



Registry Operator Monthly Report

June 2025

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Registry Services, LLC
100 S. Mill Avenue Suite 1600
Tempe, AZ 85281



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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.

Contents

Section 1: Summary of Major Events 3

Section 2: Performance Data..... 6

Section 3: Monthly Transaction Statistics 7

Section 4: Monthly Registration Data 9

Section 5: Website Statistics..... 9

Section 6: Accredited Registrar Status 9

Section 7: usTLD Locality Statistics 10

Section 8: Nexus & WHOIS Compliance Statistics..... 10

Section 1: Summary of Major Events

Contractor and Policy Update

Registry Services attended ICANN83 in Prague, Czech Republic from June 9-12, 2025 to participate in the ccNSO meetings as part of its contractual obligations as the usTLD Administrator. The ICANN83 meeting in Prague included a key decision by the ICANN Board to adopt the ccNSO Policy for Review Mechanism. This policy establishes a review process for specific decisions made by the IANA Function Operator (IFO) regarding country code top-level domains (ccTLDs). The review mechanism is designed to be fast, low-cost, and fair, providing ccTLD managers with a way to challenge or seek clarification on IFO decisions. The meeting also covered other topics like the ICANN organization's financial position, DNS abuse mitigation, and ICANN Reviews.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,548 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,288 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 June 2025.

Marketing Update

June marketing efforts saw a 10% jump in the website conversion rate, with a decrease in the cost per lead of paid advertising efforts. Keywords were streamlined in the ongoing search campaign to focus on top converting ad groups, this in addition to machine learning optimizations lead to a strong month in performance. Month over month shows a decrease in total site visits, with increases in online key engagement metrics, demonstrating a high-value audience. Paid efforts consist of a mix of social media, including Facebook and Instagram, Google paid search, and Performance Max campaigns. Investment is strategically allocated based on the best performing mix of channels to drive website leads. Media investments remained strategically distributed across platforms to ensure cross-channel visibility and alignment with top-performing lead sources. Below is a summary of June advertising performance.

Click-thru Rate: 1.2%
Website Sessions: 2,577

In addition to targeted paid advertising, the .US marketing team continues to invest in long-term, community-driven efforts such as social media engagement and high-quality blog content. These efforts focus on educating users and celebrating the vibrant community of .US entrepreneurs. Each month, the team publishes articles on key topics related to small business, website development, and domain name research, along with exclusive one-on-one interviews with business owners using a .US domain.

To ensure relevance and consistency, strategic content calendars for both social media and blog channels are planned a year in advance, identifying content gaps and prioritizing timely themes. These value-driven initiatives play a critical role in supporting long-term brand goals: boosting awareness, strengthening community engagement, and building .US brand equity that enhances recall at the point of purchase.

By delivering authentic brand connections through curated blog posts, engaging social media content, and seamless web experiences, .US fosters brand trust and credibility, two key drivers in consumer decision-making. The marketing strategy also prioritizes content development and SEO to continually grow brand value and drive visibility for the .US website, www.about.us, across search engines.

Content efforts for June included a highlight interview on rosegose.us, from the recent marketing photoshoot, as well as an educational article for small businesses:

- Smart Ways to Run Your Business on a Budget (<https://www.about.us/blog/smart-ways-to-run-your-business-on-a-budget>)
Running a small business on a tight budget can be challenging, but with creativity and resourcefulness, entrepreneurs can grow sustainably by rethinking expenses like office space, tapping into free local resources, and building supportive communities. From using public libraries and digital tools to bartering services and hosting low-cost networking groups, small business owners can do more with less while staying connected and energized.
- Rosé Gose: From Minsk to Austin, with Wine, Warmth, and a Fresh Start (<https://www.about.us/blog/ros-gose-from-minsk-to-austin-with-wine-warmth-and-a-fresh-start>)
Igor and Veronica, seasoned restaurateurs from Belarus, brought their beloved wine-focused concept Rosé Gose (rosegose.us) to Austin, Texas, creating a calm, welcoming space that encourages guests to slow down and savor food, drinks, and connection. With a focus on thoughtful details, a tested menu, and a meaningful .US domain, their first U.S. venture reflects both their experience and their desire to grow intentionally within a

new, vibrant community.

Blog traffic accounted for 8% of total website traffic for the month of June and 28% of total organic traffic.

Social activation across Facebook and X also remains foundational to community engagement with a regular cadence 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): 43

Brand Ambassadors Featured:

- 1healthsolutions.us
- beachhousebar.us
- cgsolutions.us
- amscos.us

Partnership Updates

Events: 2

- [SpurHacks 6/20](#)
- [GDG Solution Hacks 6/27](#)

Attendees: 1000

A sampling of domains registered throughout the month include tigermom.us, project10k.us and lookitsjarv.us

Other Updates

New registrations in June 2025 were 72.41% lower than June 2024. Names under management in June 2025 were 15.69% higher than June 2024. The renewal rate in March 2025 (most current data available due to 45-day grace period) was lower year over year at 54.84% vs. 64.41% in March 2024.

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	2,504,574
Totals Nameservers Managed	206,356

Billable Transactions

Transaction Type	# of Transactions
Adds	26,841
Auto-Renews	9,370
Renews	82,560
Transfers	2,333
Deletions for Credit	511
Total	121,615

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

Command	# of Transactions
Check Contact	4,723,412
Create Contact	1,392,840
Delete Contact	889,648
Info Contact	5,401,665
Transfer Contact	0
Update Contact	558,011

Check Domain	32,239,067
Create Domain	14,110,397
Delete Domain	87,416
Info Domain	4,034,022
Renew Domain	73,568
Transfer Domain	56,268
Update Domain	916,346
Check Host	2,388,457
Create Host	141,426
Delete Host	275,210
Info Host	3,105,275
Update Host	9,419
Totals	70,402,447

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,332,647
Minimum Daily Transactions	1,361,830
Average Daily Transactions	2,346,748

Transaction Type	# of Transactions
Total Billable Transactions	121,615
Total number of Whois Queries	81,728,320

Total number of DNS Queries	106,446,684,959
Total EPP Transactions	70,402,447
Total Registry Transactions	106,598,937,341

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	8,489
Visits	2,577
Average Visit Length	0 min 40 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	251
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	17

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during June 2025.

Domain Name	Registrar	Date	Complaint
baldwinsupply.us	Hosting Concepts B.V. d/b/a Registrar.eu	6/30/2025	WHOIS
hdmovieshub.us	Domain Science Kutatási Szolgáltató Korlátolt Felelősségű Társaság	6/28/2025	WHOIS
btwttrikers.us	GoDaddy.com, LLC	6/28/2025	WHOIS
v-mobile.us	NameCheap, Inc.	6/26/2025	WHOIS
decipherindia.us	NameCheap, Inc.	6/20/2025	WHOIS
iceraid.us	NameCheap, Inc.	6/17/2025	WHOIS

lceraid.us	NameCheap, Inc.	6/17/2025	WHOIS
samsufi.us	OVH sas	6/16/2025	WHOIS
embercollective.us	NameCheap, Inc.	6/16/2025	WHOIS
iceagent.us	NameCheap, Inc.	6/15/2025	NEXUS
iceagent.us	NameCheap, Inc.	6/15/2025	WHOIS
sobczak.us	Gandi SAS	6/10/2025	NEXUS
rodriguezconstructionllc.us	NameCheap, Inc.	6/8/2025	WHOIS
stocks.us	Sav.com, LLC - 2	6/7/2025	WHOIS
paperarmy.us	GoDaddy.com, LLC	6/2/2025	WHOIS
myedpill.us	Hosting Concepts B.V. d/b/a Registrar.eu	6/2/2025	WHOIS
getze.us	Sav.com, LLC - 2	6/1/2025	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	
June 2025 [.]us domain names reviewed (Nexus)	986
% of domain names pass primary investigation	91.18%

Definitions

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