



Registry Operator Monthly Report

August 2022

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Monthly Progress Report for August 2022

Dept of Commerce Contract No: 1331L519C13350044

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 or policy updates during August 2022.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,489 total usTLD Locality names. Of those, Registry Services manages 9,380 as the Delegated Manager, and the remaining 3,109 are covered by external Delegated Manager Agreements.

There were 0 Delegated Manager agreements executed this month, had there been any, they would be existing Delegated Managers.

Technical and Operational Update

There were no operational changes during August 2022.

Marketing Update

Marketing efforts for August continued with paid advertising outreach to entrepreneurs and small businesses, leveraging the most performant platforms: Facebook, Instagram, YouTube and Paid Search. Optimizations for audience targeting and creative testing drove a significant increase in click-thru rates for YouTube advertising with 35K video views and just over one thousand clicks to the website. Referral traffic from YouTube also shows an average of 36 seconds on the website, almost double the sitewide average for the month. These metrics demonstrate a very engaged viewer and qualified audience. While video advertising is less performant for driving last-click conversions, it is the most engaged channel in the awareness cycle and provides strong brand recall and connection. To support awareness level efforts, social media is the primary platform for engagement and conversions. Both organic and paid media efforts across Facebook, Instagram and Twitter are a staple of the ongoing media plan and work together to engage users with an omnichannel experience and provide a personalized brand experience by channel. Paid social contributed just over 300K impressions for the month of August with two thousand clicks. Total monthly performance metrics include:

Total Impressions: 371,695

Total website visits: 57,928

Total clicks: 3,576



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The most viewed page, after the homepage is the blog, ""How to Identify a Trustworthy Website."" One new article was published in August to support ongoing content efforts and search engine optimization:

How the .US Domain Disrupted the Internet for Entrepreneurs (<https://www.about.us/blog/how-the-us-domain-disrupted-the-internet-for-entrepreneurs/929>) - This article was in celebration of .US birthday (July) and touched on major Internet milestones and the benefits of the .US domain.

There were a total of 931 page views for the blog in August with an average time on site of one minute and twenty-one seconds (vs. sitewide average for fourteen seconds). About 68% of blog visits came from desktop devices and 30% from mobile (vs. 80/20 desktop/mobile split for all website traffic).

Partnership efforts for August included Startup Weekend activation which hosted 15 events worldwide with 1,269 entrepreneurs in attendance.

Other Updates

New registrations in August 2022 were 51.49% higher than August 2021. Names under management in August 2022 were 11.17% higher than August 2021. The renewal rate in June 2022 (most current data available due to 45-day grace period) was higher year over year at 74.42% vs. 73.47% in June 2021.

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

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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	1,976,156
Totals Nameservers Managed	217,391

Billable Transactions

Transaction Type	# of Transactions
Adds	51,113
Auto-Renews	6,014
Renews	77,211
Transfers	1,725
Deletions for Credit	1,722
Total	137,785

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

Command	# of Transactions
Check Contact	1,155,491
Create Contact	1,014,105
Delete Contact	277,672
Info Contact	4,560,321
Transfer Contact	0
Update Contact	450,434

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Check Domain	43,357,176
Create Domain	35,202,910
Delete Domain	47,334
Info Domain	4,180,302
Renew Domain	81,446
Transfer Domain	176,889
Update Domain	834,547
Check Host	11,956,406
Create Host	13,042,748
Delete Host	146,820
Info Host	1,707,648
Update Host	24,367
Totals	118,216,616

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,833,423
Minimum Daily Transactions	2,330,283
Average Daily Transactions	3,813,439

Transaction Type	# of Transactions
Total Billable Transactions	137,785
Total number of Whois Queries	84,200,779
Total number of DNS Queries	49,647,395,456
Total EPP Transactions	118,216,616
Total Registry Transactions	49,849,950,636

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: [www.about\[.\]us](http://www.about[.]us)

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Page Views	57,928
Visits	15,462
Average Visit Length	0 min 14 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: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	268
Changes to Delegated Managers	0
Updates to Locality Domains	24

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during August 2022. There were 0 complaints submitted in August 2022.

Domain Name	Registrar	Date	Complaint	Action
acoins.us	Dynadot LLC	8/29/2022	WHOIS	Invalid
com-y.us	NameSilo, LLC	8/28/2022	WHOIS	Registrar Accepted
com-y.us	NameSilo, LLC	8/28/2022	WHOIS	Invalid
us-psczr.us	NameSilo, LLC	8/27/2022	WHOIS	Registrar Accepted
agifna.us	Google LLC	8/26/2022	WHOIS	Registrar Rejected
KREMCO.US	PDR Ltd. d/b/a PublicDomainRegistry.com	8/26/2022	WHOIS	Invalid
paramount-investment.us	NameCheap, Inc.	8/23/2022	NEXUS	Invalid

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greenstatecu.us	NameCheap, Inc.	8/23/2022	WHOIS	Invalid
belong-to.us	NameCheap, Inc.	8/22/2022	WHOIS	Invalid
hatto.us	Google LLC	8/21/2022	WHOIS	Registrar Accepted
edu-florida.us	Porkbun	8/19/2022	WHOIS	Invalid
interconnects.us	NameSilo, LLC	8/18/2022	WHOIS	Registrar Rejected
fil2.us	NameCheap, Inc.	8/18/2022	WHOIS	Registrar Rejected
usp-vsduieraoi.us	Porkbun	8/17/2022	WHOIS	Invalid
totallynotavir.us	Porkbun	8/17/2022	WHOIS	Registrar Accepted
scpfoundation.us	CommuniGal Communication Ltd.	8/17/2022	NEXUS	CSR Rejected
kiddstore.us	NameCheap, Inc.	8/17/2022	WHOIS	Invalid
sullivanshosting.us	Porkbun	8/11/2022	NEXUS	Invalid
magamingle.us	Porkbun	8/11/2022	NEXUS	CSR Rejected
remotejobs.us	NameCheap, Inc.	8/8/2022	WHOIS	Registrar Accepted
us-pscsbu.us	Porkbun	8/6/2022	WHOIS	Registrar Accepted
usp-mingodib.us	Porkbun	8/2/2022	WHOIS	Registrar Accepted
merckconnect.us	CommuniGal Communication Ltd.	8/2/2022	WHOIS	Invalid

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	
August 2022 [.].us domain names reviewed (Nexus)	2,467
% of domain names pass primary investigation	93.72%