.US™

Registry Operator Monthly Report

December 2022
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Monthly Progress Report for November 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

The usTLD Stakeholder Council met for the Q4 meeting on December 15, 2022 at 12:00 pm Eastern Time. The agenda was: Marketing update, updates and planning from the Stakeholder Council Chair and a Security & Policy update. There was increased inquiry regarding the status of the WHOIS Gateway Proposal regarding accountable WHOIS features. Registry Services shared its intention to develop a public facing summary document to share with the Stakeholder Council and public to provide more explanation to the intent and scope of the submitted proposal.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,493 total usTLD Locality names. Of those, Registry Services manages 9,384 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 December 2022.

Marketing Update

Marketing ended the year strong with one of the best month's performances for paid marketing across social and search efforts. Additionally, partnerships, organic social media, and content initiatives continued through the end of year to engage the small business audience and drive registrations for .US domains. Our blended cost per lead for paid advertising decreased by 15% from the beginning of the year. Both targeted social media and paid search saw decreases in cost, but the majority of the reduction was gained from search which saw a big jump in conversion rates for December due to optimizations and targeting adjustments. Monthly highlights for paid advertising include:

Total Impressions - 920K
Total Website Visits - 8,343
Total Online Conversions - 730

Website efforts for the month include the addition of a new blog published to about.us, "How to Pick the Right Domain Name: A Guide for Small Businesses." Based on the keyword value of "domain name," our search engine optimization strategy looks to feature periodic articles focused on the value of domain names. This one specifically includes great examples of short and memorable .US domain names and businesses with tips on how to choose a domain that will stand the test of time. Organic traffic accounts for 25% of total website traffic in December, and 27% of total traffic throughout 2022. Of the organic traffic to the website in December, 87% came from visits to the blog. Blog views have an increased time on site compared to other channel traffic, with an average of 85% of views coming from new website visitors.

Community engagement across social platforms include Facebook and Twitter activation with a combined total of 79 posts for the month and 497K impressions. Twitter drove the majority of impressions while Facebook contributed most of the referral traffic to the website. The "Feature Friday" series as part of the .US Brand Ambassador activation included promotion of:

- casselle.us: Justin Casselle is a Black writer and director who worked as a former broadcast producer in advertising for brands such as McDonald's, Jeep, and Nintendo.
- calicant.us: Provides e-commerce and digital marketing strategies aimed at optimizing the path to purchase.
- arquitecta.us: ARQUITECTA's mission, efficient and essential design, produces beautiful residential and nonresidential spaces that function effortlessly.
- chrisfriend.us: Chris Friend is a teacher, speaker, and podcaster specializing in introducing newcomers to conversations around education, writing, and technology.
- citybuilder.us: A family owned and operated business making a mark by building safer, more sustainable homes for families.

Finally, partnerships with Startup Weekend and Major League Hacking rounded out the month. Startup Weekend held 14 events in December across ten countries. There were a total of 1,892 entrepreneurs in attendance who were offered .US domains as part of the Registry Services onging partnership. Participants are able to redeem the free domain offer at www.startup.co.

Major League Hacking hosted seven events in December with the following themes:

- •   FinHack 2- 12/2/2022
Weekend focused on financial and fintech hacks - including building a hack to help tackle a budget or a financial hack for stock trading.

- •   Version Beta 5.0 - 12/2/2022
Version Beta is the annual technical conclave of ISTE SC MANIT. It is the conjugation of some of the nation's greatest technological minds, with an ideal platform for technology enthusiasts to

demonstrate their talents and gain knowledge. Accompanied by workshops and seminar sessions.

- Hack-on-chain - 12/9/2022

Hack-on-chain is a blockchain centric hackathon.

- TechEden 2.0 - 12/10/2022

TechEden is a Hackathon for students to showcase their brainstorming and coding skills. Here the participants can propose ideas to tackle issues that they think need a solution and then work on them to provide a prototype or part of the solution.

- Support-a-thon - 12/16/2022

Focused on bridging the gap for those with a variety of abilities and learning best practices of creating accessible tech across projects.

- Design-a-thon - 12/23/2022

Unique hackathon where designers and developers collaborate to create incredible products.

- Hacky New Year! - 12/30/2022

New Year themed hacks.

Some of the domains registered throughout the month include, snowballfightwith.us, appwrite.us, resolutionly.us and devbydev.us.

Other Updates

New registrations in December 2022 were 29.90% higher than December 2021. Names under management in December 2022 were 9.55% higher than December 2021. The renewal rate in October 2022 (most current data available due to 45-day grace period) was lower year over year at 63.41% vs. 71.78% in October 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
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	**1,998,508**
Totals Nameservers Managed	**216,562**

Billable Transactions

Transaction Type	# of Transactions
Adds	45,233
Auto-Renews	6,408
Renews	66,113
Transfers	1,632
Deletions for Credit	2,974
Total	**122,360**

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

Command	# of Transactions
Check Contact	3,531,545
Create Contact	1,186,194
Delete Contact	217,648
Info Contact	3,182,368
Transfer Contact	0
Update Contact	869,863
Check Domain	55,566,137
Create Domain	26,161,371
Delete Domain	69,211
Info Domain	11,607,571
Renew Domain	78,991
Transfer Domain	149,213
Update Domain	713,579
Check Host	13,662,115
Create Host	13,637,594
Delete Host	613,219
Info Host	1,465,120
Update Host	29,053
Totals	**132,740,792**

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,806,606
Minimum Daily Transactions	2,460,771
Average Daily Transactions	4,281,961

Transaction Type	# of Transactions
Total Billable Transactions	122,360
Total number of Whois Queries	138,318,199
Total number of DNS Queries	47,350,239,042
Total EPP Transactions	132,740,792
Total Registry Transactions	**47,621,420,393**

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	15,405
Visits	8,343
Average Visit Length	0 min 51 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	236
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	18

Section 8: Nexus & WHOIS Compliance Statistics

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

Domain Name	Registrar	Date	Complaint	Action	Comments
jonschubbe.us	GoDaddy.com, LLC	12/24/2022	Whois Complaint	Registrar Rejected	First Reminder Sent
us-rewind.us	NameSilo, LLC	12/21/2022	Whois Complaint	Invalid	None
chlcksw.us	Porkbun	12/16/2022	Whois Complaint	Invalid	None
us-tkovxc.us	Porkbun	12/14/2022	Whois Complaint	Registrar Accepted	None
talentful.us	NameCheap, Inc.	12/14/2022	Whois Complaint	Registrar Accepted	Email to CSR Sent
us-bmctfi.us	Porkbun	12/13/2022	Whois Complaint	Invalid	None
us-yensr.us	NameSilo, LLC	12/11/2022	Whois Complaint	Invalid	None
nylottery.us	PDR Ltd. d/b/a PublicDomainRegistry.com	12/8/2022	Whois Complaint	Invalid	None
Prechor.us	NameSilo, LLC	12/6/2022	Whois Complaint	Registrar Accepted	None
us-ploi.us	NameSilo, LLC	12/3/2022	Whois Complaint	Invalid	None

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	
December 2022 [.]us domain names reviewed (Nexus)	1,203
% of domain names pass primary investigation	91.10%