



Registry Operator Monthly Report

March 2022

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Monthly Progress Report for March 2022

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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.

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Section 1: Summary of Major Events

Contractor and Policy Update

Registry Services LLC, attended ICANN 73 March 5-10, San Juan, Puerto Rico. ICANN73, which was to be held in San Juan, Puerto Rico, from 5 to 10 March 2022, was held via remote participation only from 7 to 10 March with a Prep Week from 22 to 24 March. This marked the two year anniversary since ICANN conducted its first remote meeting due to COVID-19.

Recent events in the Ukraine were front of mind for many during ICANN73. The opening Plenary Session of the GAC was probably unprecedented in the statements that were forthcoming. The GAC member from the Ukraine made impassioned remarks about the situation in the Ukraine and their request to ICANN mentioned above. Many GAC members including members from the US, France on behalf of the EC, Canada and Australia made statements in support of their Ukraine colleague, condemning the actions of the Russian Federation. Many also recognized the importance of ICANN maintaining neutrality in the management of the DNS and supported their response to the request from the Ukraine government.

The ccNSO Council also issued a statement on the neutrality of the ccNSO stating that "...the ccNSO council believes that is crucial that the ccNSO remains impartial and does not take positions with regards to domestic political disputes, international conflicts of war." And further, "...the ccNSO Council condemns war and also expresses solidarity with all those ccTLD Managers who have the difficult task of maintaining the DNS and Internet access in situations of crisis to assist people suffering from the terrible effects of armed conflicts and war."

The usTLD Stakeholder Council met for the Q1 meeting on March 17, 2022 at 12:00 pm Eastern Time. The meeting included a marketing update, updates and planning from the Stakeholder Council Chair and a Security & Policy update.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,474 total usTLD Locality names. Of those, Registry Services manages 9,192 as the Delegated Manager, and the remaining 3,282 are covered by external Delegated Manager Agreements.

There were zero Delegated Manager agreements executed this month, had there been any, they would be existing Delegated Managers. There were no delegations or Delegated Manager agreements rescinded during the month of March 2022.

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Technical and Operational Update

There were no operational changes during March 2022.

Marketing Update

March marketing activities focus on awareness and conversion via a content strategy and advertising strategy. Content marketing supports organic promotion of .US, driving awareness and opportunity to engage more deeply with the customers. It makes it possible for us to connect with prospective domain registrants early in the sales cycle and to stay engaged with them throughout their domain buying journey. Our content strategy consists primarily of search engine optimization (SEO) and social media management.

Paid advertising drives effectiveness through audience segmentation and targeting. Our marketing efforts focused on driving conversions and bottom-of-the-funnel engagement through evergreen paid media efforts across Facebook, Instagram, YouTube and Paid Search. Top performing creative is optimized to ensure we connect with end-users and drive traffic to the www.about.us website. Paid marketing tactics continue to drive the highest conversion rates across all website channels, double and sometimes triple the rates we see for Organic, Referral and Direct users. Throughout the month we have continued to build out keyword list driving volume and performance improvements.

Highlights from paid media efforts are included below:

Total Clicks: 6,464

Conversion Rate: 2.69% (vs. 3.7% sitewide average)

Website efforts included ongoing content production for the about.us blog, with two new articles posted to the website. Content aims to engage the audience in a meaningful and educational way, building brand equity and propensity to purchase. It's critical to maintain a steady drumbeat of content, to signal to both Google, and site visitors, that .US offers high-quality articles and information as a trusted source and brand.

March blog topics included:

- How A Mom Launched a Makeup Line That Caters to All Genders (user story interview)
- The State Of Women Entrepreneurship In America: Ongoing Challenges And How To Overcome Them

User stories have become a regular feature in the blog thanks to dedicated efforts from the Registry Services team to source, identify and reach out to high-profile users for participation in interviews and promotion. Featured interviews are a great way to showcase the diverse use of

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.US domains while highlighted the successful businesses that are building their online home using .US. Overall content has provided a steady flow of new traffic to the [about.us](#) page, 54% of all the organic traffic goes to the blog page which is 13.8% of all traffic. Compared to previous year, organic traffic has increased 17%, and average time on site is up 2.8%. Efforts around content will continue in 2022 to support ongoing search engine optimization for the website.

Efforts for the month rounded out with partnership activation for Startup Weekend and Major League Hacking sponsorships.

Startup Weekend:

- Events – 11
- Countries – 5
- Cities – 11
- Impressions – 959
- Registrations – 7

Major League Hacking:

- Events – 6
- Impressions– 842
- Student Participants - 635
- Registrations – 20

Conrad Challenge

- Registrations – 7

Other Updates

New registrations in March 2022 were 92.67% higher than March 2021. Names under management in March 2022 were 8.89% higher than March 2021. The renewal rate in January 2022 (most current data available due to 45-day grace period) was lower year over year at 74.37% vs. 75.21% in January 2021.

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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

Total Domains Under Management	1,893,283
Totals Nameservers Managed	218,360

Billable Transactions

Transaction Type	# of Transactions
Adds	67,110
Auto-Renews	4,985
Renews	87,173
Transfers	2,305

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Deletions for Credit	1,497
Total	163,070

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

Command	# of Transactions
Check Contact	1,345,895
Create Contact	1,695,462
Delete Contact	1,002,689
Info Contact	5,956,452
Transfer Contact	0
Update Contact	3,451,895
Check Domain	28,645,312
Create Domain	34,045,405
Delete Domain	35,645
Info Domain	3,951,053
Renew Domain	65,964
Transfer Domain	267,648
Update Domain	649,942
Check Host	9,452,461
Create Host	14,432,947
Delete Host	81,316
Info Host	1,946,991
Update Host	14,154
Totals	107,041,231

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,643,915
Minimum Daily Transactions	1,916,643
Average Daily Transactions	2,643,975

Transaction Type	# of Transactions
Total Billable Transactions	163,070
Total number of Whois Queries	141,217,613

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Total number of DNS Queries	62,299,567,311
Total EPP Transactions	107,041,231
Total Registry Transactions	62,547,989,225

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	33,154
Visits	22,458
Average Visit Length	0 min 18 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	222
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	34

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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2022.

Domain Name	Registrar	Date	Complaint	Action	Comments
googole.us	Dynadot LLC	3/29/2022	NEXUS	CSR Rejected	
altd.us	Domain.com, LLC	3/29/2022	WHOIS	Invalid	Not confirmed by complainant
accpro.us	Sav.com LLC	3/29/2022	WHOIS	CSR Accepted	
Pleasantvillenj.us	Cloudflare, Inc.	3/28/2022	WHOIS	Registrar Rejected	
download-chrome.us	NameCheap, Inc.	3/25/2022	NEXUS	CSR Accepted	Nexus Check in progress
download-chrome.us	NameCheap, Inc.	3/25/2022	WHOIS	Registrar Accepted	Nexus Check in progress
ccinvestment.us	CommuniGal Communication Ltd.	3/25/2022	NEXUS	CSR Accepted	Registrant Passed Nexus Check
cascadeinvestment.us	Dynadot LLC	3/25/2022	NEXUS	CSR Accepted	Registrant Passed Nexus Check
Luckcoach.us	NameCheap, Inc.	3/25/2022	WHOIS	Invalid	Not confirmed by complainant
pprtners.us	PDR Ltd. d/b/a PublicDomainRegistry.com	3/23/2022	WHOIS	Registrar Accepted	
dyxblue.us	NameCheap, Inc.	3/20/2022	WHOIS	Invalid	Not confirmed by complainant



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Sas-factory-shoes.us	TLD Registrar Solutions Ltd.	3/19/2022	WHOIS	Registrar Accepted	
arkh.us	Sav.com LLC	3/16/2022	WHOIS	Registrar Rejected	
GOOGLE.US	CommuniGal Communication Ltd.	3/16/2022	WHOIS	Registrar Accepted	
fburls.us	NameCheap, Inc.	3/15/2022	WHOIS	Registrar Accepted	
ipcrash.us	Porkbun	3/14/2022	WHOIS	Registrar Rejected	
bereanbible.us	GoDaddy.com, LLC	3/14/2022	WHOIS	New	
compod.us	Dynadot LLC	3/11/2022	WHOIS	CSR Rejected	
airgunus.us	1API GmbH	3/9/2022	WHOIS	New	Nexus Check in progress

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 2022 [.]us domain names reviewed (Nexus)	1,136
% of domain names pass primary investigation	92.43%