



# ESCROW.COM DOMAIN INVESTMENT INDEX

4th Quarter 2023

# Escrow.com Domain Investment Index: Q4, 2023

For the quarter ending December 31st 2023

## Executive Summary

This quarter, the total domain name volume on Escrow.com continues to ease slightly from \$85M in 3Q23 down to \$79M in 4Q23. For most domain categories, the median price has been maintained from the previous quarter.

Key highlights include:

- The value of **‘.ai’ domain names** hits another record high at \$2.1M in 4Q23
- The median price of **four character .com** domain increased to \$13k in 4Q23 from \$10k in 3Q23, hitting a record high.

Venture capital investment significantly influences the aftermarket domain market. The past two years have been a time of significant change in the venture ecosystem, with a record breaking flurry of funding activity in 2021 giving way to a market slowdown in late 2022 and through 2023.

After a turbulent few years, venture funding levels are forecast to steady in 2024. In the year ahead we can expect to see continued diversification in the global venture capital ecosystem, with emerging markets, deep tech start ups, DeFi platforms and sustainable businesses taking centre stage.

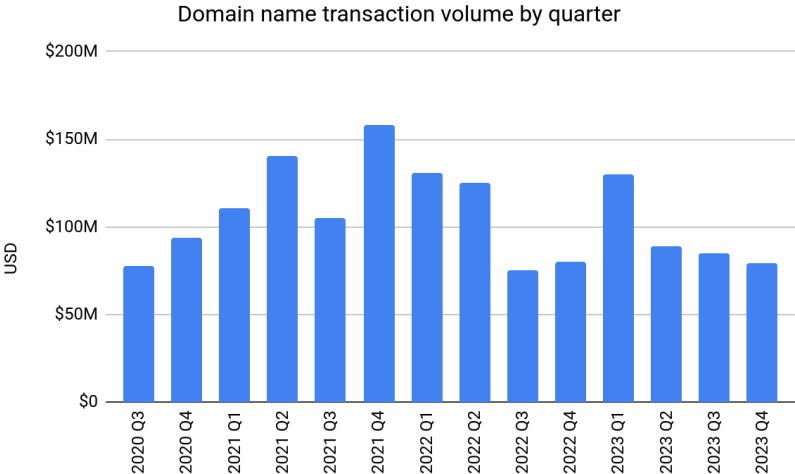


Figure 1: Total domain name sales by quarter (Escrow.com)

# Total transaction value, by region

Domain name transactions transacted from the United States eased from \$67M to \$56M. Meanwhile domain name transactions from Canada increased from \$6.8M to \$11.5M.

## Total domain name transaction volume by region

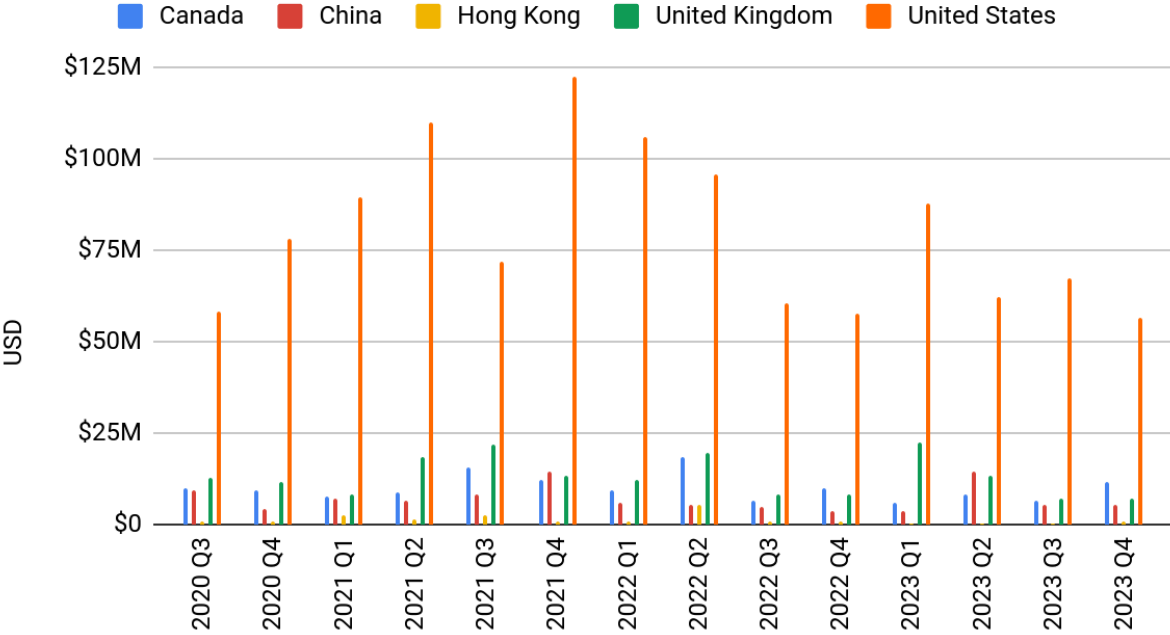
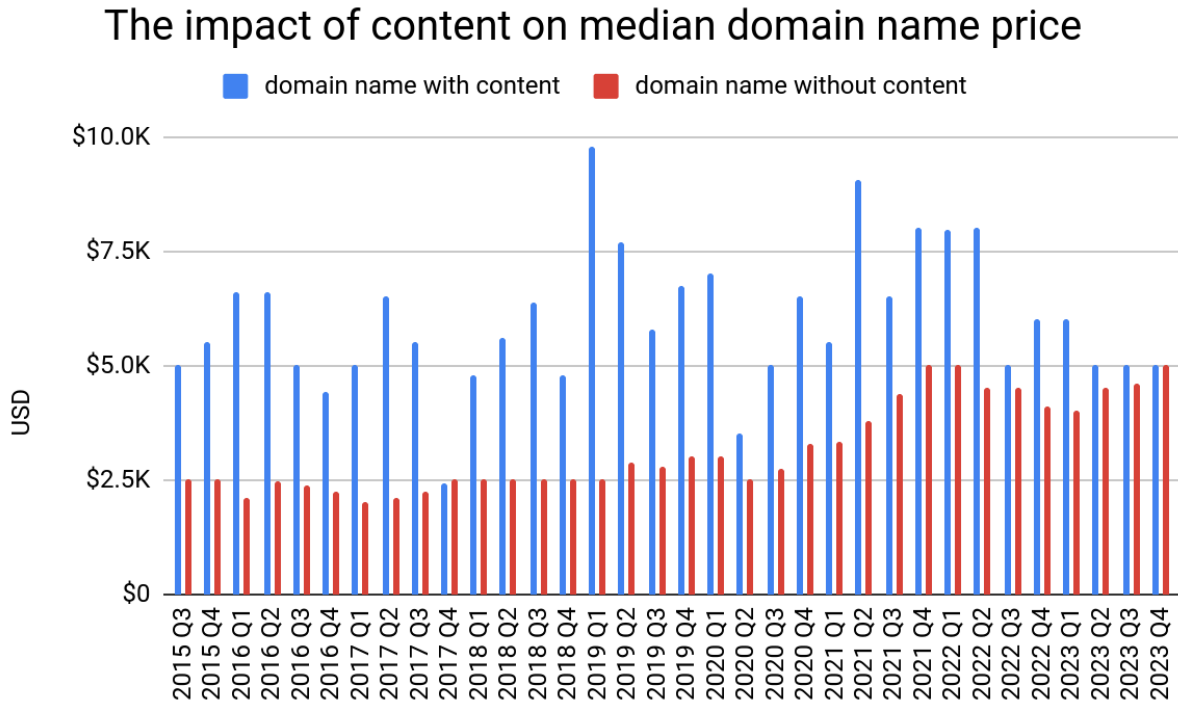


Figure 2: Total domain name sales by region (Escrow.com)

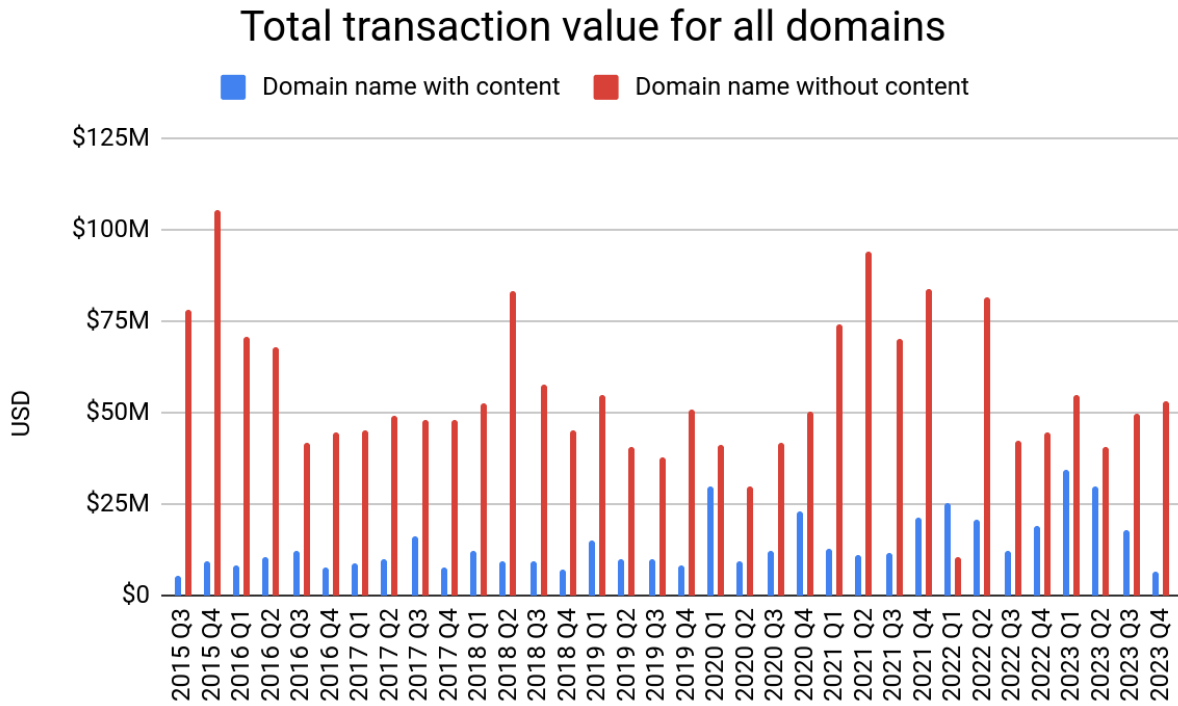
## The impact of content on domain name sale price

The median price of domain names bundled **with content** continues to remain flat at \$5,000 in 4Q23. While the median price of domain names **without content** increased to \$5,000 in 4Q23 from \$4,614 in 3Q23.



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

The total value for domains **with content** eased to \$6.8M in 4Q23 from \$17.7M in 3Q23, while the total value for domains **without content** increased to \$52.9M in 4Q23 from \$49.7M in 3Q23.

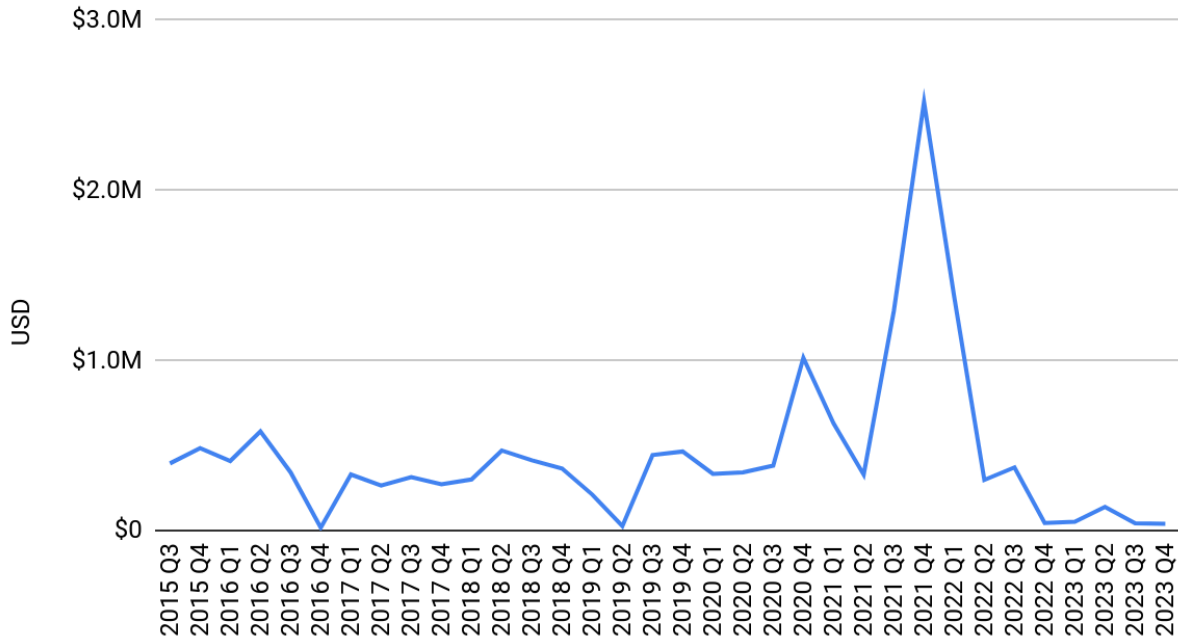


**Figure 4:** Total volume of domain name sales with content versus no content (Escrow.com)

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

The median price of **two and three letter {a-z}.com** domains continue to ease down slightly to \$40k in 4Q23 from \$42.5k in 3Q23.

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

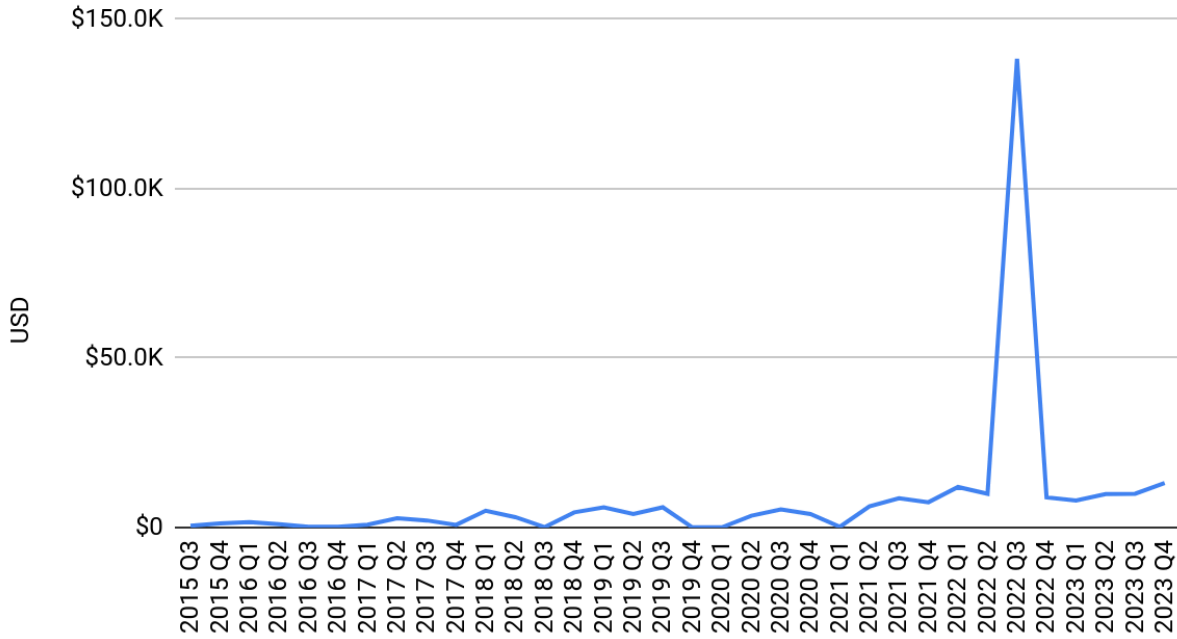


**Figure 5:** Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

## Four letter .com domain names (LLLL.com)

The median price of **four letter .com** domain names increased from \$10k to \$13.1k in 4Q23.

### Median price of four letter (LLLL.com) domains

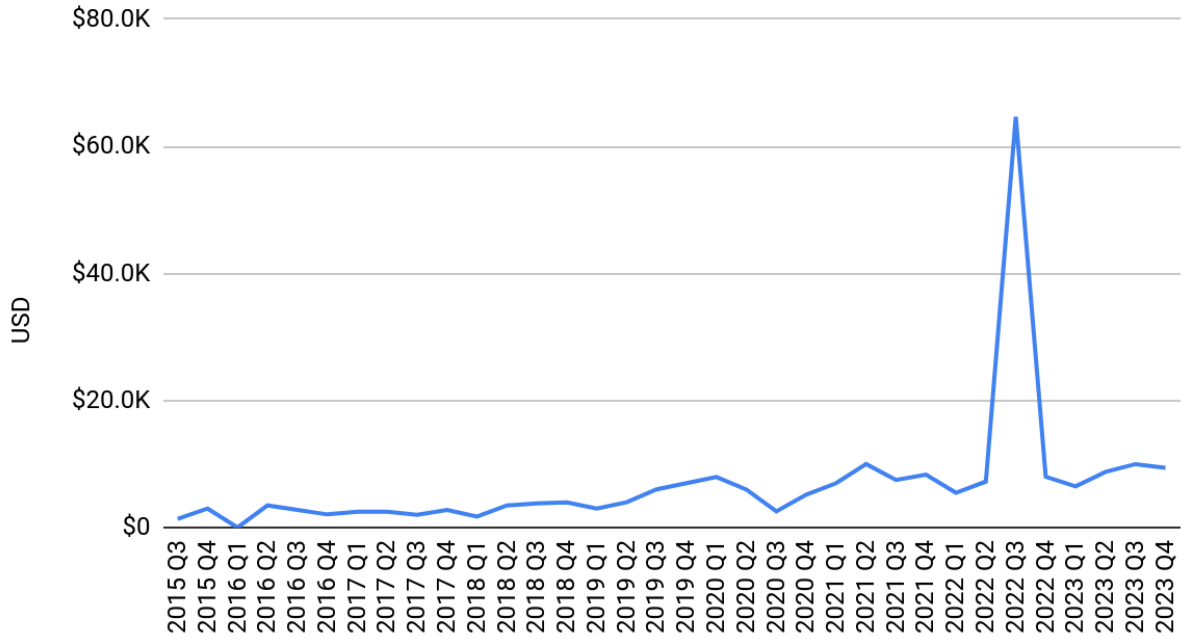


**Figure 6:** Median price of four letter domains (LLLL.com) (Escrow.com)

## Five letter .com domain names (LLLLL.com)

The median price of **five letter .com** domain names eases slightly to \$9.4k in 4Q23 from \$10k in 3Q23

### Median price of five letter (LLLLL.com) domains



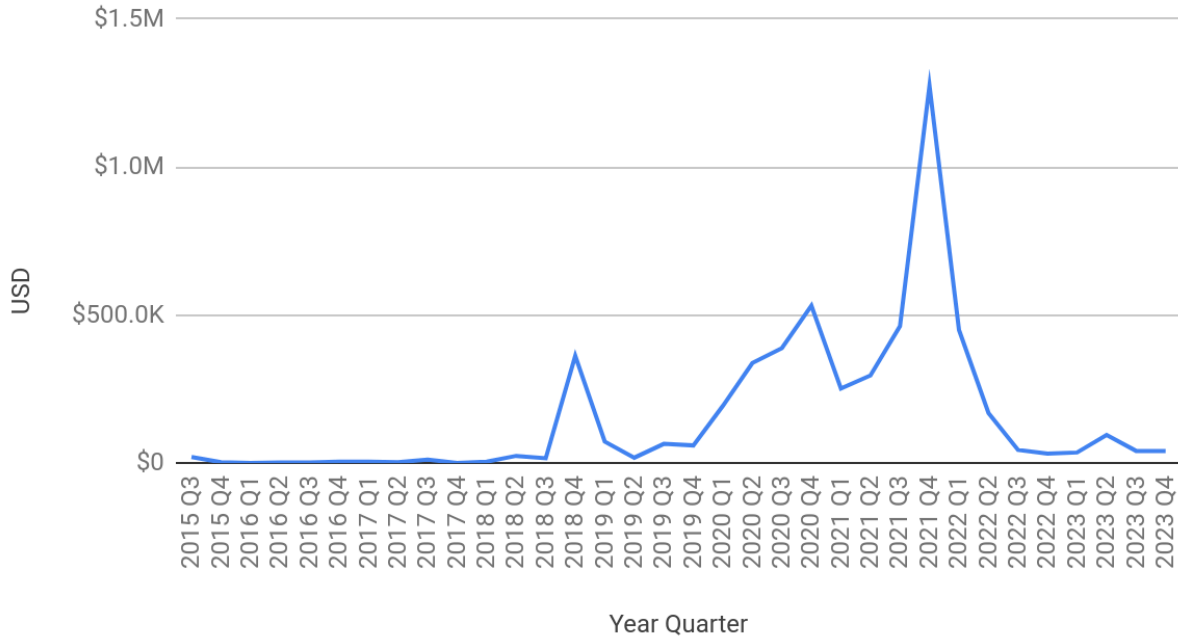
**Figure 7:** Median price of five letter domains (LLLLL.com) (Escrow.com)



## 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 eased slightly from \$41.25k in 3Q23 to \$40.75k in 4Q23.

### Median price of two and three character domain names

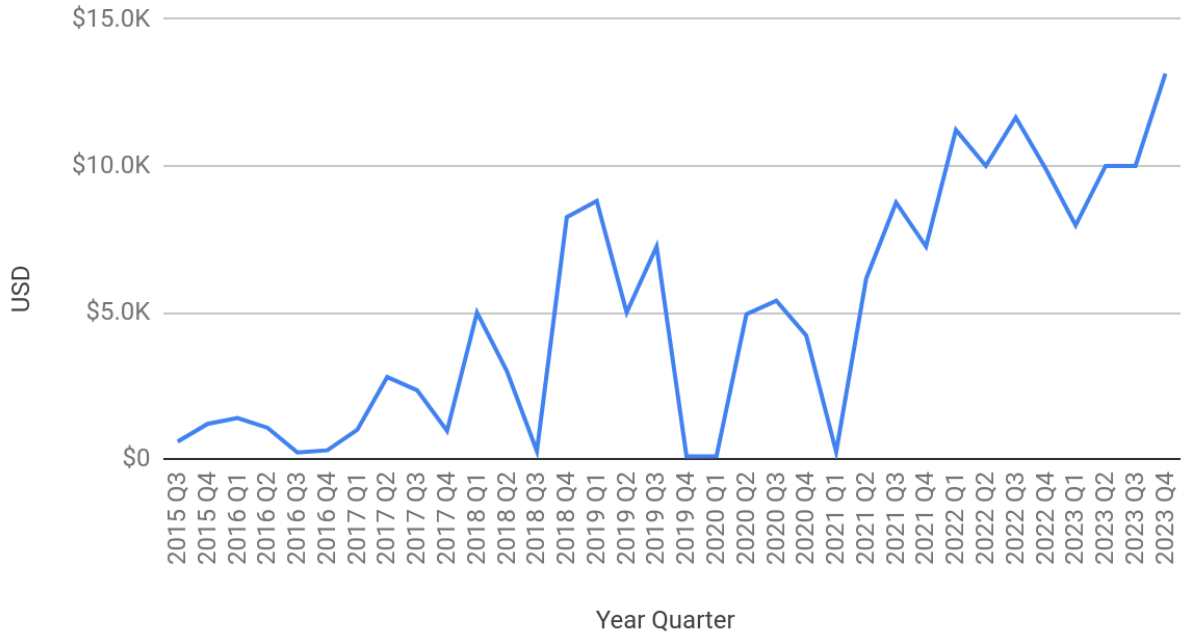


**Figure 8:** Median price of two and three character domain names (Escrow.com)

## Four character .com (CCCC.com) domain names

The median price of **four character .com** domain increased to \$13k in 4Q23 from \$10k in 3Q23, hitting a record high.

### Median price of four character domain names

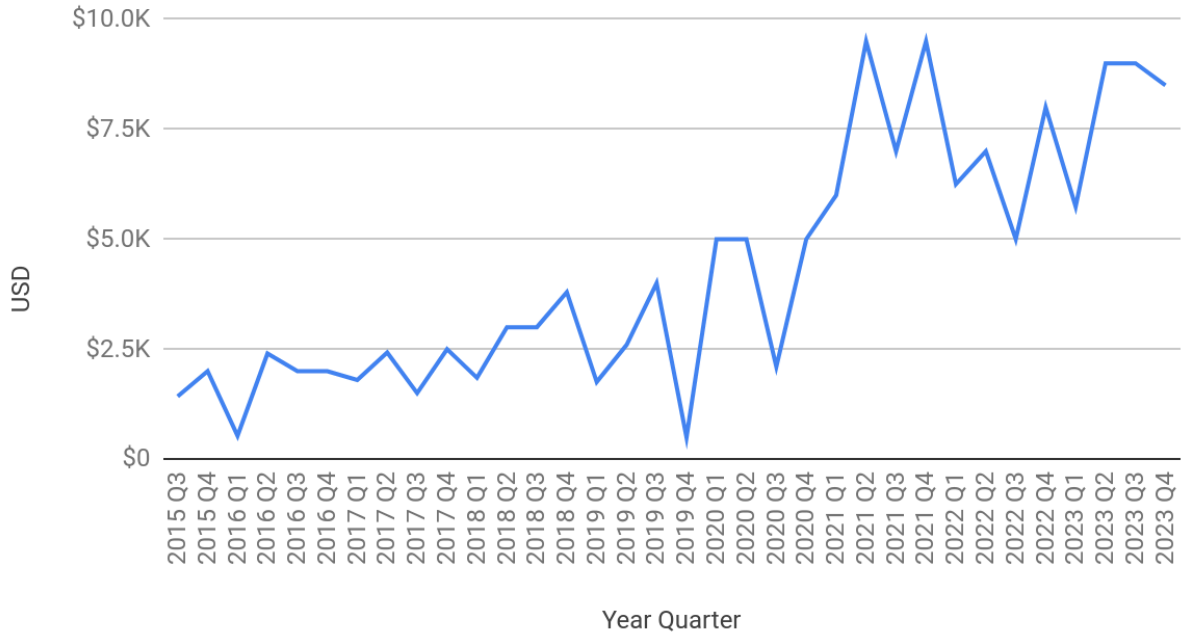


**Figure 9:** Median price of four character domain names (Escrow.com)

## Five character .com (CCCCC.com) domain names

Similar to four character.com domains, the median price of **five character .com** domain names ease to \$8.5k in 4Q23 from \$9k in 3Q23.

### Median price of five character domain names

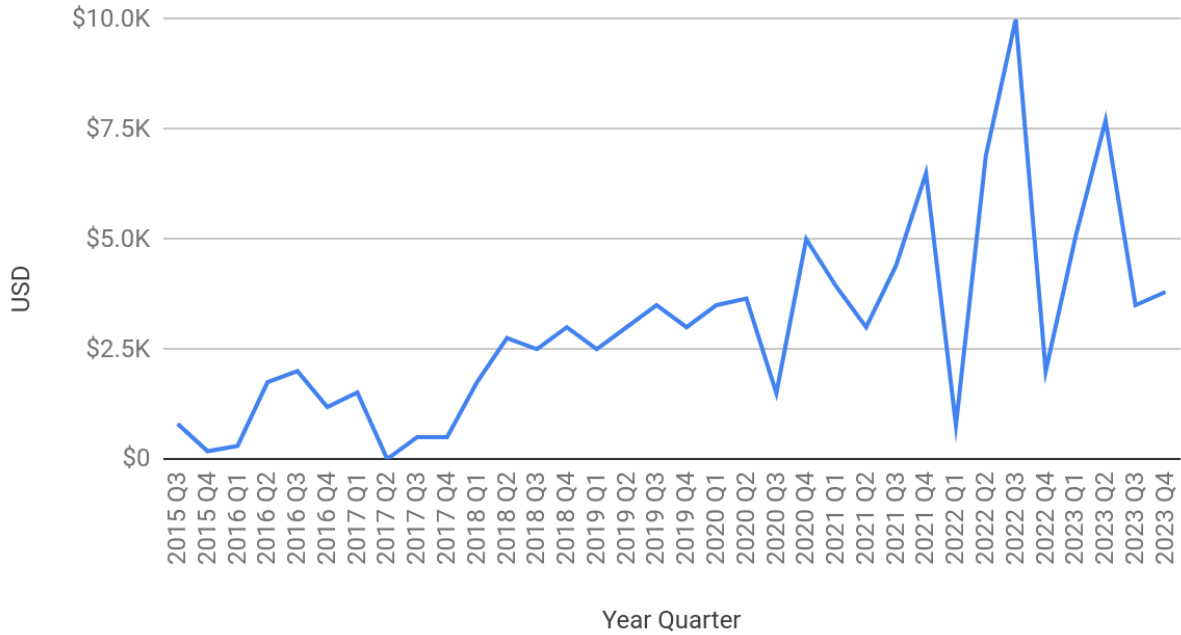


**Figure 10:** Median price of five character domain names (Escrow.com)

## Six character .com (CCCCCC.com) domain names

The median price of **six character .com** domain names increased from \$3.5k in 3Q23 to \$3.8k in 4Q23.

### Median price of six character domain names

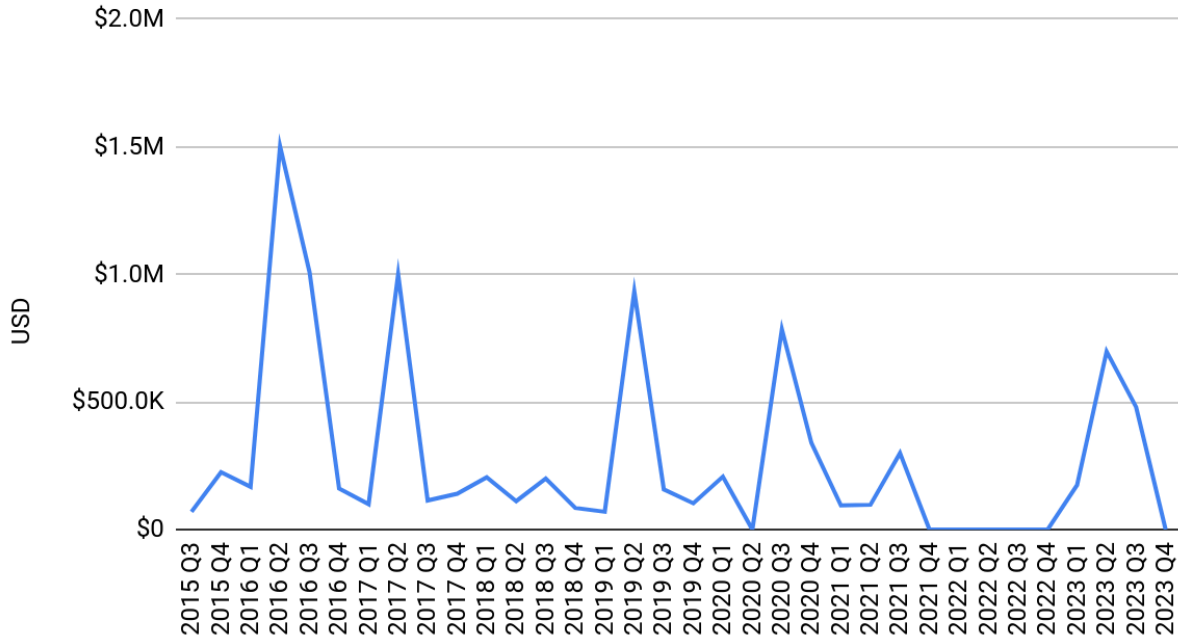


**Figure 11:** Median price of six character domain names (Escrow.com)

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

There were no transactions of the highly coveted **two and three number {0-9} .com** domain in 4Q23 from \$480k in 3Q23.

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

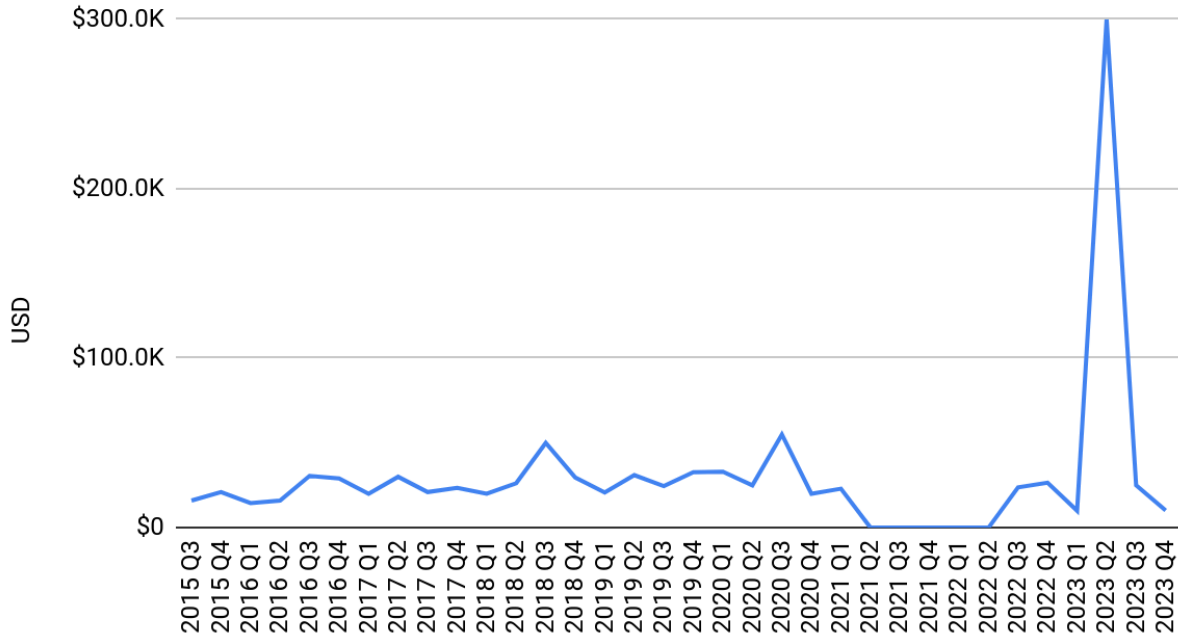


**Figure 12:** Median price of two and three number .com domains (NN.com, NNN.com) (Escrow.com)

## Four number .com domain names (NNNN.com)

The median price of **four number .com** domains continue to ease to \$10.1k in 4Q23 from \$25k in 3Q23.

### 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** ease in value from \$1.12M in 3Q23 to \$796k in 4Q23.

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

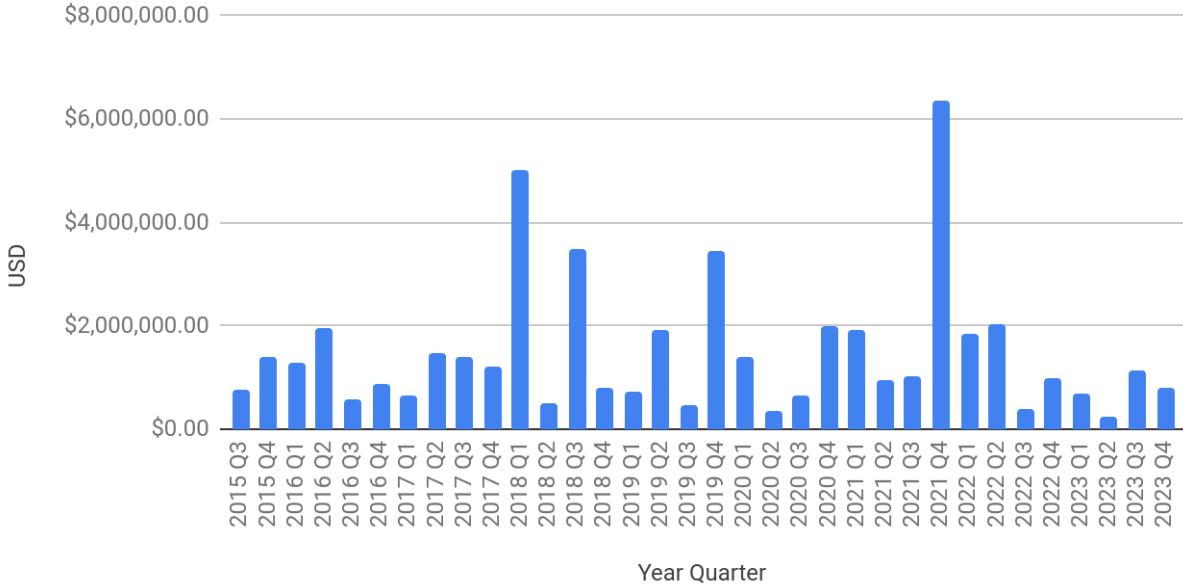
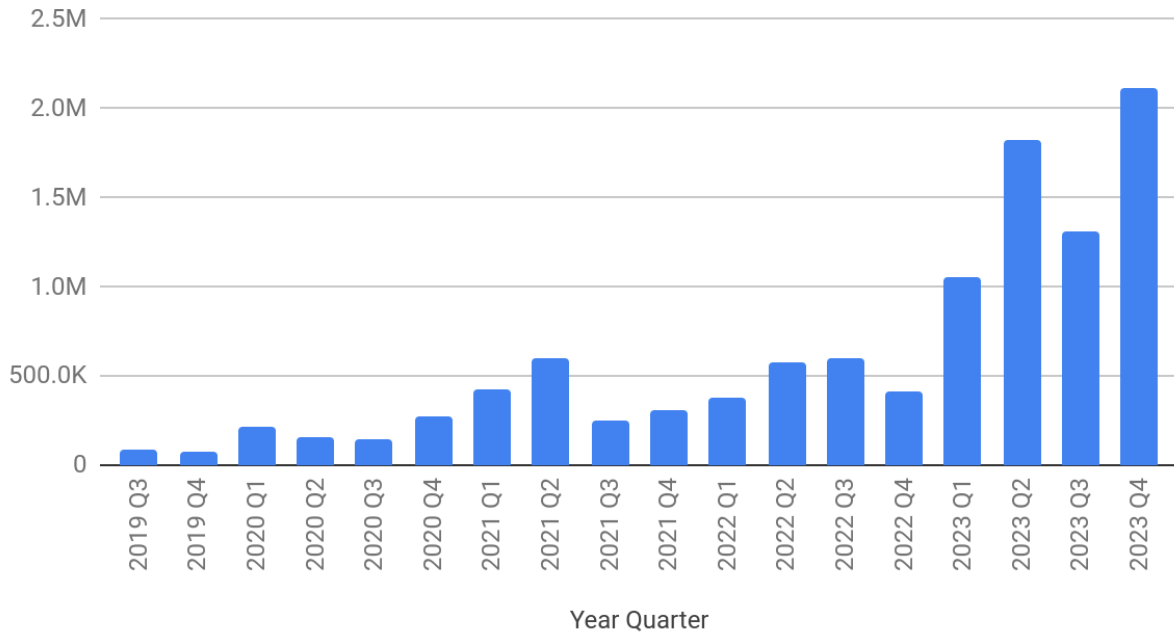


Figure 14: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

## Domain names containing '.ai'

The value of  **'.ai' domain names** increase to \$2.1M in 4Q23 from \$1.3M in 3Q23 from \$1.8M in 2Q23, beating its previous record at \$1.8M in 2Q23.

### 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)



