



# Registry Operator Monthly Report

May 2023

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Registry Services, LLC  
2155 E. GoDaddy Way  
Tempe, AZ 85284



# Monthly Progress Report for May 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

Registry Services held its quarterly usTLD Stakeholder Council call on 25 May 2023 at 12:00pm Eastern Daylight Time. In addition to its agenda of a marketing update, the agenda included information that Registry Services, in contractual agreement with NTIA, will be attending the ICANN event: 12-15 June 2023, Washington DC and participating in the ccNSO meetings. .US will also be hosting a ccNSO event on the Tuesday during the ICANN even. All Stakeholder Council are welcome to join.

usTLD Locality Tool: Registry Services has been developing a platform to help better manage its usTLD Locality Delegated Managers and locality registrants. The next phase of that product development is moving forward.

#### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,508 total usTLD Locality names. Of those, Registry Services manages 9,255 as the Delegated Manager, and the remaining 3253 are covered by external Delegated Manager Agreements.

There was not one Delegated Manager agreement executed this month.

#### Technical and Operational Update

There were no operational changes during May 2023.

#### Marketing Update

May marketing efforts for the .US domain included both paid and organic activation across paid search, Facebook, Instagram, YouTube and website channels. Paid media strategy seeks to balance both bottom-of-funnel conversion marketing with consideration and engagement activities, ensuring efforts support new registrations as well as fill the consumer purchase funnel with up-and-coming small business owners. Throughout the month of May paid advertising results included:

- 214K Impressions
- 39K YouTube Video Views
- 8K Website Users

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- 1.3K Domain Searches
- 412 Conversions (outbound registrar click)

Social media-targeted campaigns are driving quality traffic and performance to the about.us website with paid search supporting last-click website conversions. In addition to paid advertising campaigns, organic efforts to engage the SMB community continued on Facebook and Twitter, along with a new article published and promoted on about.us .

Ongoing social media management for Facebook and Twitter channels, includes a mix of brand ambassador features, informational SMB articles, promotional posts and regular engagement with community brands.

- 78 Total Posts in May (Facebook + Twitter)
- 244K Total Social Impressions
- 3 Brand Ambassador Features:

dearborndenim.us - Uncompromising excellence in fit, fabric and construction. Sustainably and Ethically made in the USA.

chairrepair.us - Heritage Furniture Restoration of Wilmington, NC offers a wide range of furniture restoration, refinishing and repair and upholstery of all your fine antiques and wood furnishings.

CancelledPlans.us - Craft candle company founded in Seattle, WA.

The May blog publication focused on resources and best practices for website accessibility, ""Leaving Anyone Behind? The Importance of Website Accessibility for Your Business"" <https://www.about.us/blog/leaving-anyone-behind-the-importance-of-website-accessibility-for-your-business>. This article was cross-promoted on both Facebook and Twitter channels to increase visibility. Ongoing content strategy for the about.us site supports long-term intrinsic website value for search engine optimization, as well as building brand equity and trust. Total organic website traffic accounted for 18% of total traffic to the website in May, and of that 50% came from blog views on the website.

A dedicated Direct to Channel paid advertising campaign with Dyndadot wrapped the end of month, running April 1 - May 31. Direct to Channel efforts represent marketing activities with individual registrar partners. Both the marketing and channel team coordinate on timing and pricing to determine best-fit partners for pocket campaigns throughout the year where paid advertising efforts are directed to exclusive .US pages on registrar websites. Participating registrars are required to have dedicated landing pages and experiences that market exclusively .US domains. A variety of partners are tested throughout the year to measure performance and optimize spend.

Dyndadot .US Landing Page: <https://www.dynadot.com/domain/us.html>

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Total Impressions: 945K

Partnership efforts rounded out the month with events from key strategic partners Startup Weekend and Major League Hacking.

**Startup Weekend** – Startup Weekend is 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.

Total Events: 31

Total Attendees: 3,154

**Major League Hacking** – Major League Hacking is a 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers.

Total Events: 3

- o Global Hack May
- o AI Hackfest - From email providers to spacecrafts -- everything around us is being made smarter with the use of Artificial Intelligence. This weekend, build hacks that can think and take decisions even better than humans!
- o NeighborhoodHacks - Join us in celebrating the spirit of community and build something awesome for small businesses and local groups this weekend. Create innovative hacks that empower your society to do more!

Total Attendees: 399

Participants across both partnerships are offered .US domain scholarships as part of the Registry Services sponsorship. These early-stage events are critical for supporting students as well as aligning with .US brand values.

### **Other Updates**

New registrations in May 2023 were 34.90%% higher than May 2022. Names under management in May 2023 were 5.24% higher than May 2022. The renewal rate in February 2023 (most current data available due to 45-day grace period) was lower year over year at 64.16 vs. 72.78% in February 2022.

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## 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

<b>Total Domains Under Management</b>	<b>2,017,565</b>
<b>Totals Nameservers Managed</b>	<b>215,363</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	44,543
Auto-Renews	5,517
Renews	80,560
Transfers	2,452

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Deletions for Credit	1,339
<b>Total</b>	<b>134,411</b>

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

Command	# of Transactions
Check Contact	3,989,181
Create Contact	1,228,337
Delete Contact	236,452
Info Contact	3,278,976
Transfer Contact	0
Update Contact	388,123
Check Domain	34,207,462
Create Domain	13,594,275
Delete Domain	69,596
Info Domain	8,673,430
Renew Domain	78,581
Transfer Domain	161,260
Update Domain	653,497
Check Host	12,398,120
Create Host	504,236
Delete Host	305,940
Info Host	1,026,102
Update Host	12,251
<b>Totals</b>	<b>80,805,819</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,318,155
Minimum Daily Transactions	1,872,496
Average Daily Transactions	2,606,745

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Transaction Type	# of Transactions
Total Billable Transactions	134,411
Total number of Whois Queries	105,643,993
Total number of DNS Queries	13,989,806,920
Total EPP Transactions	80,805,819
<b>Total Registry Transactions</b>	<b>14,176,391,143</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	11,826
Visits	7,965
Average Visit Length	0 min 30 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	241
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	33



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### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2023.

Domain Name	Registrar	Date	Complaint	Action
primenetlease.us	NameCheap, Inc.	5/30/2023	Whois Complaint	New
SiriusXM.us	Gandi SAS	5/25/2023	Whois Complaint	Registrar Accepted
matchspace.us	NameCheap, Inc.	5/24/2023	Whois Complaint	CSR Accepted
pedometersusa.us	NameCheap, Inc.	5/19/2023	Whois Complaint	Registrar Accepted
cfinscareers.us	NameCheap, Inc.	5/18/2023	Whois Complaint	Invalid
fortunedice.us	NameCheap, Inc.	5/16/2023	Whois Complaint	Invalid
ketodietyum.us	NameCheap, Inc.	5/12/2023	Whois Complaint	Registrar Accepted
ketodietyum.us	NameCheap, Inc.	5/8/2023	Whois Complaint	Registrar Rejected
brubeck.us	Sav.com LLC	5/2/2023	Whois Complaint	Registrar Rejected

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	
May 2023 [.]us domain names reviewed (Nexus)	1,079
% of domain names pass primary investigation	90.91%