



ESCROW.COM DOMAIN INVESTMENT INDEX

1st Quarter 2023

Escrow.com Domain Investment Index: Q1, 2023

For the quarter ending March 31st 2023

Executive Summary

We have seen a 61.6% increase in total domain name volume on Escrow.com this quarter, growing from \$80.3M in 4Q22 to \$129.8M in 1Q23.

A resurgence in domain names sales was seen in 1Q23 as the total volume was at its highest since 2Q22. Several “mega” domains, including Chat.com, Prompt.com and NewYork.com, were seen in the first quarter of 2023 and are expected to continue throughout the year.

Aside from the “mega” domains, “.ai” domains hit their peak in 1Q23 by reaching a total volume of \$1M as interest grows for artificial intelligence services. With the AI revolution steaming forward, this trend is also expected to continue to grow in 2023.

Looking globally, there has been a significant increase in the value of domain name transactions from the United States and the United Kingdom, which have gone up in value from \$57M to \$87M, and \$8M to \$22M respectively in 1Q23. The median price of two and three character .com {a-z,0-9,-} domain names saw a slight increase as it went from \$32.5k to \$36k in 1Q23. The median price of six character domain names recovered from 4Q22 as it increased to \$5,000 in 1Q23.

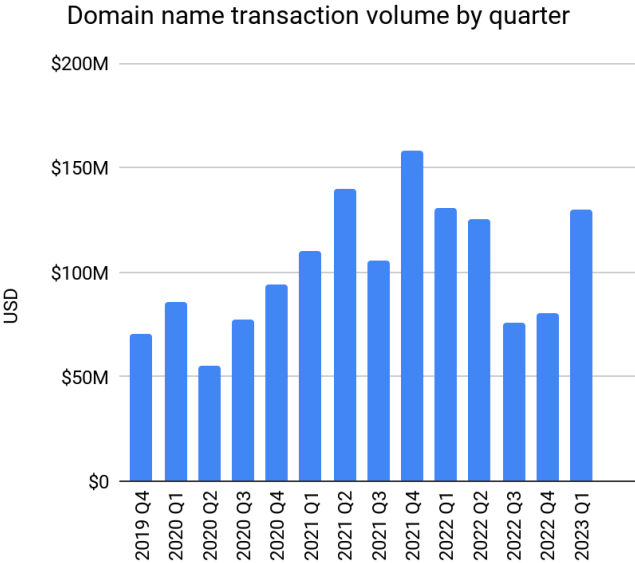


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

There has been a significant increase in the value of domain name transactions from the United States and the United Kingdom, which have gone up in value from \$57M to \$87M, and \$8M to \$22M respectively in 1Q23. Other than that, the value of transactions from Canada have eased from \$9M to \$6M in 1Q23.

Total domain name transaction volume by region

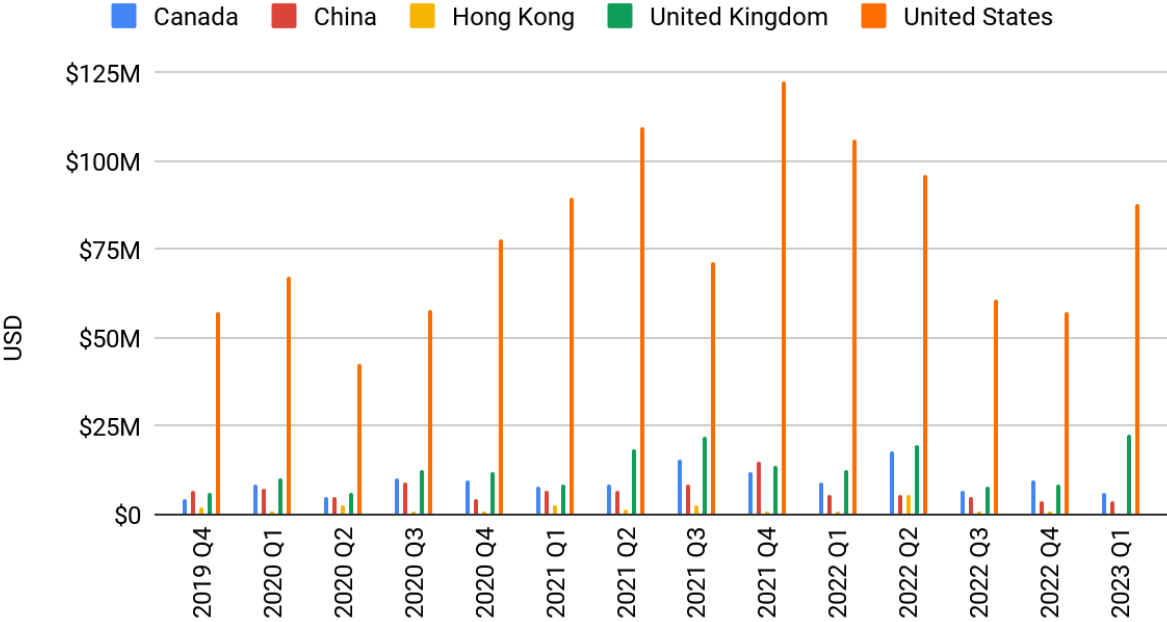


Figure 2: Total domain name sales by region (Escrow.com)

The impact of content on domain name sale price

The median price of domain names bundled *with* content remains at \$6,000 in 1Q23. While the median price of domain names *without* content eased to \$4,000 in 1Q23 from \$4,120 4Q22.

The impact of content on median domain name price

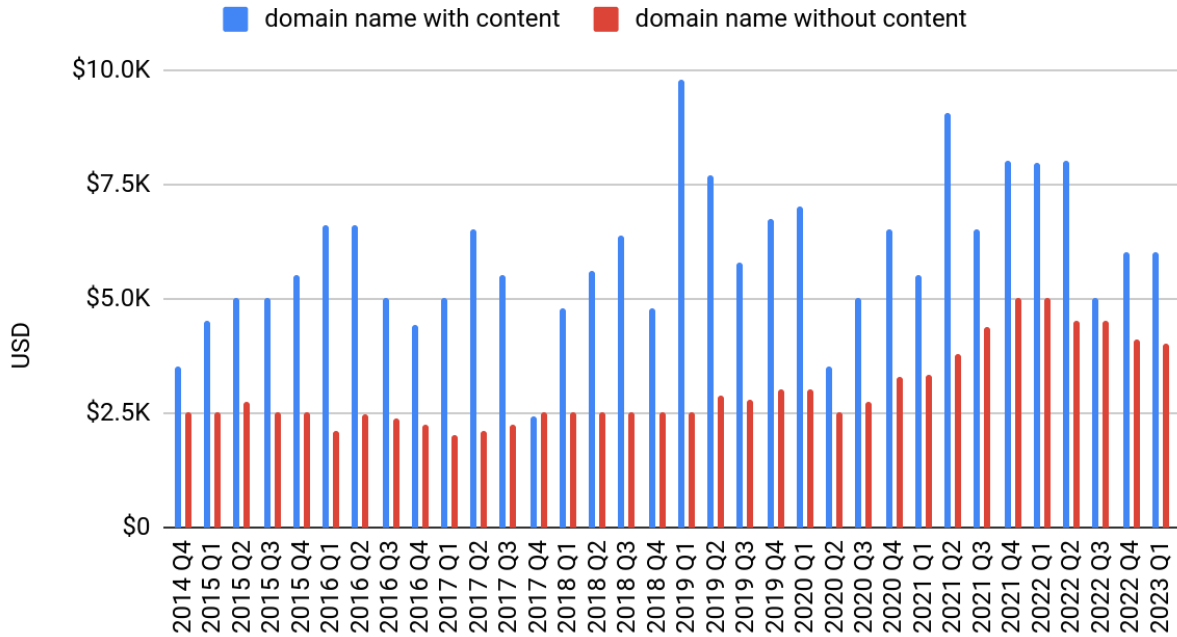


Figure 3: The impact of content on domain name pricing (Escrow.com)

The total transaction values for both domains *with* and *without content* is at its highest since 3Q22. In 1Q23, the total value for domains *without content* increased from \$44M to \$54M, while the total value for domains *with content* increased from \$19M to \$34M.

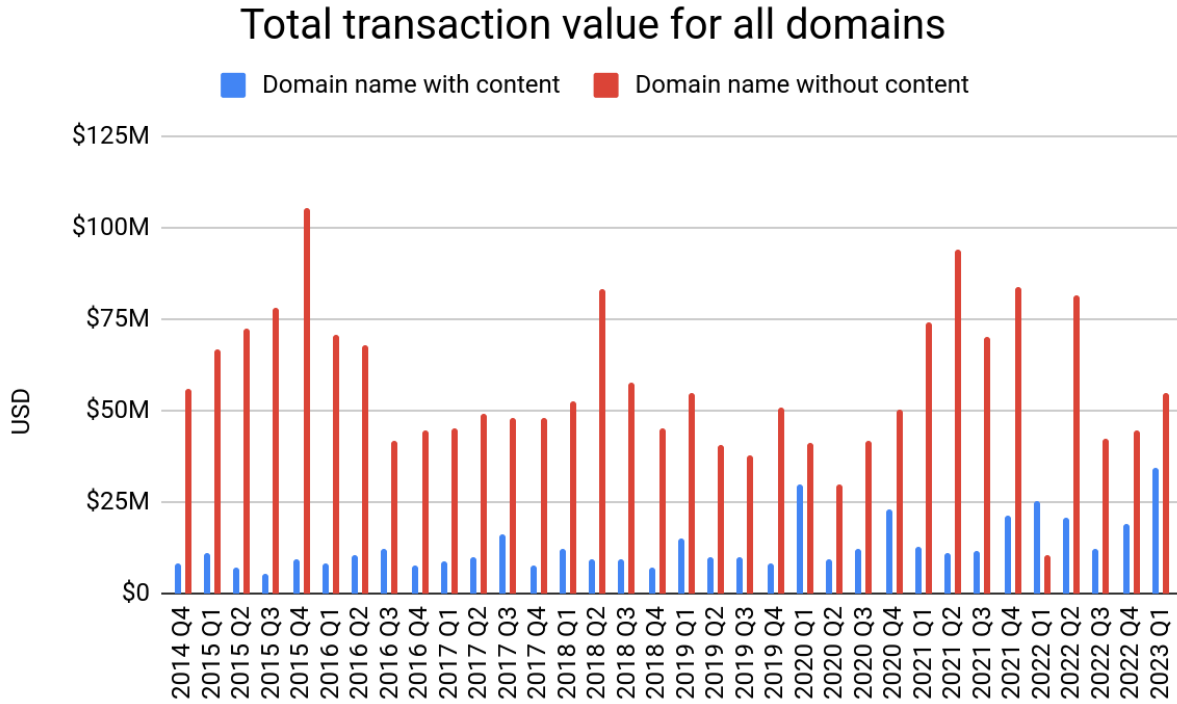


Figure 4: Total volume of domain name sales with content versus no content (Escrow.com)

Two and three letter .com domain names (LL.com, LLL.com)

The median price of two and three letter {a-z}.com domains had a slight increase from \$45k to \$52k in 1Q23.

Median price of two and three letter (LL.com, LLL.com) domains

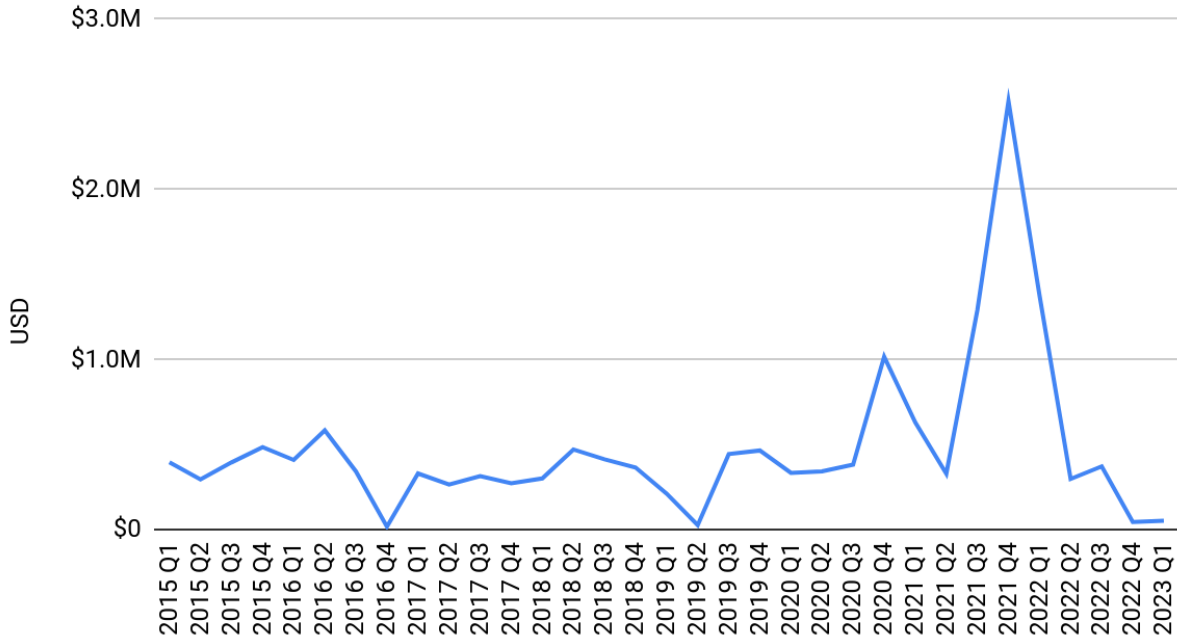


Figure 5: Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of four letter .com domain names maintained its current value, with a slight ease from \$8.9k to \$7.9k in 1Q23.

Median price of four letter (LLLL.com) domains

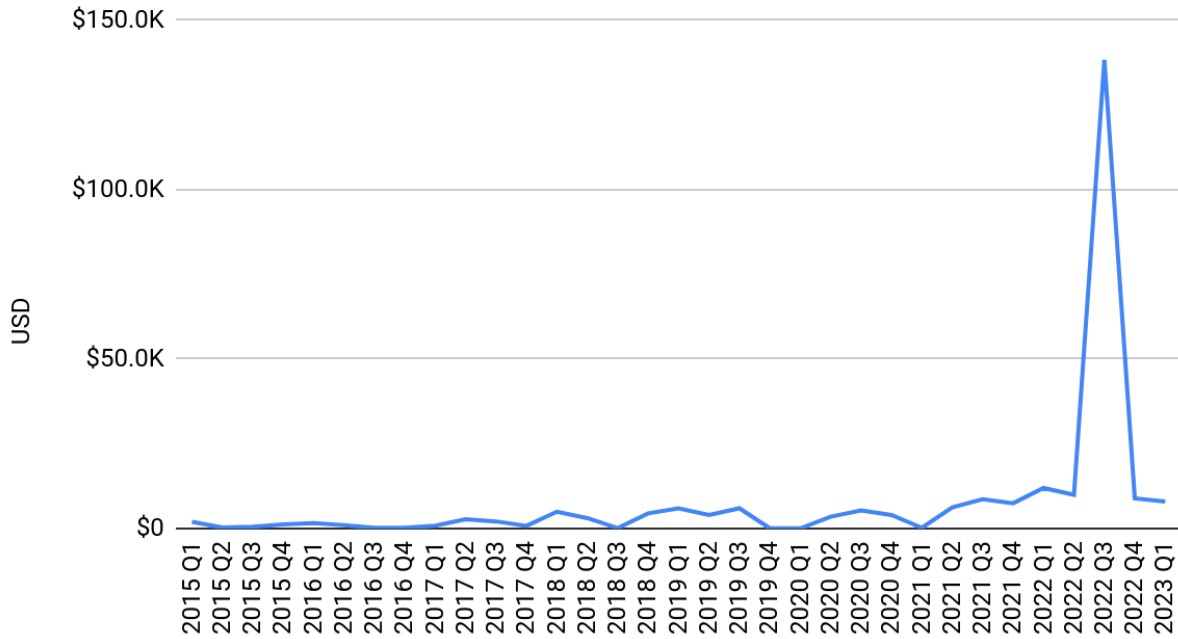


Figure 6: Median price of four letter domains (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of five letter .com domain names eased back to \$6.4k in 1Q23

Median price of five letter (LLLLL.com) domains

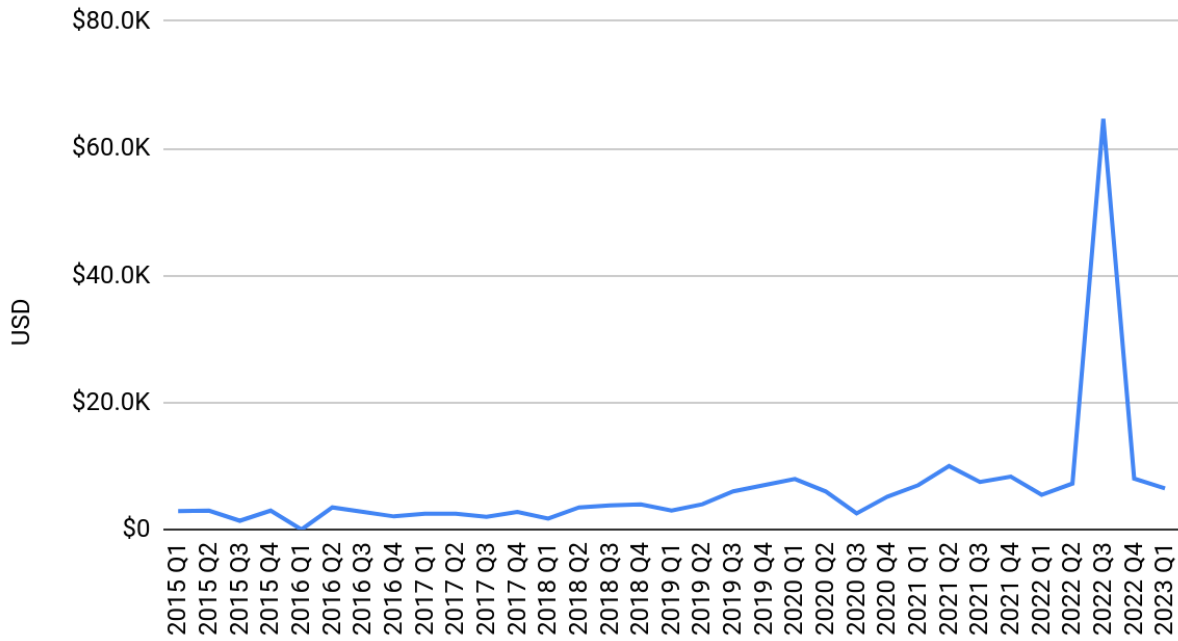


Figure 7: Median price of five letter domains (LLLLL.com) (Escrow.com)

Two and three character .com (CC.com, CCC.com) domain names

The median price of two and three character .com {a-z,0-9,-} domain names saw a slight increase as it went from \$32.5k to \$36k in 1Q23.

Median price of two and three character domain names

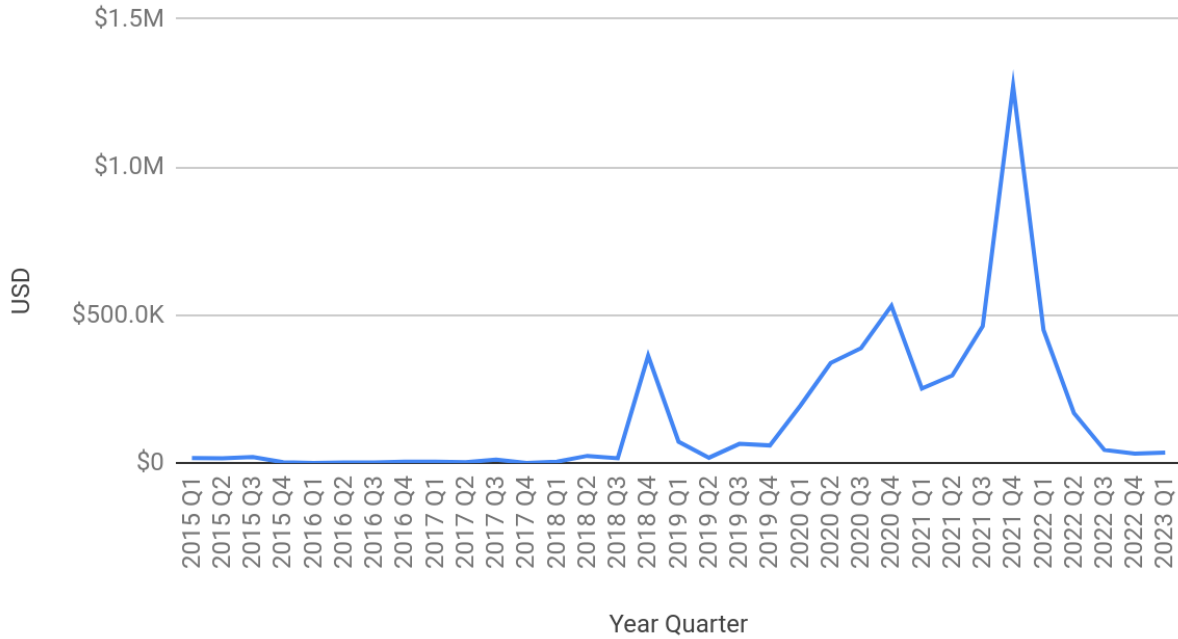


Figure 8: Median price of two and three character domain names (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of four character .com domain names eased to \$7.9k in 1Q23.

Median price of four character domain names

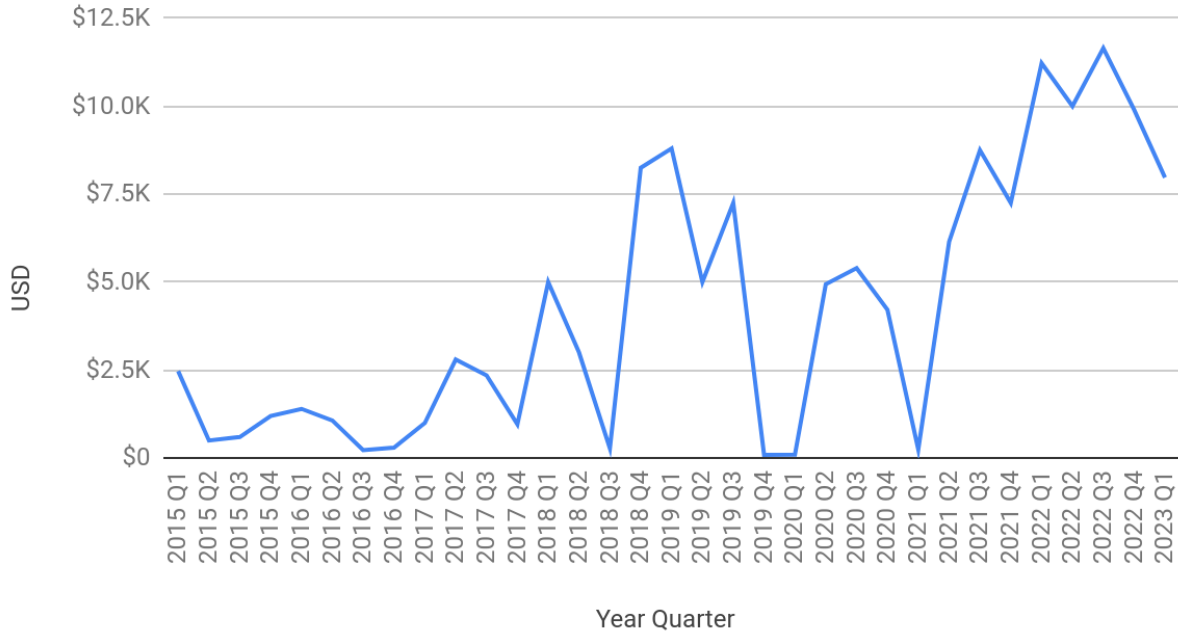


Figure 9: Median price of four character domain names (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of five character .com domain names eased to \$5.7k in 1Q23 from \$8k in 4Q22.

Median price of five character domain names

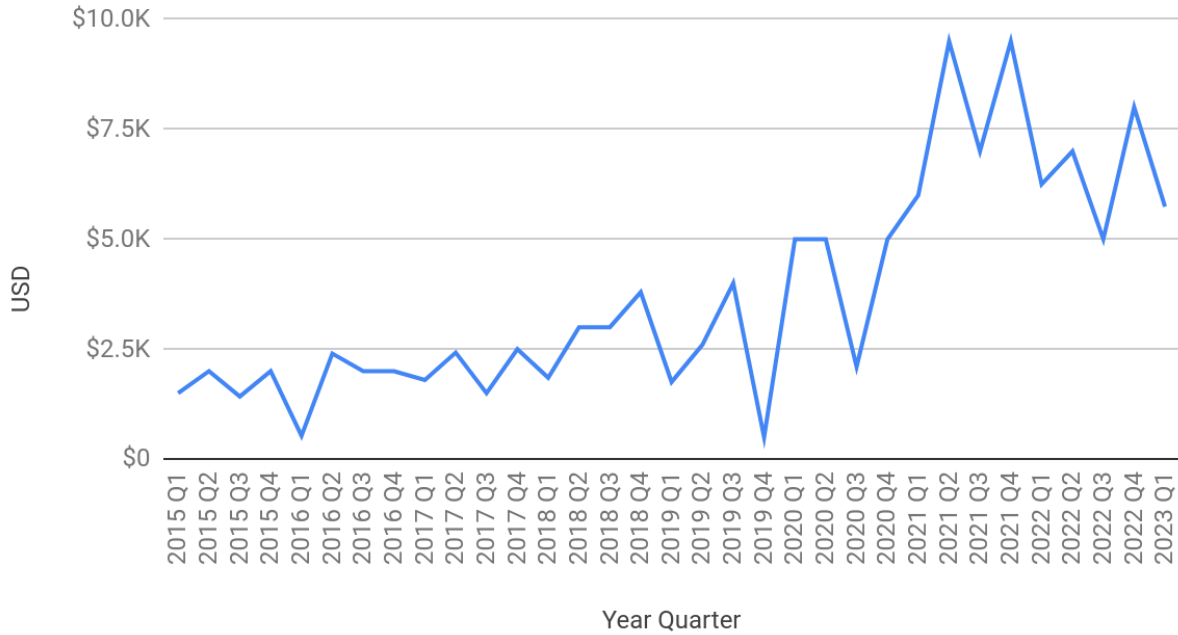


Figure 10: Median price of five character domain names (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of six character domain names recovered from 4Q22 as it increased to \$5,000 in 1Q23.

Median price of six character domain names

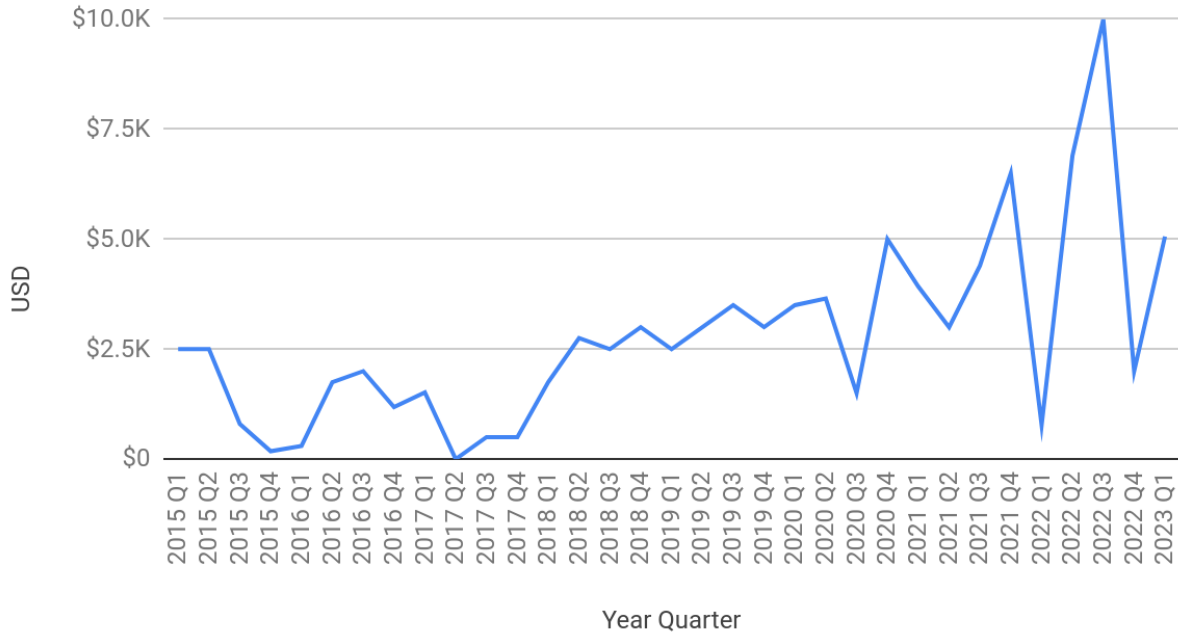


Figure 11: Median price of six character domain names (Escrow.com)

Two and three number .com domain names (NN.com, NNN.com)

The median price of highly coveted two and three number {0-9} .com domain names saw an increase in 1Q23 due to some transactions that have occurred. It is currently at \$175k.

Median price of two, three number (NN.com, NNN.com) domains

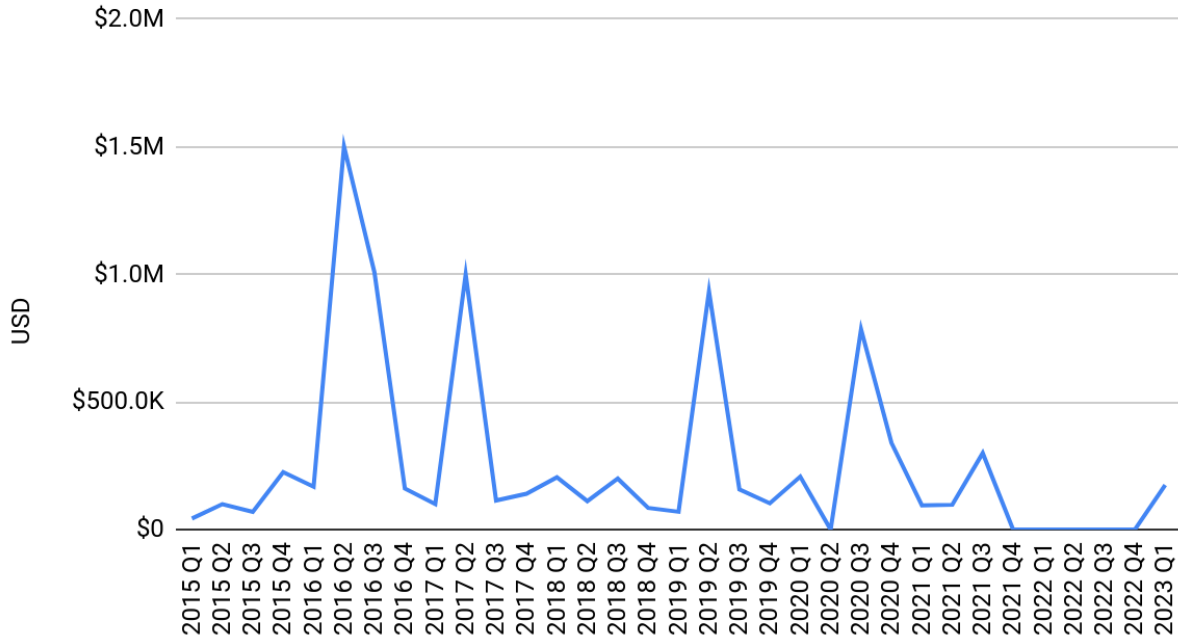


Figure 12: Median price of two and three number .com domains (NN.com, NNN.com) (Escrow.com)

Four number .com domain names (NNNN.com)

The median price of four number .com domains eased from \$26.5k to \$10k in 1Q23.

Median price of four-number domain names (NNNN.com)

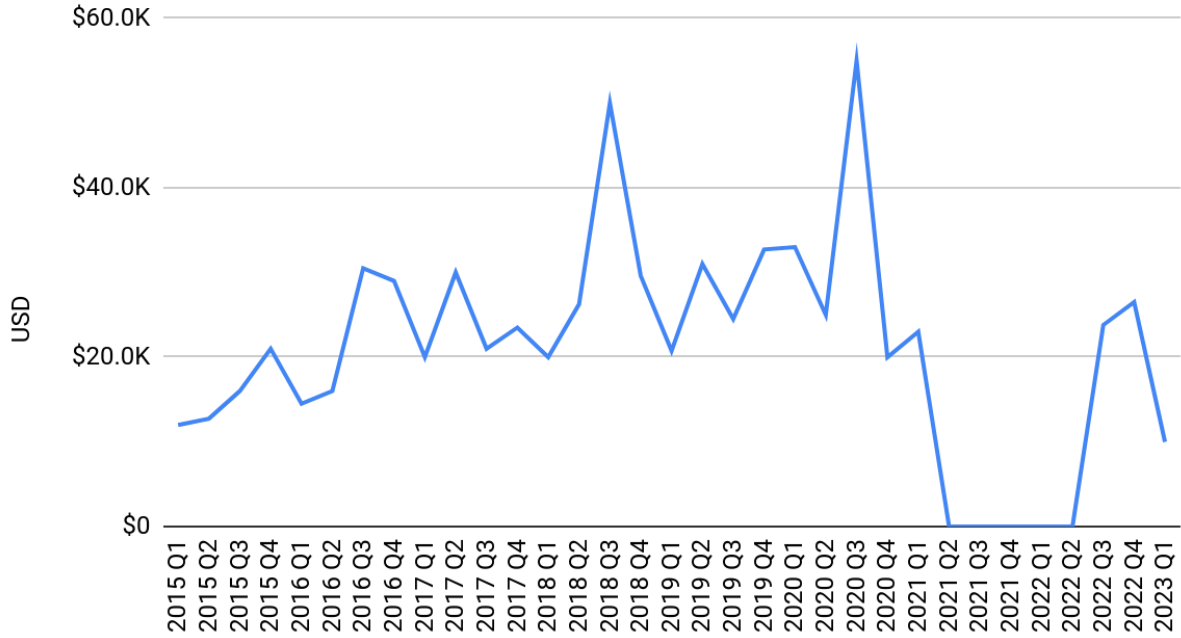


Figure 13: Median price of four number .com domains (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Domain names containing a hyphen haven't seen any recovery in 1Q23, as the total transaction value eases from \$986k to \$694k in 1Q23.

Total transaction value of domain names containing a hyphen '-'

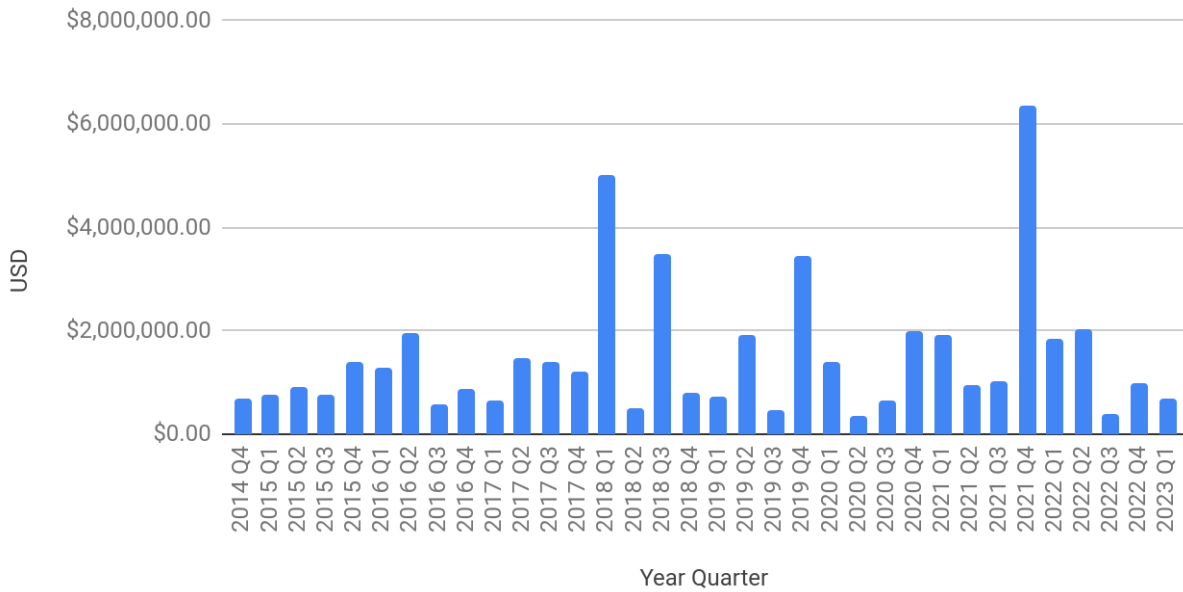


Figure 14: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

Domain names containing '.ai'

With the sudden boom of AI, an increase in the value of '.ai' domain names. These domain names saw its highest value in 1Q23 as it reached the million dollar mark. The uptrend is expected to continue as AI becomes more popular, and as more AI-related solutions launch in the coming months.

Total transaction value of .ai domain names, by quarter

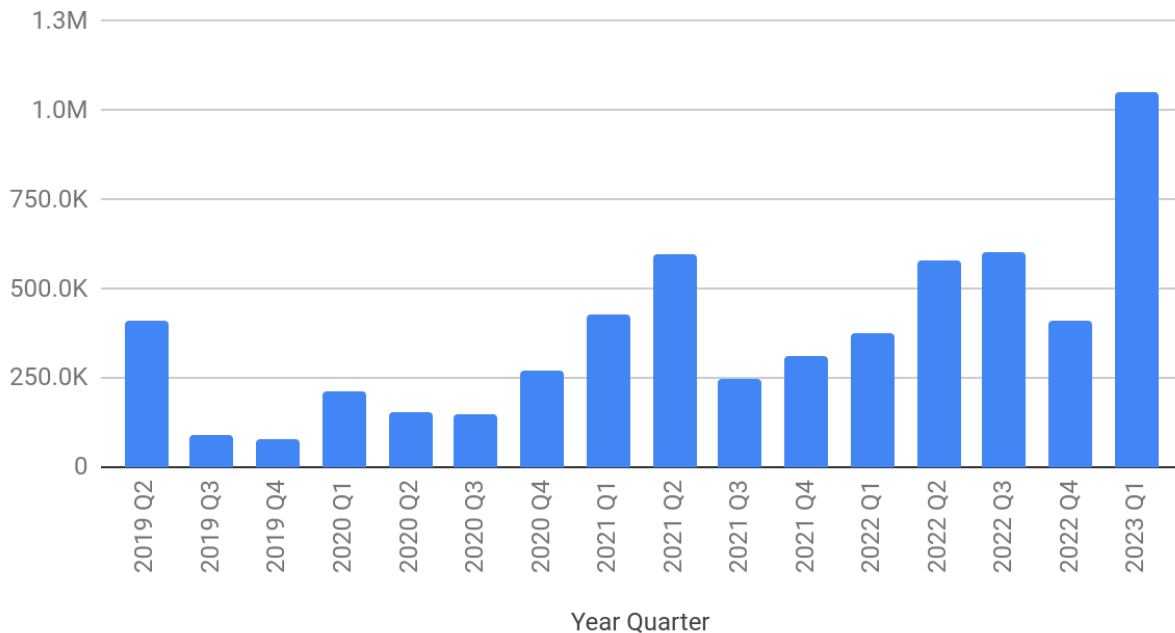


Figure 15: Total transaction volume of domains containing '.ai' (Escrow.com)

About Escrow.com

Winner of the BBB Torch Award for Ethics for Silicon Valley, San Francisco and the Bay Area, Escrow.com is the world's largest online escrow provider. Founded in 1999 by Fidelity National Financial, today over US\$6 billion in transactions have been secured from over 2 million customers. The company is now a division of Freelancer Limited (ASX:FLN, OTCQX: FLNCF). Escrow.com's headquarter is in San Francisco, California, the United States.

For more information, visit [Escrow.com](https://www.escrow.com)

