



## **Registry Operator Monthly Report**



**November 2019**

**Prepared: December 2019**

**Registry Services, LLC  
21575 Ridgetop Circle  
Sterling, VA 20166**

## Monthly Progress Report for November 2019

---

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.

### Table of Contents:

<b>Section 1: Summary of Major Events .....</b>	<b>3</b>
<b>Section 2: Performance Data .....</b>	<b>5</b>
<b>Section 3: Monthly Transaction Statistics .....</b>	<b>5</b>
<b>Section 4: Monthly Registration Data.....</b>	<b>7</b>
<b>Section 5: Website Statistics.....</b>	<b>7</b>
<b>Section 6: Accredited Registrar Status .....</b>	<b>7</b>
<b>Section 7: .US Locality Statistics .....</b>	<b>7</b>
<b>Section 8: WHOIS Complaint Statistics .....</b>	<b>8</b>

## Monthly Progress Report for November 2019

---

### Section 1: Summary of Major Events

#### Technical and Operational Update

There were no operational changes during November 2019.

#### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,153 total usTLD Locality names. Of those, Neustar manages 9,765 as the Delegated Manager, and the remaining 2,388 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar and terminated his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Neustar continues to work through the migration plan to ensure policies, services and domain names have no degradation during the migrations. In addition, Neustar have conducted an audit of the US Locality namespace for misidentified Delegated Managers and are currently re-contacting 81 Delegated Managers for execution of the agreement for their delegations.

#### Policy Update

Neustar attended the 66th meeting of ICANN in Montreal, Canada from November 2-7, 2019. Highlights of the Annual General Meeting include the following:

- Maarten Botterman replaces Cherine Chalaby as Chair of the ICANN Board
- Two new Board members installed in Montreal
- DNS Abuse was the 'hot topic' in Montreal
- Geographic Names Work Track delivers final recommendations to Subsequent Procedures PDP Working Group

Neustar, as the usTLD Administrator, actively participated in the ccNSO meetings during ICANN66. In addition, Neustar and its usTLD Stakeholder Council Chairman conducted recruitment meetings for additional members to be announced and added to the council in 2020.

#### Marketing Update

November marketing launched the .US Vetpreneur efforts. Campaign consisted of a new dedicated landing page added to the website, curated ads to fun on Facebook and Instagram, relevant for the Veteran startup audience, and a podcast placement throughout the month in "Veteran on the Move" with a 15 second and 60 second mid-roll weekly spot. Efforts demonstrate a highly engaged audience across the board. The podcast efforts more than quadrupled traffic to the website, contributing 9,000 total visits to the about.us/podcast page alone. To create a strong call to action in the audio spots, Neustar arranged for a special domain and web hosting offer for the Veteran on the Move listeners, which was redeemable at about.us/podcast. The results demonstrate the effectiveness in engaging with the audience and driving awareness and conversions for the .US brand. A total of 8 spots ran through November with an additional 6 placements slated through end of year.

## Monthly Progress Report for November 2019

---

In addition to the podcast advertising, a dedicated campaign was also put in place to reach out to Veteran entrepreneurs on Facebook and Instagram and encourage them to launch their idea on a .US domain. Military affiliation along with startup and small business interests were used to narrow down the audience and connect with relevant users. Similar to the political/civic campaign run earlier in the year, results showed high website referrals and conversion rates. Facebook was the best performing platform and converted at 14%, about double what we see for small business campaigns. This is slightly under the political results, but very strong overall, showing the value in personalizing messaging, creative and experiences for micro-communities.

The small business evergreen campaign continued running through November with Facebook and Instagram ads, complemented by ongoing paid search efforts. Impressions totaled 130K, with 2K clicks to the website.

New content added in November:

- The Ultimate Resource Guide for Veteran Startup Businesses (<https://www.about.us/blog/the-ultimate-resource-guide-for-veteran-startup-businesses>) Support our Vetrepreneur efforts
- Diplo.US Brings Digital Policy and Diplomacy to U.S. Stakeholders (<https://www.about.us/blog/diplo-us-brings-digital-policy-and-diplomacy-to-u-s-stakeholders>) Case study on .US brand diplo.us

New landing page added to the website: <https://www.about.us/veterans>

Total traffic for November up 170% from prior month due to Vetrepreneur efforts. The time on site is lower than average as podcast traffic was directed to a dedicated landing page with a singular call to action. The goal was to encourage registrations as opposed to awareness and engagement efforts, which speaks to a lower time on site visit. Organic traffic was comparable to last month but up 15% from the prior year.

### Other Updates

New registrations in November 2019 were 42.3% lower than November 2018. Names under management in November 2019 were 6.2% lower than November 2018. The renewal rate in August 2019 (most current data available due to 45 day grace period) was higher year over year at 73.11% vs. 60.37% in August 2018.

## Monthly Progress Report for November 2019

### 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>2,013,429</b>
<b>Totals Nameservers Managed</b>	<b>229,390</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	26,512
Auto-Renews	5,071
Renews	57,527
Transfers	1,932
Deletions for Credit	795
<b>Total</b>	<b>91,837</b>

## Monthly Progress Report for November 2019

---

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

Command	# of Transactions
Check Contact	1,629,009
Create Contact	1,410,298
Delete Contact	83,249
Info Contact	3,279,820
Transfer Contact	0
Update Contact	1,964,408
Check Domain	37,258,473
Create Domain	11,461,344
Delete Domain	84,465
Info Domain	3,567,544
Renew Domain	103,934
Transfer Domain	58,135
Update Domain	941,907
Check Host	6,251,867
Create Host	263,904
Delete Host	142,915
Info Host	2,248,601
Update Host	57,457
<b>Totals</b>	<b>70,807,330</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,843,694
Minimum Daily Transactions	1,895,902
Average Daily Transactions	2,360,244

Transaction Type	# of Transactions
Total Billable Transactions	91,837
Total number of Whois Queries	25,153,362
Total number of DNS Queries	81,228,631,022
Total EPP Transactions	70,807,330
<b>Total Registry Transactions</b>	<b>81,324,683,551</b>

## Monthly Progress Report for November 2019

---

### Section 4: Monthly Registration Data

See attached spreadsheet.

### Section 5: Website Statistics

URL: www.about.us	
Page Views	26,798
Visits	15,675
Average Visit Length	24 sec

### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

### Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	456
Changes to Delegated Managers	0
Updates to Locality Domains	77

## Monthly Progress Report for November 2019

---

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during November 2019.

Date	Registrar	Domain Name	Complaint	Action
11/17/2019	s3k.us	GoDaddy.com, Inc.	Nexus complaint	Registrar Accepted
11/21/2019	kelitz.us	GoDaddy.com, Inc.	No validated by complainant	Invalid
11/29/2019	storieslive.us	NameCheap, Inc.	Complaint about public information	Registrar Accepted
11/30/2019	meetsafes.us	NameCheap, Inc.	Spam complaint	Registrar Accepted