



## **Registry Operator Monthly Report**



**February 2020**

**Prepared: March 2020**

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## Monthly Progress Report for February 2020

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As required by the Department of Commerce/Registry Services, LLC (“Neustar”) Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

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### Section 1: Summary of Major Events

#### Technical and Operational Update

There were no operational changes during February 2020.

#### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,142 total usTLD Locality names. Of those, Neustar manages 8,882 as the Delegated Manager, and the remaining 3,260 are covered by external Delegated Manager Agreements. Neustar continues to work through a migration plan for the former Texas Regional Hostmaster delegations to ensure policies, services and domain names have no degradation during the migrations.

#### Policy Update

There were no usTLD Policy updates during February 2020.

#### Marketing Update

February marketing efforts include continuations of the small business evergreen campaign and wedding/engagement advertising for personalized .US domains. Combined efforts drove just under one million impressions for .US across Facebook and Instagram targeted communities. Instagram demonstrating the highest engagement for the month of February across both platforms with an average 5% online conversion rate for both "wedding" and "small business" audiences. Bottom-of-funnel conversion efforts continue with paid search, the top performing platform for driving conversions with an overall 25% online conversion rate for the month of February. Keyword strategy focuses on branded "domain registration" keywords to capture most relevant traffic for last-click conversions.

Overall traffic to [www.about.us](http://www.about.us) is up 27% from the prior year with a 30% increase in new users to the website, demonstrating impact of marketing efforts for driving new, quality traffic for .US brand awareness. Two new articles were added to the website in February to support organic traffic and on-site engagement:

- ‘How to Blog Like a Boss: Part 1’ - This is part one in a two-part series to develop content around the use of domains for the blogging community. The article contains actionable tips for starting and optimizing a blog website to grow readership and reach.
- Digital Literacy: ‘How To Identify A Trustworthy Website’ - This article aims to support critical thinking and evaluation on online sources, information, websites and brands. It includes fundamental elements and factors to look for and evaluate for digital identity, wellbeing, safety and security.

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Also excited to officially kick-off new partnership efforts in February with Established Startups of the Year competition. .US will be the exclusive sponsor of a new "Veteran" category in the eighth annual startup competition. At least ten of the top 100 eligible semifinalists will be entered to win a 10K non-dilutive cash prize sponsored by .US, in addition to the prizes from the regular Startup of the Year competition itself. The live competition is held in October every year, with promotion and entries running throughout the year. US is also offering a free custom domain and website package to Startup of the Year participants. An official press release went out on March 4 and can be viewed here:

[https://www.prweb.com/releases/established\\_and\\_neustar\\_announce\\_new\\_partnership\\_to\\_support\\_veteran\\_founders\\_with\\_us\\_veteran\\_startup\\_of\\_the\\_year\\_competition/prweb16953722.htm](https://www.prweb.com/releases/established_and_neustar_announce_new_partnership_to_support_veteran_founders_with_us_veteran_startup_of_the_year_competition/prweb16953722.htm)

### **Other Updates**

New registrations in February 2020 were 23.4% lower than February 2019. Names under management in February 2020 were 16.4% lower than February 2019. The renewal rate in December 2019 (most current data available due to 45 day grace period) was lower year over year at 49.98% vs. 66.77% in December 2018.

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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>1,815,248</b>
<b>Totals Nameservers Managed</b>	<b>224,259</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	23,622
Auto-Renews	3,687
Renews	66,195
Transfers	2,056
Deletions for Credit	844
<b>Total</b>	<b>96,404</b>

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

Command	# of Transactions
Check Contact	1,753,139
Create Contact	9,987,681
Delete Contact	142,813
Info Contact	13,754,806
Transfer Contact	0
Update Contact	1,821,221
Check Domain	36,636,007
Create Domain	13,357,127
Delete Domain	53,778
Info Domain	3,048,894
Renew Domain	120,947
Transfer Domain	58,362
Update Domain	563,775
Check Host	6,203,429
Create Host	1,185,421
Delete Host	132,620
Info Host	2,709,138
Update Host	59,297
<b>Totals</b>	<b>91,588,455</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,623,213
Minimum Daily Transactions	2,592,227
Average Daily Transactions	3,158,222

Transaction Type	# of Transactions
Total Billable Transactions	96,404
Total number of Whois Queries	23,383,844
Total number of DNS Queries	79,287,108,367
Total EPP Transactions	91,588,455
<b>Total Registry Transactions</b>	<b>79,402,177,070</b>

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### Section 4: Monthly Registration Data

See attached spreadsheet.

### Section 5: Website Statistics

URL: www.about.us	
Page Views	11,713
Visits	7,227
Average Visit Length	46 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	224
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	35

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during February 2020.

Date	Registrar	Domain Name	Complaint	Action
2/11/2020	Tucows Domains Inc.	scholt.us	Invalid registration	Registrar Rejected
2/13/2020	Porkbun	yooooo.us	Invalid registration	Nexus