



Registry Operator Monthly Report

December 2025

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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

There were no Contractor changes during December 2025.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,542 total usTLD Locality names. Of those, Registry Services manages 5,284 as the Delegated Manager, and the remaining 7,258 are covered by external Delegated Manager Agreements.

There were two (2) Delegated Manager agreements executed in December 2025.

Technical and Operational Update

There were no operational changes in production during December 2025.

Marketing Update

December closed out the year with a steady and consistent digital presence, aligned with typical end-of-year seasonality. While overall sessions dipped modestly month-over-month, engagement remained strong, with an increase in average time per session. Paid media efforts were intentionally scaled back to reflect slower seasonal demand while maintaining always-on visibility across core channels.

Across 2025, marketing efforts drove more than **44,000 website visits**, **10,000 domain searches**, and **6,500 registrar leads** to the .US ecosystem. Google Performance Max emerged as the top-performing channel for both volume and efficiency, delivering the highest number of website conversions and the strongest conversion rate across paid and organic traffic, averaging **33% conversion rate for the year**. December performance closely mirrored these annual trends.

Performance Highlights

- Click-Thru Rate: 1.7%
- Website Sessions: 3,689 (5% decrease month-over-month)
- Blog Traffic: 5% of total website traffic; 25% of organic traffic

The paid media mix remained consistent through year-end to avoid any gaps in brand awareness. Performance Max continued to drive the majority of traffic and

website conversions in December, reinforcing its role as the most efficient and scalable channel in the .US media strategy. Minor optimizations focused on maintaining efficiency rather than expansion, in line with end-of-year behavior patterns.

Featured December Blogs

- **The Power of Email Drip Campaigns and How to Set Yours Up**

[Read Here](#)

This article outlines how email drip campaigns help businesses nurture leads, build trust, and increase conversions through well-timed, automated messaging. It includes practical examples, measurement tips, and best practices to help readers confidently implement their own campaigns.

- **How to Start an Online Business: 25+ Online Business Ideas**

[Read Here](#)

A comprehensive, step-by-step guide designed to help both new and experienced entrepreneurs launch and grow an online business. The article covers idea validation, website creation, marketing strategies, scaling considerations, and common pitfalls to avoid.

Blog content accounted for 5% of total website traffic and 25% of organic traffic in December. Notably, blog sessions showed a 16% higher engagement rate than overall site sessions, reinforcing the role of educational content as a high-quality entry point for prospective .US registrants and small business audiences.

Social & Brand Ambassadors

Social content continued on a consistent cadence, with ongoing optimization and steady exposure for .US brand ambassadors. No new original photography or campaign launches were introduced in December, allowing the team to focus on performance stability and content refinement during the holiday period.

Total Number of Posts (Facebook + X): 49

- **Brand Ambassadors Featured:**
 - **cleveland-locksmith.us** – A Cleveland-based, 24-hour locksmith serving the community for over 20 years.
 - **rare.us** – Headquartered in Nashville, Rare America delivers daily news coverage on U.S. and global topics.
 - **blacksoaps.us** – Marius Fabre black soap, made from pure olive oil, offering environmentally safe cleaning solutions.
 - **bestbusinesss.us** – A referral resource for top website design, SEO, and full-service digital agencies.

Looking Ahead

January efforts will center on renewed momentum for 2026, including refreshed creative across paid media, updated audience targeting strategies, and a new approach to Facebook content. These initiatives are designed to maintain relevance, improve efficiency, and build on the strong performance foundation established throughout 2025.

Summary

December marked a measured and strategic close to a successful year for the .US namespace. Despite expected seasonal softening in traffic, engagement remained strong and performance trends held steady, led by Performance Max and high-performing educational content. The year concluded with meaningful gains in visibility, lead generation, and audience engagement, positioning .US well for continued growth and innovation in 2026.

Partnership Updates

- Events – 0

Other Updates

New registrations in December 2025 were 62.41% lower than December 2024. Names under management in December 2025 were 8.59% lower than December 2024. The renewal rate in September 2025 (most current data available due to 45-day grace period) was lower year over year at 57.09% vs. 69.87% in September 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	2,105,289
Totals Nameservers Managed	203,990

Billable Transactions

Transaction Type	# of Transactions
Adds	27,158
Auto-Renews	4,682
Renews	72,369
Transfers	1,848
Deletions for Credit	3,153
Total	109,210

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

Command	# of Transactions
Check Contact	4,436,797
Create Contact	736,934
Delete Contact	160,900
Info Contact	5,848,884
Transfer Contact	0
Update Contact	426,463

Check Domain	36,602,423
Create Domain	21,640,645
Delete Domain	93,775
Info Domain	11,042,983
Renew Domain	67,796
Transfer Domain	63,346
Update Domain	784,554
Check Host	1,733,026
Create Host	70,838
Delete Host	248,366
Info Host	2,036,006
Update Host	7,297
Totals	86,001,033

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,715,528
Minimum Daily Transactions	1,648,036
Average Daily Transactions	2,774,226

Transaction Type	# of Transactions
Total Billable Transactions	109,210
Total number of Whois Queries	122,800,005

Total number of DNS Queries	124,984,229,275
Total EPP Transactions	86,001,033
Total Registry Transactions	125,193,139,523

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,689
Click-Thru Rate	1.70%
Average Visit Length	1 min 14 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	253
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	126
Changes to Delegated Managers	1
Updates to Locality Domains	2

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during December 2025.

Domain Name	Registrar	Date	Complaint
raphaella.us	GoDaddy.com, LLC	12/31/2025	WHOIS
raphaella.us	GoDaddy.com, LLC	12/31/2025	NEXUS
townsends.us	NameCheap, Inc.	12/29/2025	NEXUS
icio.us	Gandi SAS	12/29/2025	WHOIS
f1-michelin.us	GoDaddy.com, LLC	12/23/2025	NEXUS
thealphainv.us	NameSilo, LLC	12/22/2025	WHOIS

fdpool.us	NameSilo, LLC	12/10/2025	WHOIS
synapse-da.us	GoDaddy.com, LLC	12/8/2025	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	
December 2025 [.]us domain names reviewed (Nexus)	1,376
% of domain names pass primary investigation	91.72%

Definitions

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