



Registry Operator Monthly Report

September 2023

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Monthly Progress Report for September 2023

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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 held its Q3-2023 meeting on 7 September 2023 at 12:00pm Eastern Time. The meeting had a focus on the upcoming public usTLD Town Hall and a review of the Stakeholder Council charter in anticipation of new topics for the Stakeholder Council to discuss and approve in 2024.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,516 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,259 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 September 2023.

Marketing Update

September .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. September paid advertising results are summarized below.

Website Sessions: 3,690

Impressions: 277K

YouTube Video Views: 37K

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Overall traffic is comparable to the previous period. Paid search showed increases in cost per click due to increased competition in the ads auction. As such, the overall number of paid search sessions and conversions dropped from last month, however, the rate at which traffic converted increased slightly with more qualified web traffic. Social media campaigns had a strong performance throughout the month, driving the highest website conversion rates of any channel. Paid media continues to support overall brand awareness and registration growth through highly targeted conversion campaigns. Ongoing optimizations for creative and targeting ensure campaigns drive towards brand objectives for continued growth.

In addition to paid media, content development for both organic social media as well as regular blog publications to the about.us website, serves to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging 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 September focused on website and domain keywords for content creators and small businesses. Developing educational content around specific keywords and phrases, such as "domains," supports quality rankings and search results across search engines. This boosts visibility of the about.us website when users go to Google and search terms with the word "domain." The following two blogs were published throughout the month. Each article aims to provide tangible tips and action items for readers which encourages sharing and return website visits:

- September 4, "How to Create a Campaign Landing Page that Converts Visitors and Drives Growth" – Discover key strategies for designing focused, high-converting landing pages to boost your online ad campaigns and organic traffic. Expert insights and examples included.
- September 20, "How to Choose a Domain Name for Your Personal Brand" - Personal branding online has become more important than ever as remote and hybrid work continue to shape the labor economy. This article visits the three main options for branding yourself and your domain online.

Blog traffic accounted for 25% of total website traffic for the month of September and 45% of organic website traffic. One in four users to the about.us website, discovered the site from an organic search, which demonstrates the value of quality content for long-term growth.

Social activation across Facebook and Twitter also remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals to the www.about.us website.

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Content buckets for the month 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): 78

Total Impressions: 83K

Brand Ambassadors Featured:

- **peelchateau.us**: A plant-based spirit crafted in small batches for a perfectly balanced and refreshing taste -- made with fresh California ingredients like cucumber, aloe, and lemon.
- **ensightsolutions.us**: Custom food processing equipment & industrial solutions.
- **mifo.us**: Mifo is a global seller of high end audio devices including earbuds, headphones, speakers, and more.
- **dentistry4kids.us**: Pediatric Dentistry and Orthodontics clinic based in San Jose, CA.

Rounding out marketing efforts are strategic partnership activations with Startup Weekend and Major League Hacking. The Major League Hacking program was expanded in September to include activations across both North America and APAC. This greatly increased the partnership's reach and exposure for .US as part of the Registry Services portfolio activation.

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: 34
- Attendees: 3,917

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: 14
- Themes:
 1. RythmHacks
 2. Hack the Classroom
 3. PennApps
 4. Pitt Challenge
 5. TechTogether Online September
 6. HopHacks
 7. ShellHacks

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8. HackSMU V
9. HackWestX
10. TransportHacks
11. HackMTY
12. Hack the Nest
13. OpIn Hacks
14. KU HackFest 2023

A sampling of domains registered throughout the month include: knowyoureconomy.us, coffeecat.us, refugeerescue.us, townlink.us, and others.

Other Updates

New registrations in September 2023 were 24.76% lower than September 2022. Names under management in September 2023 were 4.88% higher than September 2022. The renewal rate in June 2023 (most current data available due to 45-day grace period) was lower year over year at 67.27% vs. 74.42% in June 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

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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	2,086,641
Totals Nameservers Managed	214,449

Billable Transactions

Transaction Type	# of Transactions
Adds	32,474
Auto-Renews	5,602
Renews	66770
Transfers	3,416
Deletions for Credit	945
Total	109,207

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

Command	# of Transactions
Check Contact	3641298
Create Contact	994571
Delete Contact	218631
Info Contact	3443616
Transfer Contact	0
Update Contact	338928
Check Domain	30074192
Create Domain	31078469
Delete Domain	62364
Info Domain	5226097
Renew Domain	63,587

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Transfer Domain	545311
Update Domain	559344
Check Host	2516609
Create Host	261967
Delete Host	149782
Info Host	1364729
Update Host	9039
Totals	80,548,534

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,338,467
Minimum Daily Transactions	1,831,468
Average Daily Transactions	2,876,733

Transaction Type	# of Transactions
Total Billable Transactions	109207
Total number of Whois Queries	62698088
Total number of DNS Queries	1,605,572,976
Total EPP Transactions	80,548,534
Total Registry Transactions	1,748,928,805

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	13831
Visits	3690
Average Visit Length	0 min 50 sec



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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	194
Changes to Delegated Managers	0
Updates to Locality Domains	38

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during September 2023.

Domain Name	Registrar	Date	Complaint	Action
istabreeze.us	PDR Ltd. d/b/a PublicDomainRegistry.com	9/9/2023	Whois Complaint	Registrar Accepted
shedfavorites.us	Sav.com LLC	9/11/2023	Nexus Complaint	Invalid
koal.us	Cloudflare, Inc.	9/11/2023	Whois Complaint	Registrar Accepted
jobbankcanada.us	NameCheap, Inc.	9/11/2023	Whois Complaint	Registrar Accepted
ver.us	GoDaddy.com, LLC	9/14/2023	Nexus Complaint	CSR Accepted
2026.us	CSL Computer Service Langenbach GmbH d/b/a joker.com	9/18/2023	Whois Complaint	Invalid
svmw.us	GoDaddy.com, LLC	9/22/2023	Whois Complaint	Registrar Accepted
uncorkedwines.us	Fast Domain Inc.	9/26/2023	Whois Complaint	Registrar Accepted
cars.us	DNC Holdings, Inc.	9/26/2023	Nexus Complaint	New



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cars.us	DNC Holdings, Inc.	9/26/2023	Whois Complaint	Registrar Accepted
healthcarecompliance.us	Dynadot Inc	9/29/2023	Whois Complaint	Registrar Accepted

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	
September 2023 [.]us domain names reviewed (Nexus)	1095
% of domain names pass primary investigation	87.94%