



## **Registry Operator Monthly Report**



**March 2020**

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## Monthly Progress Report for March 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 March 2020.

#### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,233 total usTLD Locality names. Of those, Neustar manages 8,978 as the Delegated Manager, and the remaining 3,255 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

The usTLD Stakeholder Council met on March 19, 2020, with 13 members in attendance including one new member joining since 2020. The Council agenda included a quarterly marketing update with questions received regarding the state of marketing during the COVID-19 pandemic which was met with assurance that the registry's systems, infrastructure, and protocols continue to remain secure, resilient and robust. In addition, the Security Sub-Committee shared minutes from its past meetings and agreed to convene in April 2020 to review current commentary and next steps. Finally, the Stakeholder Council will nominate a new Vice Chair as the current Vice Chair is stepping down from her post, while still remaining an active member of the Council.

#### Marketing Update

March marketing efforts and initiatives reflect a shift mid-month to address messaging and direction in light of the global coronavirus pandemic and its effect on small businesses and society at large. Paid efforts around wedding/engagement, as well as the ongoing evergreen small business campaign ran through March 16, after which marketing assets and resources were reallocated to develop relevant and appropriate assets to support the .US community and small business owners.

Assets including eight individual business guides were developed and distributed for .US to our partner community to share with customers and made available in an easy to download PDF format:

- 1.) Why Taking a Mental Health Day Can Be Crucial
- 2.) The Ultimate 20 Minute Routine for your Most Productive Morning Ever
- 3.) Thinking of Starting a Side Hustle-Here's How to Get Started
- 4.) The Beginner's Guide to Taking Your Business Online

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- 5.) 7 Time Management Tips for Optimal Productivity
- 6.) How to Digitally Build a Personal Brand
- 7.) Landing Page Essentials-Tips for Creating Pages that Work
- 8.) Getting a Small Business Online is Easier Than You Think — Here's What You Should Know

Social media has been used as a platform to support projects such as stayhomesavelives.us, as well as share information and resources from companies like zoom.us that have opened up their platforms and waived fees for certain subscriptions and users. Connecting with our community is proving more important than ever and social media continues to be the gateway through which .US engages with the community.

March efforts had a total reach of 810K and although website traffic is down from the previous month, the average time on site is up 18% with an increase in the online conversion rate. Saw a total of less overall traffic but more engagement from the users that visited the website. This is in line with what would be expected given shifting priorities due to the pandemic. Paid search efforts continue and are still the strongest channel for driving conversions with a 14% conversion rate compared to 8% site wide average.

Veteran efforts from the Startup of the Year partnership that kicked off last month continue. All outreach and events have moved to virtual platforms and media has played a large role in driving engagement. Recent articles include:

Medium.com - <https://medium.com/@startupofyear/10k-cash-prize-for-us-veteran-startup-of-the-year-f1d0e95eb49e>

PRweb.com -

[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)

.US also received dedicated placement in Established's weekly newsletter to over 75K readers including an email send on: 3/11; 3/16; 3/24; 3/27

And DJ mid-roll promotion in Established's podcast over three unique episodes:

<https://soty.link/SWF14>

<https://soty.link/SWF0015>

<https://soty.link/SOTYPodcast0025>

In addition to the .US Veteran Startup of the Year partnership for 2020 (<https://www.startupofyear.com/us-veteran-startup-of-the-year>), .US is connecting with rural communities across the U.S. through a dedicated partnership with the Rural Innovation Network. The Rural Innovation Network operates co-working hubs that enable people to work, learn, and invent a brighter future, but building high-tech co-working spaces to bring technology and free internet to rural areas across the country. The first two spaces launched in Indiana and .US is a

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premiere partner, offering free domains to the Rural Innovation community, providing swag giveaway to the members including organizations like Girl Scouts, and evergreen presence with standing banners within the co-working space. This partnership is ongoing and planned to continue and expand throughout the year.

### **Other Updates**

New registrations in March 2020 were 4.53% lower than March 2019. Names under management in March 2020 were 15.69% lower than March 2019. The renewal rate in January 2020 (most current data available due to 45 day grace period) was lower year over year at 54.48% vs. 66.61% in January 2019.

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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>1,786,645</b>
<b>Totals Nameservers Managed</b>	<b>223,360</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	29,064
Auto-Renews	4,921
Renews	74,831
Transfers	1,865
Deletions for Credit	865
<b>Total</b>	<b>111,546</b>

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

Command	# of Transactions
Check Contact	2,044,622
Create Contact	9,631,313
Delete Contact	174,942
Info Contact	16,527,135
Transfer Contact	0
Update Contact	2,011,864
Check Domain	40,317,900
Create Domain	24,609,483
Delete Domain	50,557
Info Domain	3,226,750
Renew Domain	132,820
Transfer Domain	29,049
Update Domain	586,620
Check Host	6,898,062
Create Host	5,170,693
Delete Host	95,520
Info Host	2,584,395
Update Host	64,543
<b>Totals</b>	<b>114,156,268</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,559,297
Minimum Daily Transactions	2,697,702
Average Daily Transactions	3,682,460

Transaction Type	# of Transactions
Total Billable Transactions	111,546
Total number of Whois Queries	30,523,150
Total number of DNS Queries	81,544,533,378
Total EPP Transactions	114,156,268
<b>Total Registry Transactions</b>	<b>81,689,324,342</b>

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### Section 4: Monthly Registration Data

See attached spreadsheet.

### Section 5: Website Statistics

URL: www.about.us	
Page Views	10,098
Visits	5,812
Average Visit Length	52 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	14

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2020.

Date	Registrar	Domain Name	Complaint	Action
3/5/2020	Dynadot LLC	purina.us	Registrar Accepted	3/5/2020
3/17/2020	GoDaddy.com, Inc.	birkenstock-clearance.us	Registrar Accepted	3/17/2020