



# Registry Operator Monthly Report

**November 2024**

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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 attended ICANN81, Annual General Meeting in Istanbul, Turkey from 9-14 November 2024 to participate in the ccNSO Council as contracted through the usTLD Contract.

As detailed on the ICANN Blog, outcomes from the meeting include:

- The ccNSO working group on identifying potential gaps in Internet Assigned Numbers Authority (IANA) policies, practices, and procedures pertaining to country code top-level domains (ccTLDs) has made considerable progress. It introduced an overview of all applicable policies, procedures, and practices regarding the interaction among ccTLDs, ICANN, and IANA and shared their findings on whether and how potential gaps need to be addressed.
- The ccNSO Internet Governance Liaison Committee organized a discussion on lessons to be learned from the participation of ccTLD managers in the Global Digital Compact process and how they can be applied in the World Summit on the Information Society 20-year review process.
- The ccNSO Domain Name System (DNS) Abuse Standing Committee conducted its second ccTLD DNS Abuse survey and shared the results during a series of sessions.

Source: [ICANN Blog: ICANN81 Policy and Advice Outcomes](#)

*Further detailed information about sub-committee participation and outcomes may be provided upon request by NTIA.*

### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,541 total usTLD Locality names. Of those, Registry Services manages 9,260 as the Delegated Manager, and the remaining 3,281 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.

### Technical and Operational Update

There were no operational changes during November 2024.

## Marketing Update

November marketing efforts continued to push a mix of awareness, engagement and consideration activities. Paid strategies have been fine-tuned throughout the year to establish an ideal mix of marketing channels and audience targets. Google Performance Max, Google paid search and Facebook and Instagram advertising work together to strategically engage users in bottom-of-funnel interactions to maximize return and drive new registrations. The .US marketing strategy focuses on cross-channel visibility to users in-market for domain names, ultimately leading to increased awareness, brand loyalty and domain registrations.

November website conversion rates remain strong across all acquisition channels, averaging 10% for the month. Organic traffic contributed 13% of overall registrations for the month with the majority coming from Google Performance Max (51%) which continues to be the standout channel for 2024. Key events, including domain name searches and outbound clicks to registrars, have seen an increase year over year. Ongoing optimizations and testing into new platforms ensure campaigns drive towards brand objectives for continued growth.

In addition to paid media, content development for both organic social media, as well as regular blog publications to the about.us website, serve to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine optimization efforts to support long-term brand value across the .US audience and drive increased brand visibility for the .US website, [www.about.us](http://www.about.us), on search engines.

Content efforts for November focused on promotional content for .US domains and an engagement piece to celebrate national Native American Heritage month.

- **Creative Ways to Use the .US Domain Registration for Your Brand** (<https://www.about.us/blog/creative-ways-to-use-the-.us-domain-registration-for-your-brand>) The article highlights the strategic value of the ".US" domain extension as a versatile tool for businesses and organizations to enhance their online presence, emphasize American roots, engage U.S. audiences, and create memorable, customer-centric branding opportunities.
- **Elevating Native Voices: How the .US Domain Enhances Tribal Autonomy and Community Connection**

(<https://www.about.us/blog/elevating-native-voices:-how-the-.us-domain-enhances-tribal-autonomy-and-community-connection>) The article highlights how Native American tribes, such as the Snoqualmie, Washoe, and Karuk, leverage .US domains to preserve their cultures, promote self-governance, engage with communities, and showcase their economic and cultural contributions while maintaining their unique identities within the broader U.S. landscape.

Blog traffic accounted for 22% of total website traffic for the month of November and 25% of website conversions.

Social activation across Facebook and X also remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals to the [www.about.us](https://www.about.us) website. Content buckets for the month include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + X): 77

Total Impressions: 74K

Brand Ambassadors Featured:

- **8merch.us** – A New Jersey based e-commerce platform designed to enable artists and labels to sell merch directly to their fans, through their own custom storefronts.
- **anamericanjourney.us** – A vlog, founded by native Tulsans, featuring community stories in response to, “What does America mean to you?”
- **certifiedfirstaid.us** – A course and certification course based in Arizona focused on training more individuals in appropriate First Aid and CPR skills each year.
- **kriega.us** – The us-based digital footprint for UK brand, Kriega, who specializes in motorcycle backpacks, luggage and accessories.
- **sagaform.us** – Swedish home décor brand specializing in innovative designs for the kitchen and table.

## Other Updates

New registrations in November 2024 were 116.59% higher than November 2023. Names under management in November 2024 were 10.89% higher than November 2023. The renewal rate in August 2024 (most current data available due to 45-day grace period) was lower year over year at 83.56% vs. 76.81% in August 2023.

## 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>2,275,281</b>
<b>Totals Nameservers Managed</b>	<b>206,949</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	78,467
Auto-Renews	5,869
Renews	66,249
Transfers	1,950
Deletions for Credit	650
<b>Total</b>	<b>153,185</b>

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

Command	# of Transactions
Check Contact	4,205,394
Create Contact	1,362,140
Delete Contact	174,052
Info Contact	3,466,116
Transfer Contact	0

Update Contact	603,343
Check Domain	36,584,537
Create Domain	34,643,532
Delete Domain	48,223
Info Domain	4,365,689
Renew Domain	66,074
Transfer Domain	63,048
Update Domain	651,106
Check Host	3,717,579
Create Host	206,736
Delete Host	223,878
Info Host	1,386,638
Update Host	9,598
<b>Totals</b>	<b>91,777,683</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,282,861
Minimum Daily Transactions	1,574,023
Average Daily Transactions	3,059,256

Transaction Type	# of Transactions
Total Billable Transactions	153,185



Total number of Whois Queries	70,458,809
Total number of DNS Queries	89,399,043,133
Total EPP Transactions	91,777,683
<b>Total Registry Transactions</b>	<b>89,561,432,810</b>

#### Section 4: Monthly Registration Data

Spreadsheet provided.

#### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	17,263
Visits	4,705
Average Visit Length	0 min 35 sec

#### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	246
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

## Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	22

## Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during November 2024.

Domain Name	Registrar	Date	Complaint
wheeltop.us	GoDaddy.com, LLC	11/29/2024	Whois Complaint
Shopcelia.us	GoDaddy.com, LLC	11/29/2024	Whois Complaint
usbonds.us	NameCheap, Inc.	11/26/2024	Whois Complaint
phoenixworks.us	GoDaddy.com, LLC	11/26/2024	Whois Complaint
alisonjones.us	GoDaddy.com, LLC	11/26/2024	Whois Complaint
avanitechsolutions.us	NameCheap, Inc.	11/25/2024	Whois Complaint

avanitechsolutions.us	NameCheap, Inc.	11/25/2024	Whois Complaint
spotco.us	Gandi SAS	11/23/2024	Whois Complaint
gramiiyinsc.us	NameCheap, Inc.	11/20/2024	Whois Complaint
admera.us	IONOS SE	11/19/2024	Whois Complaint
luca-science.us	NameCheap, Inc.	11/18/2024	Whois Complaint
Chica.us	GoDaddy.com, LLC	11/17/2024	Whois Complaint
votertech.us	GoDaddy.com, LLC	11/12/2024	Whois Complaint
moot.us	GrepApps Technology Inc.	11/10/2024	Whois Complaint
alicio.us	Wild West Domains, Inc.	11/7/2024	Whois Complaint
spilman.us	GoDaddy.com, LLC	11/5/2024	Whois Complaint
madisonmail.us	NameCheap, Inc.	11/4/2024	Nexus Complaint
ta28.us	NameCheap, Inc.	11/3/2024	Whois Complaint
sunwinn.us	NameCheap, Inc.	11/3/2024	Whois Complaint

sunwin68.us	NameCheap, Inc.	11/3/2024	Whois Complaint
moot.us	GrepApps Technology Inc.	11/3/2024	Whois Complaint
hit29a.us	NameCheap, Inc.	11/3/2024	Whois Complaint
hit09.us	NameCheap, Inc.	11/3/2024	Whois Complaint
hit08.us	NameCheap, Inc.	11/3/2024	Whois Complaint
hit01.us	NameCheap, Inc.	11/3/2024	Whois Complaint
go88b.us	NameCheap, Inc.	11/3/2024	Whois Complaint
bit789.us	NameCheap, Inc.	11/3/2024	Whois Complaint
vansoldskool.us	Dynadot Inc	11/2/2024	Whois Complaint
russian-brides.us	NameCheap, Inc.	11/2/2024	Whois Complaint
kamala-harris.us	Gandi SAS	11/2/2024	Whois Complaint
canada-goosejackets.us	Dynadot Inc	11/2/2024	Whois Complaint
eliteradio.us	Hosting Concepts B.V. d/b/a Registrar.eu	11/1/2024	Whois Complaint

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	
November 2024 [.]us domain names reviewed (Nexus)	2125
% of domain names pass primary investigation	94.40%

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