



Registry Operator Monthly Report

December 2023

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Monthly Progress Report for December 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 hosted its final meeting in 2023 on 7 December 2023 at 12:00pm Eastern Standard Time. The agenda included standard updates for marketing activities and administrative reviews with a continued focus on DNS Abuse in the usTLD, but also future topics for the Council in 2024 were also discussed including the introduction of Internationalized Domain Names (IDNs), Premium Tier Names.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,526 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,269 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 December 2023.

Marketing Update

December .US marketing efforts continued to focus on bottom of the funnel conversion activities, leaning into Channel efforts for end of year sales and promotions from registrars. Our ongoing campaigns in paid advertising were strategically tailored to drive conversions and support new registrations, focusing on ongoing Channel sales. Paid advertising consists of targeted ads on Facebook and Instagram, as well as Google paid search text ads. YouTube awareness efforts were pulled back in October through the end of the year as more focus is put on Channel/retailer activities. Concurrently, organic and native initiatives revolving around content creation, website optimization, and community engagement across social media platforms continued, working to fill the marketing funnel and ensure small business owners and entrepreneurs are engaging with the .US brand. December paid advertising results are summarized below.

Website Sessions: 2,893

Impressions: 53K

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Marketing efficacy improved from the previous month with a slight lift in traffic and conversions despite having spend flat month over month. Website increases attributed to paid search efforts which saw a decrease in cost per click from November. Organic traffic to about.us continued to slow towards end of year, in line with the seasonality trends for the industry. Paid media continues to support overall brand awareness and registration growth through highly targeted conversion campaigns in social and paid search. 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, serve 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 December focused on celebrating the .US community with a featured interview and social promotion for parksproject.us:

- “How a Volunteer Day Inspired ParksProject.US, a Stylish Social Enterprise Brand” - From operating out of coffee shops, to raising more than \$2 million for national parks, .US sits down with Parks Project cofounder Keith Eshelman to go behind the scenes of starting and growing a mission-driven retail brand. <https://www.about.us/blog/how-a-volunteer-day-inspired-parksproject-us-a-stylish-social-enterprise-brand>

Blog traffic accounted for 22% of total website traffic for the month of December and 37% of organic website traffic. About one in every four users to the about.us website, discovered the site from an organic blog search, which demonstrates the value of quality content for long-term growth.

Social activation across Facebook and X 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. 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 + X): 76

Total Impressions: 33K

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Brand Ambassadors Featured:

- **Townsend.us** - A manufacturer and retailer of quality reproduction 18th and early 19th Century clothing and personal accessories, servicing the living history community, museums, theatrical, motion picture, and television production companies.
- **Citycable.us**- A US-based company dealing with telecommunications installations. They provide the installation and maintenance of the Internet / Cable TV / Telephone and many other services for internet provider companies.
- **Clubus.us** - A children's book series based on a group of sixth grade friends (plus one fourth grader), who hang out and have lots of fun every single day and go on big adventures across the world.
- **Starklife.us** – Personal fitness training and health brand. Focus on 360 degree health with chiropractic, naturopathic and nutrition services in addition to physical fitness training.

Rounding out the December 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 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: 20
- Attendees: 799

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: 2
- Themes:
 - 12/16 -- All In Hackathon
 - Global Hack Week

A sampling of domains registered throughout the month include: edthedev.us, streamhubtv.us, codemastershub.us, girlscout.us, cammyscookies.us, offtherack.us, projectflybuy.us

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Other Updates

New registrations in December 2023 were 2.42% lower than December 2022. Names under management in December 2023 were 2.76% higher than December 2022. The renewal rate in September 2023 (most current data available due to 45-day grace period) was lower year over year at 55.53% vs. 68.02% in September 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	2,053,374
Totals Nameservers Managed	213,390

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Billable Transactions

Transaction Type	# of Transactions
Adds	44,139
Auto-Renews	5,791
Renews	70,249
Transfers	2,713
Deletions for Credit	625
Total	123,517

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

Command	# of Transactions
Check Contact	3,799,204
Create Contact	945,072
Delete Contact	314,629
Info Contact	2,262,640
Transfer Contact	0
Update Contact	400,887
Check Domain	34,999,268
Create Domain	35,323,063
Delete Domain	52,152
Info Domain	5,021,414
Renew Domain	66,211
Transfer Domain	165,151
Update Domain	839,838
Check Host	2,119,459
Create Host	351,584
Delete Host	149,908
Info Host	577,355
Update Host	7,987
Totals	87,395,822

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,795,489
Minimum Daily Transactions	1,897,630
Average Daily Transactions	2,819,210

Transaction Type	# of Transactions
Total Billable Transactions	123,517
Total number of Whois Queries	57,070,238
Total number of DNS Queries	61,992,665,600
Total EPP Transactions	87,395,822
Total Registry Transactions	62,137,255,177

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	22,181
Visits	2,893
Average Visit Length	0 min 24 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	241
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	113
Changes to Delegated Managers	0
Updates to Locality Domains	15

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during December 2023.

Domain Name	Registrar	Date	Complaint
deal.us	NameSilo, LLC	12/21/2023	WHOIS
riseabovewar.us	NameCheap, Inc.	12/14/2023	WHOIS
Svasti.us	GoDaddy.com, LLC	12/14/2023	WHOIS
Showstoppers.us	Tucows Domains Inc.	12/12/2023	WHOIS
passionate.us	Porkbun	12/10/2023	WHOIS
Passionate.us	Porkbun	12/10/2023	WHOIS
bpventure.us	Hosting Concepts B.V. d/b/a Registrar.eu	12/8/2023	WHOIS
aliexpres.us	Key-Systems GmbH	12/8/2023	WHOIS
hcum72.us	NameCheap, Inc.	12/5/2023	WHOIS

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	
December 2023 [.]us domain names reviewed (Nexus)	1039
% of domain names pass primary investigation	90.95%