



Registry Operator Monthly Report

March 2026

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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	7
Section 3: Monthly Transaction Statistics	8
Section 4: Monthly Registration Data	10
Section 5: Website Statistics	10
Section 6: Accredited Registrar Status	10
Section 7: usTLD Locality Statistics	10
Section 8: Nexus & WHOIS Compliance Statistics	11

Section 1: Summary of Major Events

Contractor and Policy Update

The Contractor attended the scheduled ICANN85 meeting supporting its participation in the ccNSO Stakeholder Group. The ccNSO agenda featured a community update session, where various Working Groups and Committees provided progress reports. Key highlights included the strengthened collaboration between the ccNSO and RySG, progress on governance initiatives, and preparations for upcoming ICANN meetings.

Key policy and operational themes included DNS abuse mitigation, universal acceptance, Internet governance developments, continuous improvement efforts, and evolving review processes. Multiple working groups reported advancements, particularly in SOI/COI alignment, IANA-related studies, and cybersecurity readiness. Global market insights reveal divergent growth patterns—rapid expansion in Africa, stabilization in Europe, and country specific strategies across Kenya, Sri Lanka, and the Netherlands. Cross registry collaboration, sustainability, and technological shifts driven by AI and infrastructure modernization are emerging as central strategic focus areas.

There were no policy updates or changes during March 2026.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 13,279 total usTLD Locality names. Of those, Registry Services manages 5,941 as the Delegated Manager, and the remaining 7,338 are covered by external Delegated Manager Agreements.

There were zero (0) Delegated Manager agreements executed in March 2026.

Technical and Operational Update

There were no operational changes in production during March 2026.

Marketing Update

March was a strong month for .US marketing, marked by both creative expansion and measurable performance gains. A key highlight was a dedicated photoshoot in California with forsythefarms.us, a Southern California quail farm, which added fresh, authentic visual content to the .US marketing library and furthered the program's commitment to elevating real American small businesses.

March also included two (2) new registrar collaborations, helping drive qualified traffic to dedicated .US landing pages and support domain registration efforts. At the same time, core always-on marketing efforts remained active across paid search, Performance Max, and social media. The combination of refreshed creative, expanded partner support, and

continued channel optimization contributed to stronger traffic and significantly improved click-through performance.

Performance Highlights:

- Click-Thru Rate: 2.57%
- Website Sessions: 3,531 (8% increase month-over-month)
- Blog Traffic: 5% of total website traffic; 61% of organic traffic

March performance reflected the impact of updated creative and continued paid media optimization. Refreshed assets introduced across social media and Performance Max drove a substantial increase in click-through rate, more than doubling CTR from February. The updated creative maintained alignment with the .US brand identity while introducing a more modernized visual approach designed to sustain engagement and attract new interest.

The paid media mix continued to include paid search and Performance Max as foundational traffic drivers, while social channels played an increasingly important role in amplifying new creative and branded storytelling. Overall, March showed positive momentum, with both traffic and engagement quality holding steady as top-of-funnel efficiency improved.

Featured March Blogs

How to Maintain Your Website Without a Developer

[Read Here](#)

This article helps small business owners understand how to manage everyday website maintenance tasks without needing deep technical expertise. It highlights practical ways to keep a website secure, current, and effective, including content updates, performance monitoring, backups, and recognizing when outside developer support is needed.

Blog traffic accounted for 5% of total website traffic and 61% of organic traffic in March, underscoring the continued value of content as a strong organic acquisition and education tool. The top-performing article during the month was How to Start an Online Business: 25+ Online Business Ideas, originally published in December 2025, which continued to attract meaningful traffic and demonstrate the long-tail value of evergreen business content.

Social & Brand Ambassadors

Total Number of Posts (Facebook + X): 36

No individual brand ambassador use cases were featured this month, as the content strategy intentionally shifted to spotlighting newly developed videos and refreshed branded creative throughout March. This approach aligns with the updated Facebook strategy for .US, which leans into a more owned storytelling model using fully branded tiles, mixed media formats, and a balanced cadence of promotional, educational, and engagement-focused content.

The top-performing posts on each platform were tied to Women's History Month and International Women's Day.

- Facebook - A standout post celebrated women making history in business. [\[View Post\]](#)

- X (Twitter) - On X, a top-performing post recognized International Women's Day. [\[View Post\]](#)

March also featured a special effort to celebrate a .US customer through a new business spotlight on forsythefarms.us. The .US team coordinated a full production photoshoot in California for this urban micro quail farm, the largest state-licensed operation of its kind in Southern California. Established in 2015, the farm uses organic, regenerative, and natural techniques to maximize limited space and produce premium quail eggs for consumption and hatching.

This feature represents a meaningful win for both the business and the .US brand. In addition to capturing a broad portfolio of photography for upcoming .US marketing campaigns, the team also provided the business with the full image set for its own use. For many small businesses, access to professional photography at this scale would otherwise be out of reach, making this activation both a strong storytelling asset and a tangible way to support the entrepreneurs represented within the .US community. A dedicated interview feature is also in development and is expected to go live on about.us in the coming months.

Looking Ahead

April will build on the momentum established in March by continuing to deploy the newly released creative assets and further optimize headlines and visual performance across campaigns. The team also expects to finalize the forsythefarms.us interview feature and begin development of advertising tied to the upcoming 250th celebration. These efforts will continue strengthening the .US brand through authentic storytelling, refined performance marketing, and timely cultural relevance.

Summary

March was a high-impact month for the .US namespace, combining stronger performance metrics with meaningful creative progress. Website sessions increased month-over-month, click-through rate more than doubled, and refreshed campaign assets proved effective across social and paid channels. New registrar partnerships expanded co-marketing support, while the forsythefarms.us photoshoot brought a powerful new layer of authenticity and value to the brand's storytelling efforts.

Together, these initiatives demonstrate continued progress toward increasing awareness, engagement, and domain registration support for .US. With fresh creative in market, stronger partner activation, and new storytelling assets still to come, .US heads into April with solid momentum and a strong foundation for continued growth.

Partnership Updates

Events: 2

- 3/21 - HooHacks (Virginia)
- 3/28 - Yhack (Connecticut)
- Attendees: 1,400

A sampling of domains registered throughout the month includes thermocare.us, techforseniors.us and geteta.us.

Other Updates

New registrations in March 2026 were 61.61% lower than March 2025. Names under management in March 2026 were 22.34% lower than March 2025. The renewal rate in December 2025 (most current data available due to 45-day grace period) was lower year over year at 47.25% vs. 60.95% in December 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	2,028,650*
Totals Nameservers Managed	202,609

*Updated

Billable Transactions

Transaction Type	# of Transactions
Adds	30,168
Auto-Renews	5,429
Renews	85,144
Transfers	2,405
Deletions for Credit	737
Total	123,883

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

Command	# of Transactions
Check Contact	3,740,607
Create Contact	969,348
Delete Contact	177,869
Info Contact	5,173,579
Transfer Contact	0
Update Contact	311,341
Check Domain	41,816,287

Create Domain	20,924,425
Delete Domain	155,625
Info Domain	9,704,987
Renew Domain	79,947
Transfer Domain	87,600
Update Domain	1,038,229
Check Host	2,198,384
Create Host	78,207
Delete Host	294,167
Info Host	2,337,507
Update Host	6,822
Totals	86,896,547

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,177,406
Minimum Daily Transactions	1,974,546
Average Daily Transactions	2,874,030

Transaction Type	# of Transactions
Total Billable Transactions	123,883
Total number of Whois Queries	117,980,490
Total number of DNS Queries	130,988,448,817
Total EPP Transactions	86,896,547
Total Registry Transactions	131,193,449,737

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,531
Click-Thru Rate	2.57%
Average Visit Length	1 min 23 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	259
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	128
Changes to Delegated Managers	0
Updates to Locality Domains	5

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during March 2026.

Domain Name	Registrar	Date	Complaint
dexter1818.us	PDR Ltd. d/b/a PublicDomainRegistry.com	3/30/2026	Whois Complaint
bikeforeverybody.us	Spaceship, Inc.	3/28/2026	Whois Complaint
lggautoparts.us	Hosting Concepts B.V. d/b/a Registrar.eu	3/24/2026	Whois Complaint
gamecenter.us	Dynadot Inc	3/24/2026	Nexus Complaint
toolara.us	Porkbun	3/19/2026	Nexus Complaint
aurapro.us	Tucows Domains Inc.	3/16/2026	Nexus Complaint
jmoviespro.us	Cloudflare, Inc.	3/15/2026	Whois Complaint
harworthgroupplc.us	Cloudflare, Inc.	3/12/2026	Whois Complaint
xmtools.us	Hosting Concepts B.V. d/b/a Registrar.eu	3/11/2026	Whois Complaint
ethera.us	Spaceship, Inc.	3/11/2026	Nexus Complaint
grant.us	Safenames Ltd	3/10/2026	Nexus Complaint
vox0-ki.us	Cloudflare, Inc.	3/4/2026	Whois Complaint
comexport.us	NameSilo, LLC	3/4/2026	Whois Complaint
hayate.us	NameCheap, Inc.	3/3/2026	Whois Complaint
schnuelle.us	NameCheap, Inc.	3/2/2026	Whois Complaint

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	
March 2026 [.]us domain names reviewed (Nexus)	1,549
% of domain names pass primary investigation	92.51%

Definitions

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