



Registry Operator Monthly Report

November 2022

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Monthly Progress Report for November 2022

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

The usTLD Town Hall was scheduled November 17, 2022, at 12:00 pm Eastern Time. Agenda topics included the State of the Domain, annual marketing update, and an update on the proposal and process for Registry Services' Accountable WHOIS proposal to the NTIA. A recap of the event and follow-up documentation can be found at <https://about.us/townhall>.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,493 total usTLD Locality names. Of those, Registry Services manages 9,384 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 November 2022.

Marketing Update

November marketing efforts for .US included paid advertising, activation across organic social media channels, strategic partner events and content curation for www.about.us articles. Paid advertising efforts continue to drive bottom-of-the-funnel visits to the .US website and support domain searches and registrations. The advertising approach leverages an omnichannel strategy to reach businesses across different phases of the purchase funnel. It's critical to include awareness and consideration efforts to drive brand equity and support brand recall at the point of purchase. While these platforms don't produce the highest conversion rates they assist in creating brand recognition which ultimately supports registrations. The .US paid advertising for November includes: YouTube preroll targeted video ads (awareness, social media advertising (consideration) and paid search for bottom-of-the-funnel keywords (conversion). Results for November:

- 817K Impressions
- 7,165 Website visits
- 712 Website conversion



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- 10% Website conversion rate

Social media advertising drove the highest conversions throughout the month with the strongest conversion rate. This is atypical performance as paid search normally produces the strongest conversion results, however, November saw an uptick in bidding on Google Ads and increased competition which moved social to the top-performing channel for November.

In addition to paid ads, organic efforts continued across social media channels including Facebook and Twitter. A total of 84 posts and tweets were shared throughout the month including highlights of various .US brand ambassadors including:

airdesigns.us

vickywu.us

cloaking.us

Social channels received a combined total of 485K impressions in November.

Content and website efforts focused on promoting the .US Town Hall which was held on November 17 at 12pm ET. To support attendance, a blog was added to the website and promotional tiles were created and shared across both Facebook and Twitter. The public forum garnered 27 unique participants with an engaged Q&A session from attendees. The Town Hall was followed up with a Thank You email to all registered participants (40 total) with a link to access and download a copy of the Town Hall meeting minutes and presentation.

The month rounded out with Startup Weekend and Major League Hacking events with .US as a sponsoring domain through Registry Service's ongoing partnerships. Attendees at each of the events are offered a free .US domain scholarship as a way to launch their online hackathon project or to use for personal project creation. Over a dozen events took place across the month reaching entrepreneurs, students and STEM enthusiasts worldwide.

Other Updates

New registrations in November 2022 were 29.11% lower than November 2021. Names under management in November 2022 were 9.42% higher than November 2021. The renewal rate in September 2022 (most current data available due to 45-day grace period) was lower year over year at 66.70% vs. 72.67% in September 2021.

Section 2: Performance Data

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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	1,998,804
Totals Nameservers Managed	216,502

Billable Transactions

Transaction Type	# of Transactions
Adds	38,894
Auto-Renews	6,472
Renews	68,206
Transfers	1,723
Deletions for Credit	1,235
Total	116,530



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

Command	# of Transactions
Check Contact	2,182,783
Create Contact	2,337,544
Delete Contact	179,445
Info Contact	5,564,586
Transfer Contact	0
Update Contact	825,188
Check Domain	32,592,132
Create Domain	27,809,555
Delete Domain	47,792
Info Domain	6,749,970
Renew Domain	68,206
Transfer Domain	242,471
Update Domain	777,487
Check Host	14,490,124
Create Host	10,184,120
Delete Host	301,264
Info Host	2,379,183
Update Host	37,148
Totals	106,768,998

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,961,436
Minimum Daily Transactions	2,406,783
Average Daily Transactions	3,558,966

Transaction Type	# of Transactions
Total Billable Transactions	116,530
Total number of Whois Queries	147,243,107
Total number of DNS Queries	44,011,874,111
Total EPP Transactions	106,768,998

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Total Registry Transactions	44,266,002,746
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Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	14,179
Visits	7,165
Average Visit Length	0 min 49 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	237
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	13

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during November 2022. There were 0 complaints submitted in November 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	
November 2022 [.]us domain names reviewed (Nexus)	1296
% of domain names pass primary investigation	92.43%