published to provide tangible tips and action items for small businesses looking to register a company domain name.

August 8 - Crafting Your Online Identity: How to Choose the Perfect Domain Name - Discover expert advice for choosing a memorable domain name that reflects your brand identity, stands out online, and enhances SEO. Craft your digital presence with confidence.

Blog traffic accounted for 30% of total website traffic for the month of August and 53% of organic website traffic, demonstrating the value content provides in driving website visits long-term.

In addition to content, the social strategy for Facebook and Twitter native channels remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals to the www.about.us website. Content buckets include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + Twitter): 70
Total Impressions: 318K

Brand Ambassadors Featured:

- **allcargo.us**: Located in Savannah, Georgia, All Cargo Solution, Inc. ships cars, motorcycles, boats, special machinery in containers from the USA to all over the world.
- **robotis.us**: Robotis America is a global robot solutions provider and one of the leading manufacturers of robotic hardware.

Rounding out marketing efforts are activations with strategic partners, Startup Weekend and Major League Hacking. Additionally, .US is also proud to sponsor the LeanGap 2023 Summer Program which is running June - August.

Startup Weekend: A three-day program where aspiring entrepreneurs can experience startup life through a 3-day pitch competition. Attendees include aspiring entrepreneurs, startup enthusiasts, business professionals, etc. in cities around the world. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 19
- Attendees: 2,247

Major League Hacking: A 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 1
- Theme: statusCode 0 - An event that brings together talented software developers to showcase their creativity and build innovative projects. Participants have the opportunity to compete in a variety of categories or tracks, demonstrating their skills and ingenuity while collaborating with like-minded individuals.

LeanGap - Leangap is an immersive startup incubator that empowers high school students to build their own scalable companies and non-profits. During one summer, Leangap helps students develop their ideas from concept to launch, with real customers and users. Leangap is their protocol for the real world. The program runs June - August 2023 and all participants are offered .US domain scholarships.

- Total participants for the summer program: 80

Other Updates

New registrations in August 2023 were 30.17% lower than August 2022. Names under management in August 2023 were 6.98% higher than August 2022. The renewal rate in May 2023 (most current data available due to 45-day grace period) was lower year over year at 69.40% vs. 72.78% in May 2022.

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

Total Domains Under Management	2,114,172
Totals Nameservers Managed	214,742

Billable Transactions

Transaction Type	# of Transactions
Adds	35,693
Auto-Renews	6,210
Renews	77,271
Transfers	2,869
Deletions for Credit	935
Total	**122,978**

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

Command	# of Transactions
Check Contact	7,372,778
Create Contact	4,529,010
Delete Contact	252,471
Info Contact	17,717,496
Transfer Contact	0
Update Contact	522,702
Check Domain	39,807,804
Create Domain	20,778,883
Delete Domain	90,256
Info Domain	9,231,306
Renew Domain	75,498
Transfer Domain	669,046
Update Domain	637,711
Check Host	3,479,280
Create Host	688,240
Delete Host	157,567
Info Host	1,654,830
Update Host	10,711
Totals	**107,675,589**

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	9,635,087
Minimum Daily Transactions	1,992,422
Average Daily Transactions	3,473,406

Transaction Type	# of Transactions
Total Billable Transactions	122,978
Total number of Whois Queries	74,410,688
Total number of DNS Queries	1,4605,975,857
Total EPP Transactions	107,675,589
Total Registry Transactions	**14,788,185,112**

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	32,933
Visits	3,529
Average Visit Length	0 min 36 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	240
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	268
Changes to Delegated Managers	0
Updates to Locality Domains	37

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during August 2023.

Domain Name	Registrar	Date	Complaint	Action	Comments
artemisglobal.us	NameCheap, Inc.	8/28/2023	WHOIS	New	Email to CSR Sent
ohmshiv.us	NameCheap, Inc.	8/23/2023	WHOIS	Registrar Accepted	First Reminder Sent
lescoat.us	OVH sas	8/21/2023	WHOIS	Registrar Rejected	None
lescoat.us	OVH sas	8/21/2023	WHOIS	Invalid	None
warriorspeace.us	GoDaddy.com, LLC	8/16/2023	WHOIS	Registrar Accepted	First Reminder Sent
sgis.us	CommuniGal Communication Ltd.	8/16/2023	WHOIS	New	Email to CSR Sent
prometsource.us	NameCheap, Inc.	8/11/2023	Nexus	Invalid	None
poly-props.us	GoDaddy.com, LLC	8/11/2023	WHOIS	CSR Accepted	None
poly-props.us	GoDaddy.com, LLC	8/10/2023	Nexus	Registrar Accepted	None
finance.us	GrepApps Technology Inc.	8/10/2023	WHOIS	Registrar Accepted	None
brandessenceresearch.us	NameCheap, Inc.	8/10/2023	Nexus	CSR Accepted	None
uspsko.us	NameSilo, LLC	8/8/2023	WHOIS	Invalid	None
industrialandit.us	Google LLC	8/8/2023	WHOIS	Registrar 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	
August 2023 [.]us domain names reviewed (Nexus)	4,677
% of domain names pass primary investigation	98.61%