



# ESCROW.COM DOMAIN INVESTMENT INDEX

2nd Quarter 2023

# Escrow.com Domain Investment Index: Q2, 2023

For the quarter ending June 30th 2023

## Executive Summary

This quarter, the total domain name volume on Escrow.com eased from \$129.8M in 1Q23 down to \$89M. Overall, 2Q23 had less “mega” domains in comparison to the previous quarter. However, the volume is expected to slowly pick up, after the recently held *Namescon* event.

For some highlights in 2Q23, .ai domains continue its upward trend and have seen its best quarter yet in terms of volume. Other than that, we saw an increase in the median price of two and three number {0-9} .com, and four number .com domains.

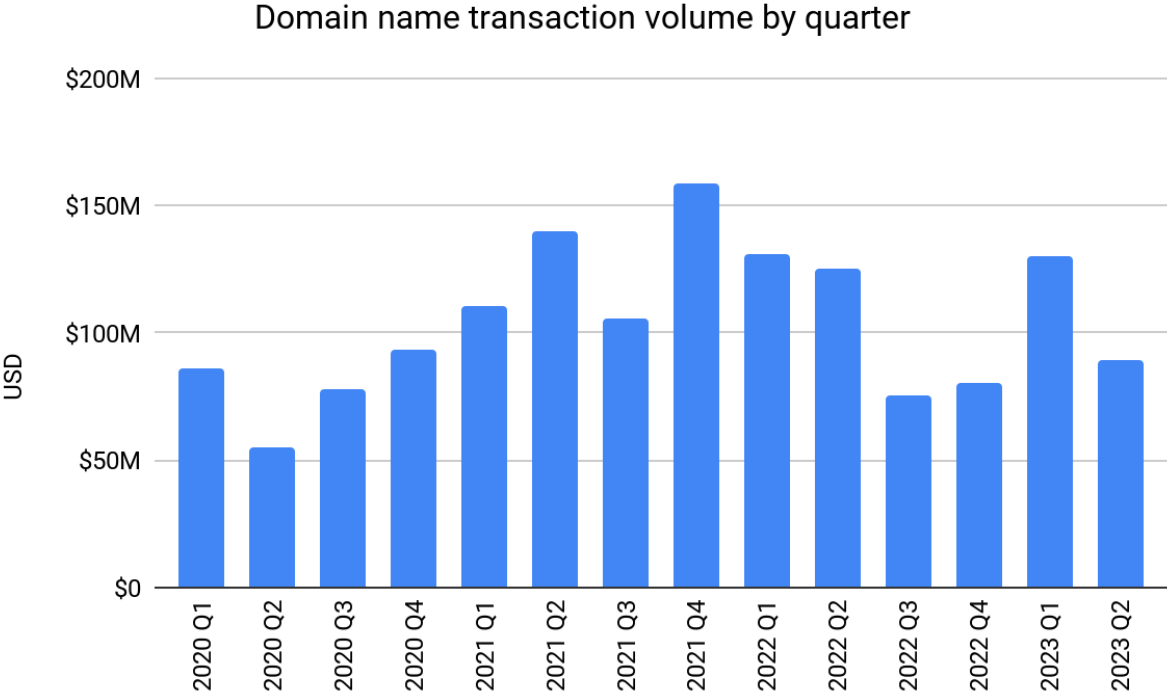
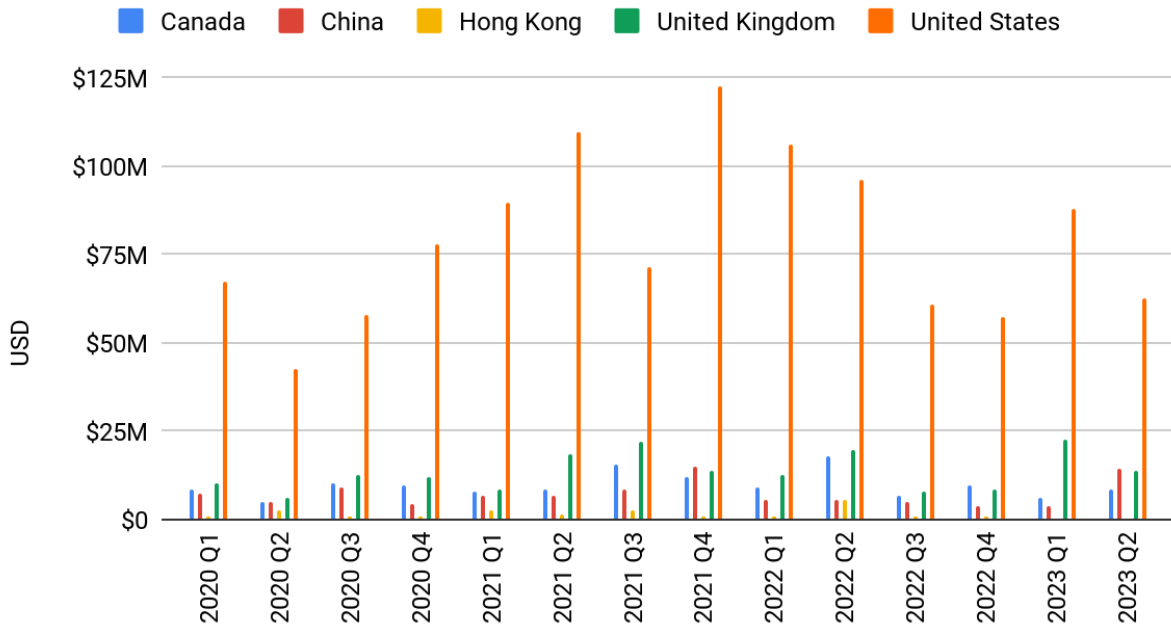


Figure 1: Total domain name sales by quarter (Escrow.com)

## Total transaction value, by region

Domain name transactions transacted from the United States and the United Kingdom eased from \$87M to \$62.3M, and \$22M to \$13.6M respectively in 2Q23. On the contrary, the value of transactions from China increased in value from \$3.6M to \$14.3M in 2Q23.

## 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** eased to \$5,000 in 2Q23 from \$6,000 in 1Q23. While the median price of domain names **without content** increased to \$4,500 in 2Q23 from \$4,000 in 1Q23.

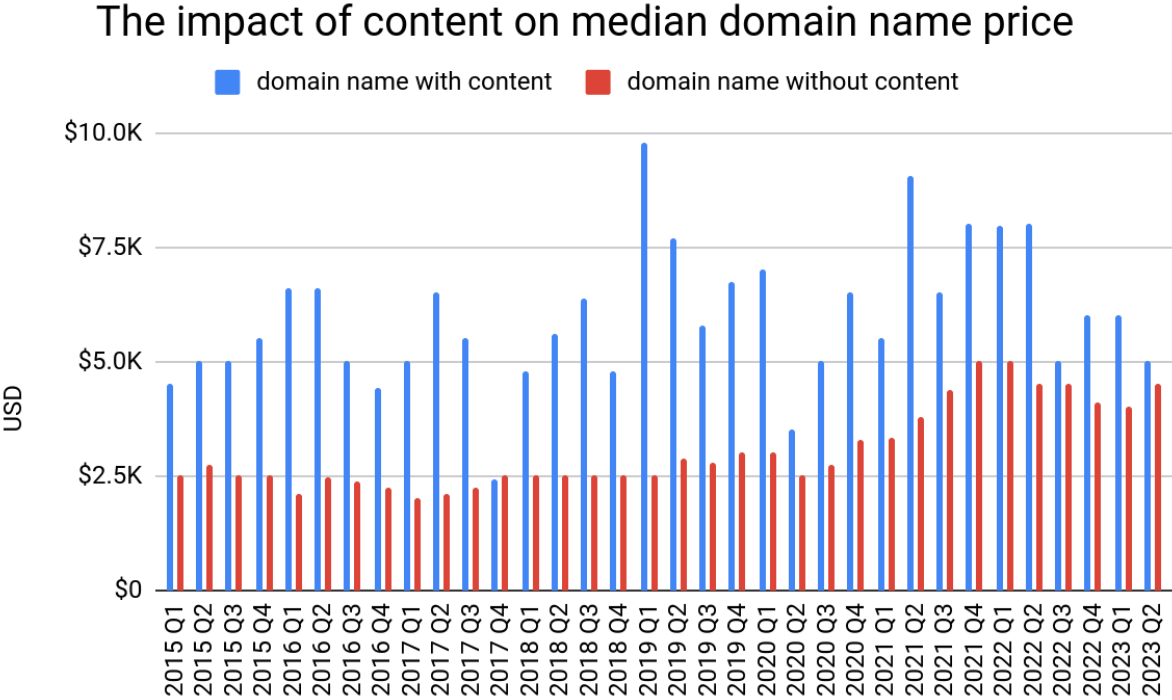
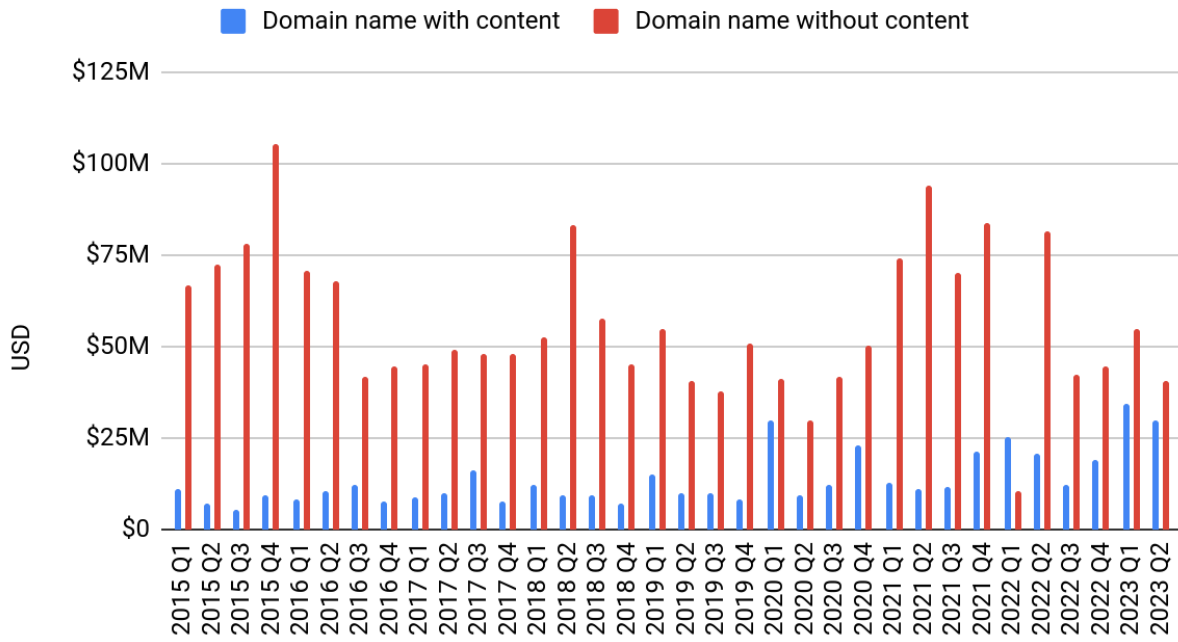


Figure 3: The impact of content on domain name pricing (Escrow.com)

The total transaction value for both domains **with** and **without** content both eased in 2Q23. The total value for domains **with content** eased to \$29.9M in 2Q23 from \$34.1M in 1Q23, while the total value for domains **without content** eased to \$40.6M in 2Q23 from \$54.9M in 1Q23.

## Total transaction value for all domains

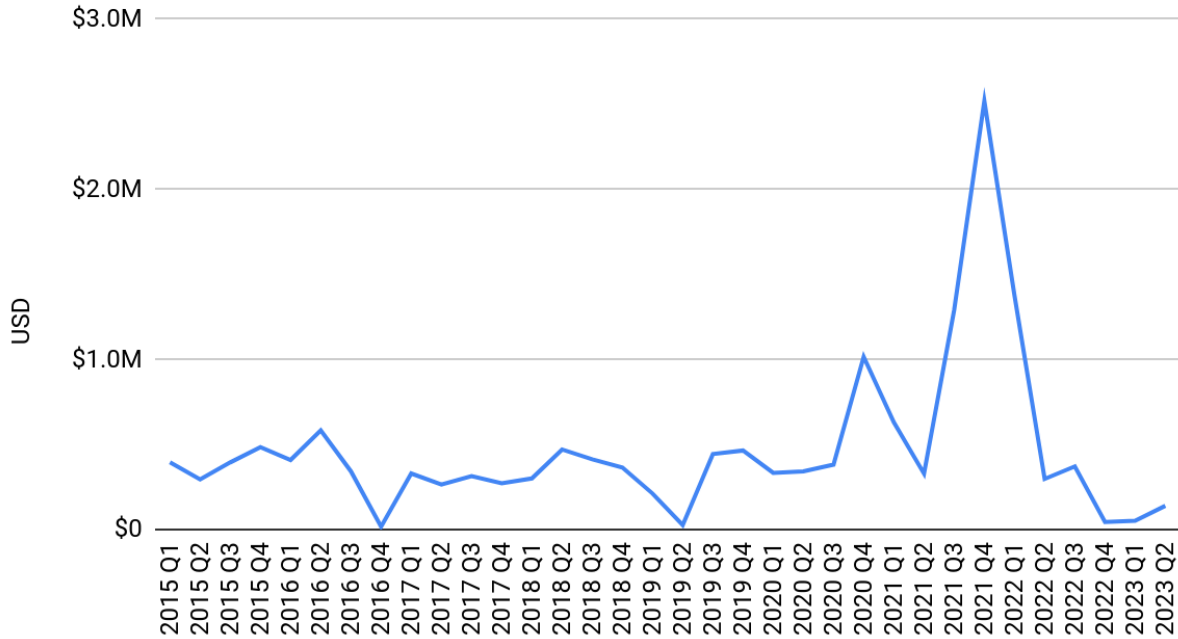


**Figure 4:** Total volume of domain name sales with content versus no content (Escrow.com)

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

The median price of two and three letter {a-z}.com domains more than doubled from \$52k to \$140k in 2Q23.

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

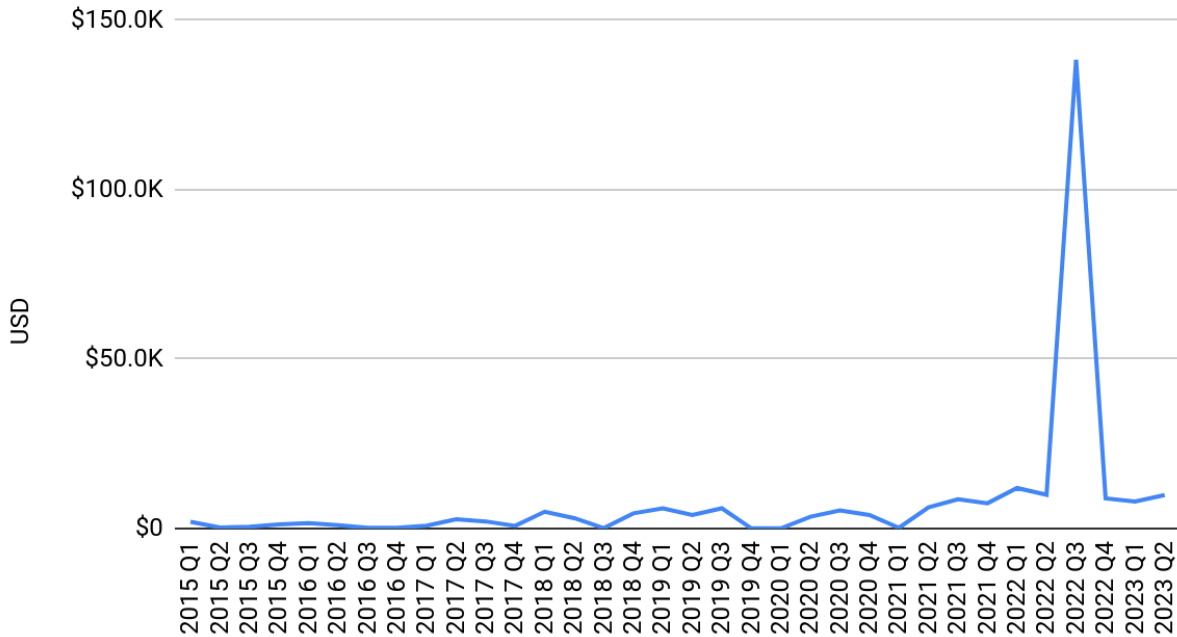


**Figure 5:** Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

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

The median price of four letter .com domain names maintained its current value, with a slight increase from \$7.9k to \$9.9k in 1Q23.

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

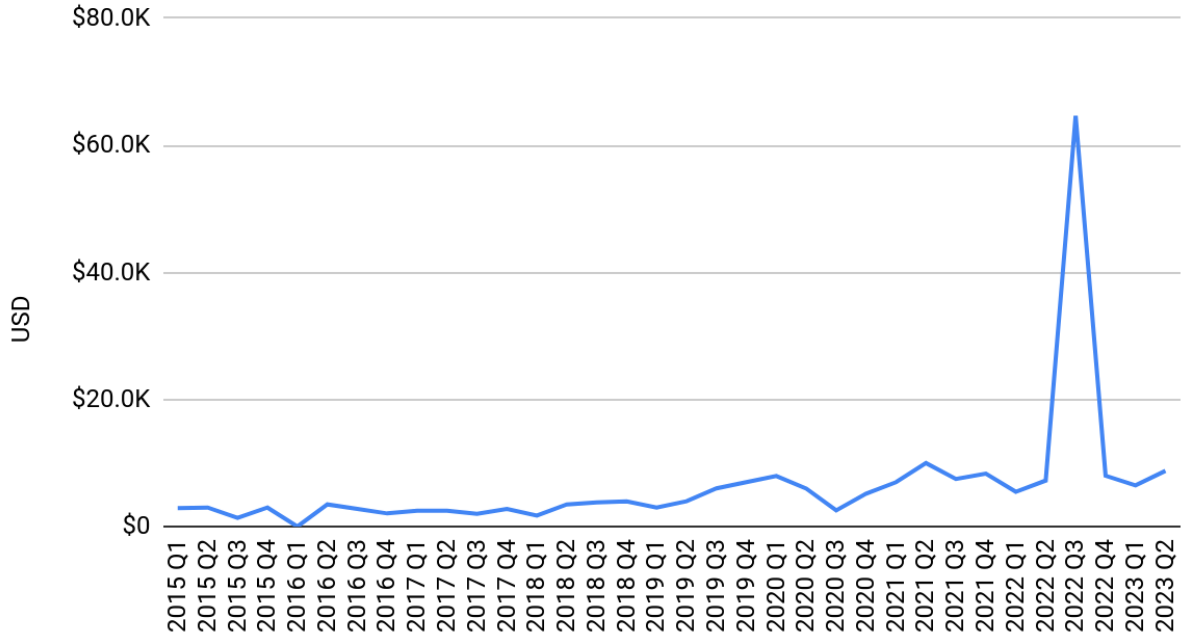


**Figure 6:** Median price of four letter domains (LLLL.com) (Escrow.com)

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

The median price of five letter .com domain names increased in value to \$8.7k in 1Q23

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



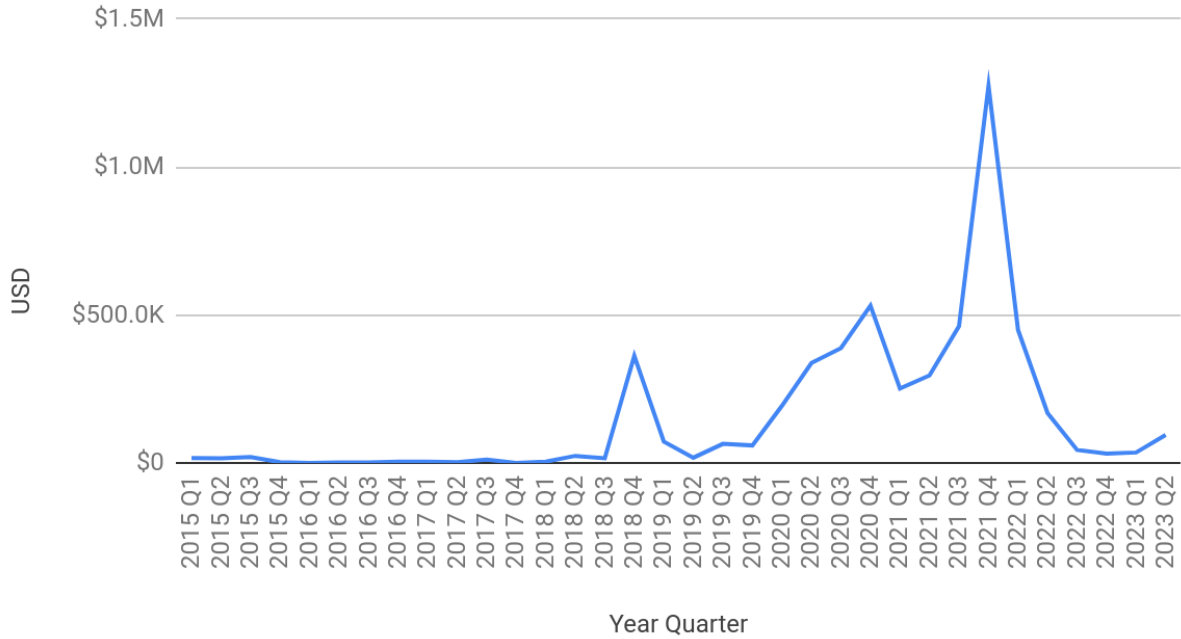
**Figure 7:** Median price of five letter domains (LLLLL.com) (Escrow.com)



## 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 increased in value as it went from \$36k in 1Q23 to \$95k in 2Q23.

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

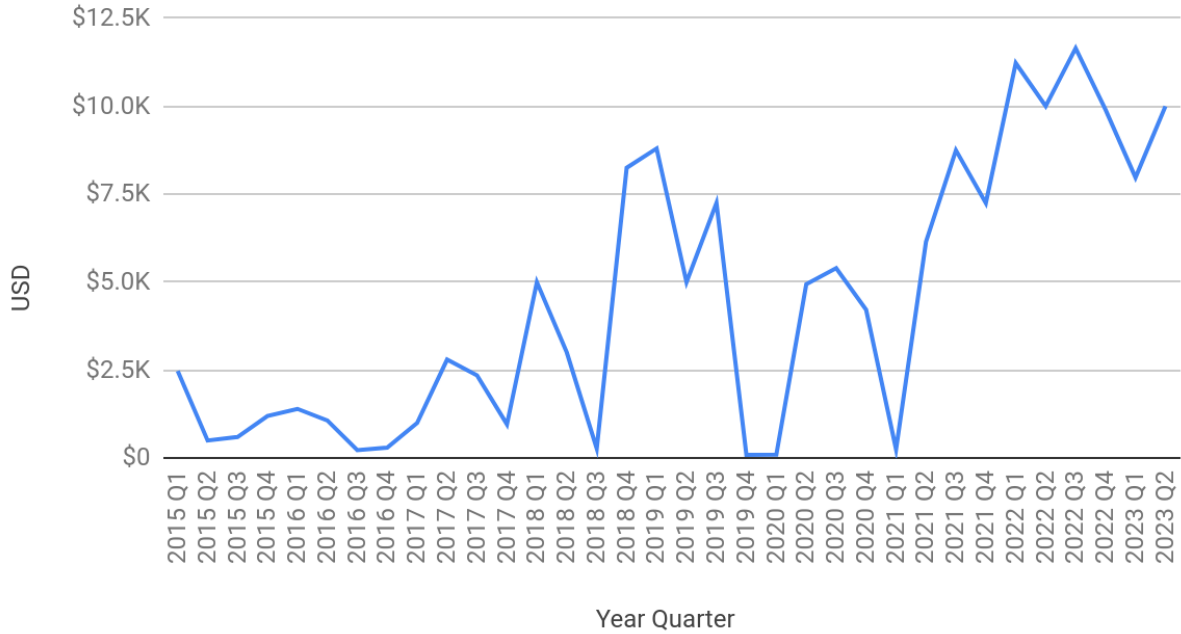


**Figure 8:** Median price of two and three character domain names (Escrow.com)

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

The median price of four character .com domain names increased in value to \$9k in 2Q23

### Median price of four character domain names

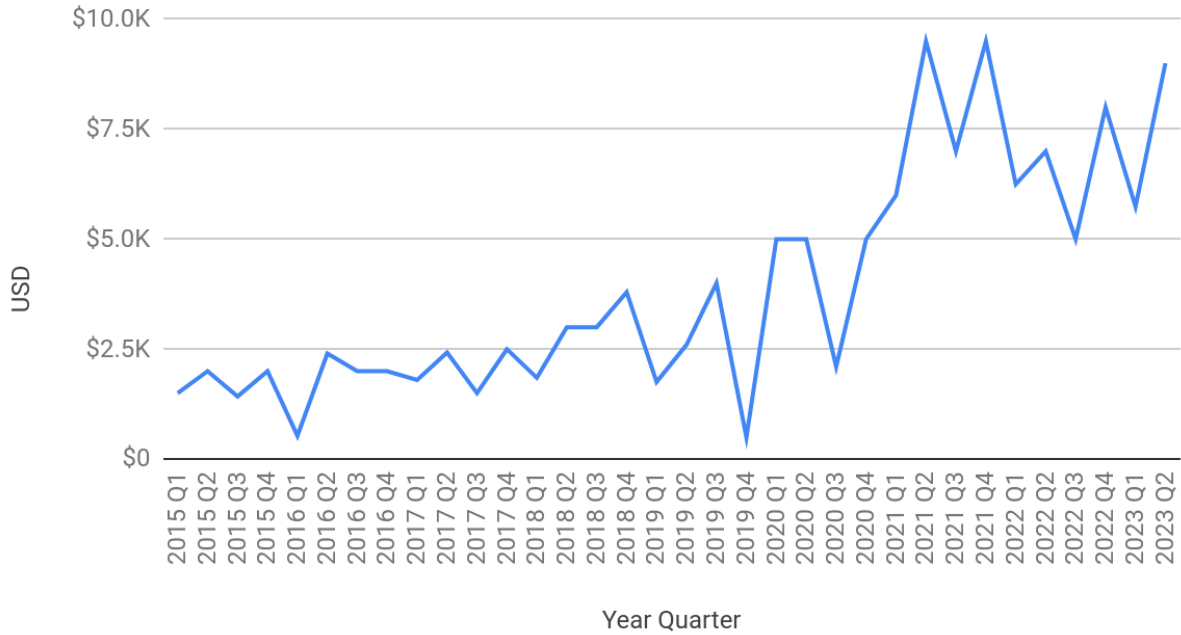


**Figure 9:** Median price of four character domain names (Escrow.com)

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

The median price of five character .com domain names increased in value to \$9k in 2Q23 from \$5.7k in 1Q23.

### 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 continues to increase in value, from \$5,000 in 1Q23 to \$7.7k in 2Q23.

## Median price of six character domain names

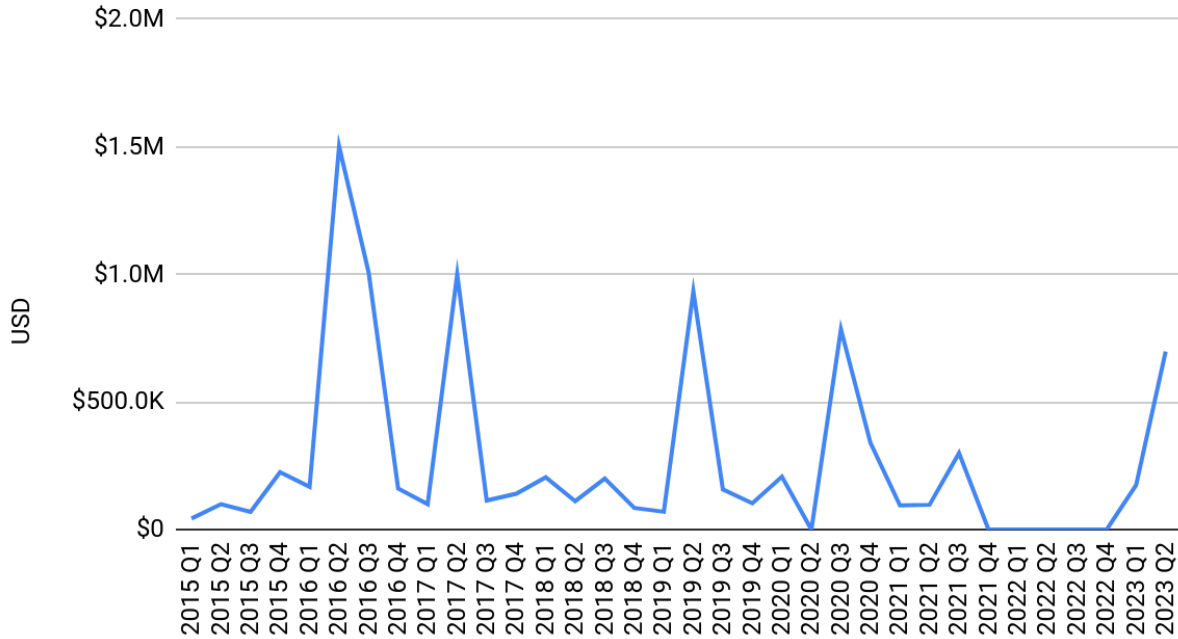


Figure 11: Median price of six character domain names (Escrow.com)

## 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 continue to increase in value at \$698k in 2Q23 from \$175k in 1Q23.

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

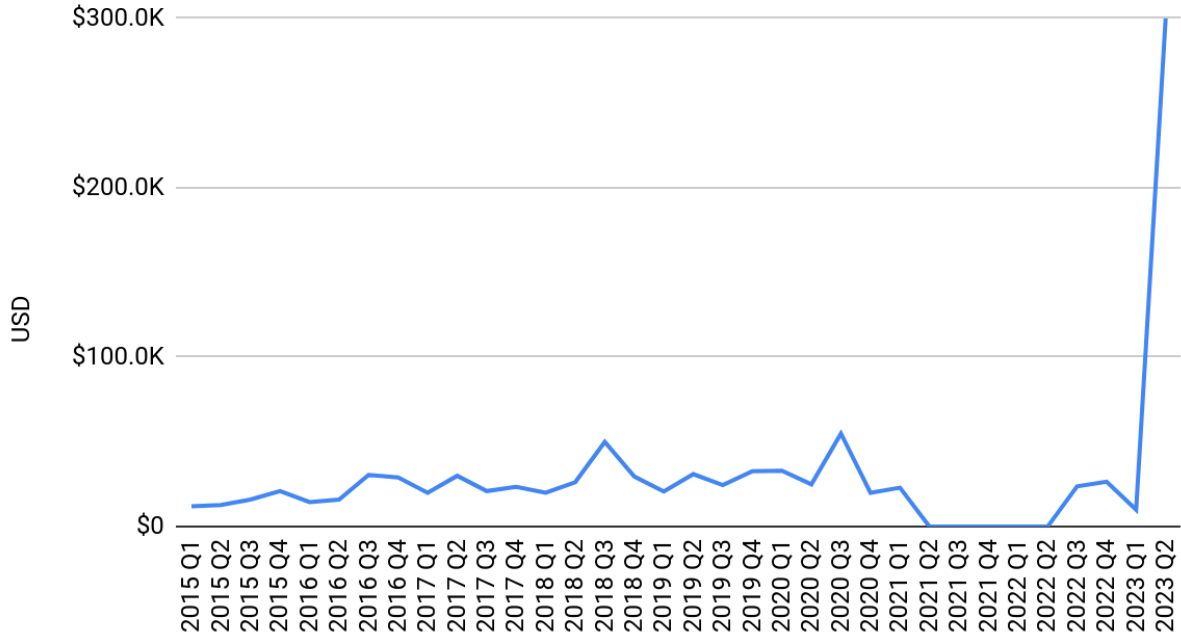


**Figure 12:** Median price of two and three number .com domains (NN.com, NNN.com) (Escrow.com)

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

The median price of four number .com domains jumped to \$300k in 2Q23, the record in years.

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

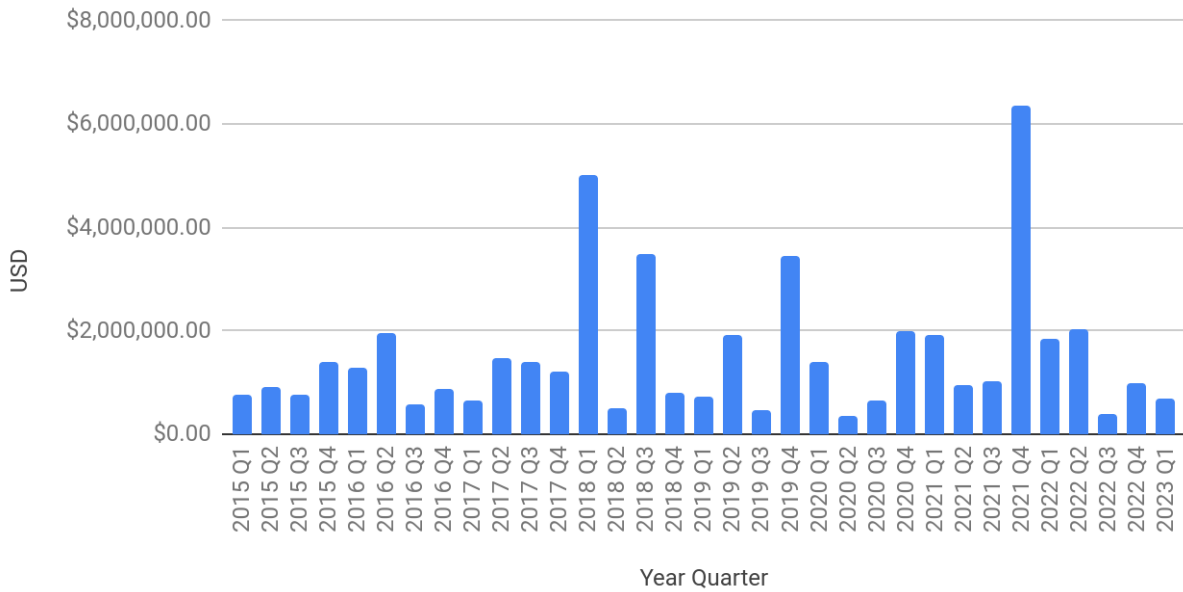


**Figure 13:** Median price of four number .com domains (NNNN.com) (Escrow.com)

## Domain names containing a hyphen '-'

Domain names containing a hyphen overall maintain its value, easing slightly from \$986k in 1Q23 to \$694k in 2Q23.

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

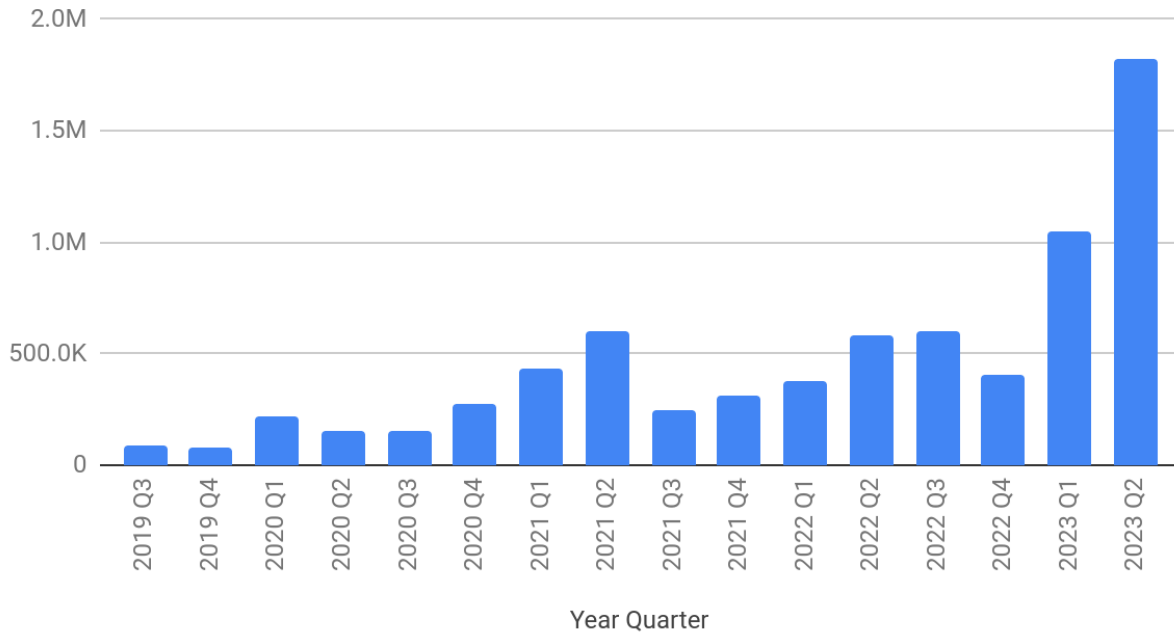


**Figure 14:** Total transaction volume of domains containing a hyphen '-' (Escrow.com)

## Domain names containing '.ai'

With the sudden boom of AI, an increase in the value of '.ai' domain names. These domain names maintain their uptrend currently 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)



