



# Registry Operator Monthly Report

May 2022

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Registry Services, LLC  
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# Monthly Progress Report for May 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 May 2022.

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,478 total usTLD Locality names. Of those, Registry Services manages 9,369 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 May 2022.

### Marketing Update

May marketing efforts for .US centered on our small business outreach and community activation. Paid media marketing activities continued throughout the month, along with content tactics, and partnership efforts. The weekend of April 26-May 1 was the culmination of the Conrad Challenge which ended with an in-person Innovation Summit hosted at the Space Center Houston & NASA's Johnson Space Center. .US has been partnered with the Conrad Challenge since the last year 2021, offering domain scholarships and website builders to all participants throughout the organization. The Innovation Summit, named several winning teams who were awarded scholarships, patent support and innovation resources to support their ideas and development beyond the Conrad Challenge experience. Overall response and engagement from this community was very successful and aligned with the .US mission of supporting STEM initiatives for youth across the United States. A total of 950 teams joined from across the globe, with over 2,000 students from 45 countries and 33 U.S. states.

Paid media highlights for the month include:

- Impressions: 358K
- Clicks: 4,384
- Conversions: 514 (total website)

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Overall website performance comparable to the month prior, with Organic search showing a 5% increase in traffic year over year and a jump in the conversion rate from 1.9% to 3.5%. Paid efforts continue to convert at the highest levels with paid search driving double digit conversion rates close to 16% and social media contributing the majority of conversions (204 or 40% of the total) and a 9.8% conversion rate. The optimization efforts around audience targeting, creative A/B testing and landing page experience has contributed to the ongoing success of the paid marketing campaign and awareness efforts.

Content for the month included two new articles added to the website, one user-story interview and one education article:

- Take Your Business Idea From The Garage To The World: A tips and tricks article that includes domain name best practices and SEO fundamentals.
- How RaisedBy.Us Helps Companies Kickstart Their Charitable Goals: An interview of an organization that partners with high-growth companies to build and run their social good programs - enabling individuals to give back through donating, volunteerism, attending community events and more.

The month rounded out with Startup Weekend partner activation which is an ongoing business development relationship to drive .US brand equity for startups and entrepreneurs. Events take place every weekend throughout the year and May included weekly events throughout the month with integrated domain scholarship offers for all participants. .US is part of the Registry portfolio of TLD offerings in this activation and is provided at no cost to participants. This partnership allows .US to carve out mindshare in a very valuable cohort of entrepreneurs that are early in the startup process. Efforts are planned to continue through end of year.

### **Other Updates**

New registrations in May 2022 were 5.40% higher than May 2021. Names under management in May 2022 were 9.79% higher than May 2021. The renewal rate in March 2022 (most current data available due to 45-day grace period) was lower year over year at 70.78% vs. 73.12% in March 2021.

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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>1,917,626</b>
<b>Totals Nameservers Managed</b>	<b>218,559</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	33,018
Auto-Renews	8,301
Renews	81,570
Transfers	2,018



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Deletions for Credit	1,602
<b>Total</b>	<b>126,509</b>

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

Command	# of Transactions
Check Contact	104,017
Create Contact	88,990
Delete Contact	26,055
Info Contact	389,805
Transfer Contact	0
Update Contact	43,207
Check Domain	4,301,000
Create Domain	3,473,182
Delete Domain	3,812
Info Domain	513,641
Renew Domain	8,301
Transfer Domain	5,875
Update Domain	78,656
Check Host	1,378,768
Create Host	814,037
Delete Host	26,457
Info Host	137,550
Update Host	1,740
<b>Totals</b>	<b>11,395,093</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,995,304
Minimum Daily Transactions	3,555,699
Average Daily Transactions	3,798,577

Transaction Type	# of Transactions
Total Billable Transactions	126,509
Total number of Whois Queries	156,103,893

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Total number of DNS Queries	60,672,779,722
Total EPP Transactions	11,395,093
<b>Total Registry Transactions</b>	<b>59,844,386,648</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	32,876
Visits	17,234
Average Visit Length	0 min 35 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	222
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	22



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### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2022.

Domain Name	Registrar	Date	Complaint	Action	Comments
imap-login.us	Dynadot LLC	5/30/2022	Whois Complaint	None	
lmo.us	PDR Ltd. d/b/a PublicDomainRegistry.com	5/30/2022	Whois Complaint	None	
com-info.us	PDR Ltd. d/b/a PublicDomainRegistry.com	5/30/2022	Whois Complaint	None	
steamecommunity.us	Porkbun	5/30/2022	Whois Complaint	None	
ccinvestment.us	CommuniGal Communication Ltd.	5/18/2022	Nexus Complaint	None	
cascadeinvestment.us	Dynadot LLC	5/18/2022	Nexus Complaint	None	
imap-login.us	Dynadot LLC	5/30/2022	Whois Complaint	None	
lmo.us	PDR Ltd. d/b/a PublicDomainRegistry.com	5/30/2022	Whois Complaint	None	
com-info.us	PDR Ltd. d/b/a PublicDomainRegistry.com	5/30/2022	Whois Complaint	None	
steamecommunity.us	Porkbun	5/30/2022	Whois Complaint	None	
ccinvestment.us	CommuniGal Communication Ltd.	5/18/2022	Nexus Complaint	None	





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cascadeinvestment.us	Dynadot LLC	5/18/2022	Nexus Complaint	None	
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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	
May 2022 [.]us domain names reviewed (Nexus)	1,758
% of domain names pass primary investigation	93.68%