



# Registry Operator Monthly Report

July 2022

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# Monthly Progress Report for July 2022

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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 July 2022.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,486 total usTLD Locality names. Of those, Registry Services manages 9,377 as the Delegated Manager, and the remaining 3,109 are covered by external Delegated Manager Agreements.

There were 0 Delegated Manager agreements executed this month, had there been any, they would be existing Delegated Managers.

### Technical and Operational Update

There were no operational changes during July 2022.

### Marketing Update

July celebrated our annual Independence Day campaign with dedicated marketing efforts, new creative assets, channel partner promotion and increased paid advertising for driving awareness and consumer engagement. New ads were created and distributed to our registrar partners, as well as pushed out via organic channels and paid efforts to create a cohesive integrated campaign. Celebratory messaging was used to ensure the ads were not exclusive to only Fourth of July weekend, but were able to be used throughout the month and by the wide network of global retail partners running promotions. Highlights from the marketing efforts are included below:

- Total Impressions: 500K
- Total Website Visits: 15K (up 28% from the previous month)
- Social Media Impressions: 575K
- Number of posts across Social Channels: 75

One new blog was added to the website in July, ""Why Americans Love Small Businesses Now More Than Ever."" This inspirational post celebrated the resiliency of small businesses across the U.S. and encouraged aspiring business owners to take the first step in launching their startup. Our blog and content strategy continues to fuel search engine optimization efforts for



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driving quality website traffic and search rankings for valuable keywords. The website saw a total increase in pageviews of 35% for the month of July, with an 11% increase in the number of pages viewed in each website session. This content plan, coupled with our brand ambassador efforts to promote successful .US sites, support credibility and builds brand equity for long-term investment.

Brand ambassadors promoted during July include:

- bocaloca.us
- blueskyconsulting.us
- americanmademotorcycles.us
- Truckingnews.us
- battlemaps.us

In addition to our paid efforts, partnerships also continued in July with events for both Startup Weekend and Major League Hacking. Participants for each of these weekend events are offered .US domain scholarships as part of the greater Registry Services portfolio. These events are attended by students, entrepreneurs, innovators and creatives, which provides an ideal audience for creating brand recall and growing reach of the .US brand within a very valuable cohort. Efforts working within these communities have proven successful for reaching a highly engaged audience and driving registrations. The brand mission of these partners closely aligns with the .US brand identity and provides a credible partner for the .US community.

Final efforts in July included the annual sponsorship of the IGF-USA conference which was held on July 21st. This year saw a return to an in-person event, with a virtual component for international participants. .US sponsored the coffee bar area of the event with branded cups, napkins, mints, stir straws and palm cards promoting the November Town Hall.

### Other Updates

New registrations in July 2022 were 81.88% higher than July 2021. Names under management in July 2022 were 12.55% higher than July 2021. The renewal rate in May 2022 (most current data available due to 45-day grace period) was lower year over year at 72.78% vs. 73.97% in May 2021.

## Section 2: Performance Data

### Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
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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>1,969,775</b>
<b>Totals Nameservers Managed</b>	<b>217,433</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	79,802
Auto-Renews	30,053
Renews	80,623
Transfers	2,062
Deletions for Credit	2,560
<b>Total</b>	<b>195,100</b>

**Total Extensible Provisioning Protocol (EPP) Transactions during the Month**

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(Includes failed transactions)

Command	# of Transactions
Check Contact	1,128,883
Create Contact	1,459,453
Delete Contact	269,363
Info Contact	12,347,228
Transfer Contact	0
Update Contact	688,868
Check Domain	42,669,427
Create Domain	29,540,369
Delete Domain	38,152
Info Domain	4,150,457
Renew Domain	75,965
Transfer Domain	161,525
Update Domain	780,089
Check Host	12,154,846
Create Host	35,699,013
Delete Host	299,439
Info Host	1,634,350
Update Host	27,389
<b>Totals</b>	<b>143,124,816</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	9,507,162
Minimum Daily Transactions	2,659,890
Average Daily Transactions	4,616,929

Transaction Type	# of Transactions
Total Billable Transactions	195,100
Total number of Whois Queries	139,427,605
Total number of DNS Queries	50,447,842,660
Total EPP Transactions	143,124,816
<b>Total Registry Transactions</b>	<b>50,730,590,181</b>

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### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	29,488
Visits	15,123
Average Visit Length	0 min 25 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	224
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	14

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during July 2022. There were 0 complaints submitted in July 2022.



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Domain Name	Registrar	Date	Complaint	Action	Comments
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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	
July 2022 [.]us domain names reviewed (Nexus)	1,210
% of domain names pass primary investigation	91.74%