



# Registry Operator Monthly Report

April 2023

Prepared: May 2023

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# Monthly Progress Report for April 2023

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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 Contractor or policy updates during April 2023.

### **Locality Update**

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,505 total usTLD Locality names. Of those, Registry Services manages 9,254 as the Delegated Manager, and the remaining 3251 are covered by external Delegated Manager Agreements.

There were zero Delegated Manager agreement(s) executed.

### **Technical and Operational Update**

There were no operational changes during April 2023.

### **Marketing Update**

Marketing efforts for April consisted of a steady push across paid and social channels to drive awareness, consideration and registrations. Paid media evergreen campaigns aim to maximize return through highly targeted ads, regular optimization, creative rotation and new media formats. The primary paid channels for .US efforts include Paid search, Facebook ads, Instagram Ads, YouTube pre-roll, Facebook reels and Instagram Reels. April results:

- Total impressions: 212K
- Engaged website sessions: 8K (The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.)
- Domain searches: 1.5K

Socially targeted ads are outperforming paid search with higher engagement rates and conversions (8.55% vs. 6.3%). Several optimizations have been made over the past year based on results from the brand refresh. Headlines, creative and social copy have all been adjusted based on the most performant ad sets. Targeting has also followed a conversion-based model to optimize based on preset website events that signify highly qualified traffic. Video ads on YouTube support overall conversions as an upper funnel awareness play to build brand credibility and recall. The paid media channels selected for the

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evergreen .US campaigns work together to create an effective marketing model that touches on each point of the customer purchase funnel.

Additionally, organic efforts support paid media through community engagement on social, organic search through website optimization and content and brand ambassador outreach and highlights which drive consideration as well as retention. Regular posting across Facebook and Twitter provides critical touchpoints for engagement with existing .US registrants as well as inspiring entrepreneurs. Combined efforts resulted in:

- Total organic impressions: 432K
- Posts: 72

Facebook drives more referral traffic to the website overall while Twitter provides reach and awareness.

Brand ambassador efforts continue to be a foundation of the .US marketing activation. By shining a light on .US businesses and their success, the audience is served a tangible real-life example of brands building their digital home on .US domains. This activation supports brand credibility and recall. The .US ambassadors featured throughout the month include:

- Babyandco.us - A retail apparel brand based in ID
- kennedydenim.us - A high end denim company based in the US.
- brunch.us - A New York based lifestyle brand focused on producing comfort driven footwear.
- olababy.us - Specializes in making baby products with special materials that are not only more safe, but also more sustainable.

Content for April focused on educating the audience with an actionable article around, ""The Small Business Guide to Brand Awareness"" (<https://www.about.us/blog/the-small-business-guide-to-brand-awareness>). This topic was chosen based on the keyword opportunity for ""small business"" searches and ""digital awareness."" By reaching entrepreneurs in the research phase of their journey, the .US brand is introduced early in the consumer purchase funnel. An ongoing cadence of new, fresh, content to the website is critical to continue to engage small businesses and entrepreneurs while also supporting organic website traffic and community conversations on social media. Organic website traffic to [www.about.us](http://www.about.us) constitutes 35% of all website conversions (outbound leads to registrar websites) throughout the month of April.

Rounding out the month of April are event activations through Major League Hacking and Startup Weekend ongoing strategic partnerships:

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Major League Hacking - Major League Hacking is the official student hackathon league. Participants are all undergraduate students concentrating on computer science, engineering and coding. Each year, they power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world.

GoDaddy Registry is a proud sponsor of the program offering attendees a domain and website bundle scholarship to use to launch their project throughout the weekend. .US is included as a featured domain option for redemption and each event has a “Best Domain” category winner that’s awarded a prize pack for their efforts.

March hosted :

7 events

1,046 attendees.

- Events – 7
  - o 4/7 Hardware Hackfest - A hardware-themed weekend of hacking to showcase skills and creativity in building innovative hardware solutions!
  - o 4/7 Wittyhacks - Hackers face unexpected challenges and surprises in this 36-hour hackathon.
  - o 4/7 Electrothon 5.0 - New innovations and challenges to solve real world problems.
  - o 4/14 HackBattle: Mobile vs Web - For either mobile or web hacks!
  - o 4/15 Hack The League - Chapter 2 - Envisions the empowering combination of technology and opportunities to generate practical solutions for real-world problems and produce an ever-increasing impact.
  - o 4/21 Design & Hack - Unique hackathon where designers and developers collaborate to create incredible hacks!
  - o 4/28 BeginnerHacks - Participants receive a skeleton of a portfolio website and will update the HTML to include information about themselves and edit the CSS to style and position elements on their page.

Startup Weekend - Startup Weekend is an ongoing initiative with events happening every weekend in cities across the world. The goal of SUW is to support the startup, entrepreneurs and local coding communities worldwide through a 54-hour, 3-day pitch event for launching new companies.

March hosted:

27 events

1,444 attendees

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All participants are offered a .US domain scholarship as part of the portfolio of Registry TLDs through our ongoing partnership.

Some examples of the domain names registered throughout the event sponsorships include sharksense.us, devspjjects.us and paramountlearning.us. Attendees may use these domains for their hack project, personal portfolio or individual project they may be working on.

### Other Updates

New registrations in April 2023 were 38.48% lower than April 2022. Names under management in April 2023 were 5.79% lower than April 2022. The renewal rate in February 2023 (most current data available due to 45-day grace period) was higher year over year at 68.71% vs. 68.19% in February 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

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Update Frequency - Whois	15 min. for 95%	100% < 15 mins
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### Section 3: Monthly Transaction Statistics

<b>Total Domains Under Management</b>	<b>2,030,463</b>
<b>Totals Nameservers Managed</b>	<b>215,739</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	34,876
Auto-Renews	5568
Renews	91,454
Transfers	2,813
Deletions for Credit	1,142
<b>Total</b>	<b>135,853</b>

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

Command	# of Transactions
Check Contact	3,502,096
Create Contact	1,077,372
Delete Contact	214,862
Info Contact	3,921,132
Transfer Contact	0
Update Contact	359,415
Check Domain	13,889,180
Create Domain	18,514,497
Delete Domain	73,686
Info Domain	9,337,193
Renew Domain	88,077
Transfer Domain	185,354
Update Domain	611,365

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Check Host	14,340,789
Create Host	496,211
Delete Host	250,503
Info Host	1,592,554
Update Host	20,101
<b>Totals</b>	<b>68,474,387</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,549,494
Minimum Daily Transactions	2,184,349
Average Daily Transactions	2,877,107

Transaction Type	# of Transactions
Total Billable Transactions	135,853
Total number of Whois Queries	180,838,065
Total number of DNS Queries	59,873,928,877
Total EPP Transactions	68,474,387
<b>Total Registry Transactions</b>	<b>60,123,377,182</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	9,531
Visits	7,851
Average Visit Length	0 min 40 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	240





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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	0

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during April 2023.

Domain Name	Registrar	Date	Complaint	Action
Laladyrayne.us	GoDaddy.com, LLC	4/30/2023	WHOIS	Registrar Accepted
gatewaytravel.us	NameCheap, Inc.	4/26/2023	WHOIS	Registrar Accepted
scriptor.us	Fast Domain Inc.	4/24/2023	WHOIS	Registrar Accepted
lotto.us	Wild West Domains, Inc.	4/14/2023	WHOIS	Registrar Rejected
stocks.us	CommuniGal Communication Ltd.	4/11/2023	Nexus	CSR Rejected
copcitysyllab.us	Tucows Domains Inc.	4/10/2023	WHOIS	Registrar Accepted
denathri.us	Dynadot LLC	4/9/2023	WHOIS	Registrar Rejected
mybabyshop.us	Tucows Domains Inc.	4/4/2023	WHOIS	Registrar Accepted
delkevic.us	Dynadot LLC	4/3/2023	WHOIS	Registrar Accepted
urbanseller.us	NameCheap, Inc.	4/1/2023	WHOIS	Registrar Accepted



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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	
April 2023 [.]us domain names reviewed (Nexus)	1,581
% of domain names pass primary investigation	92.93%