



ESCROW.COM DOMAIN INVESTMENT INDEX

3rd Quarter 2023

Escrow.com Domain Investment Index: Q3, 2023

For the quarter ending September 30th 2023

Executive Summary

This quarter, the total domain name volume on Escrow.com eased slightly from \$89M in 2Q23 down to \$85M in 3Q23. For most domain categories, the median price has been maintained from the previous quarter. Key highlights include:

- The price of domains containing a **hyphen** increased in value to \$1.12m from 2Q23's \$223k.
- After 2Q23's record high of \$300k median price for **four number .com** domains, it has now eased back to \$25k which is within its usual levels for the previous quarters.
- The value of **' .ai' domain names** has slowed down in 3Q23 as it eased to \$1.3M from \$1.8M in 2Q23.

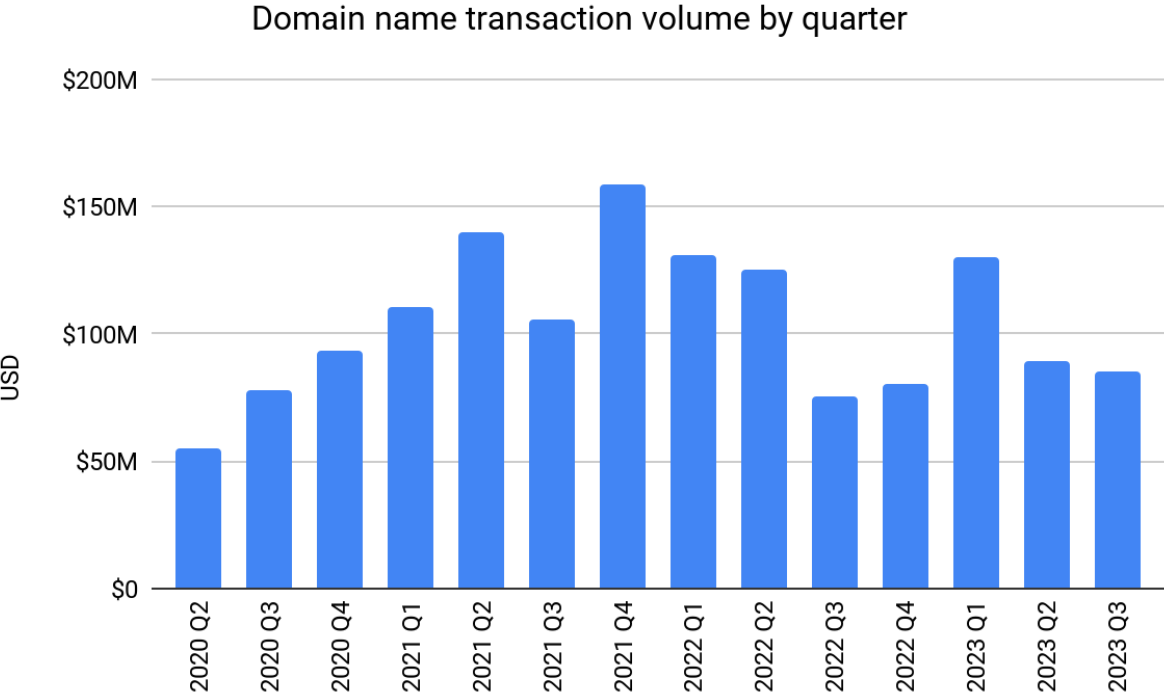


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

Domain name transactions transacted from the United States increased from \$62.3M to \$67M. While domain name transactions from the United Kingdom and China eased from \$13.6M to \$7M, and \$14.3M to \$5.2M respectively in 3Q23.

Total domain name transaction volume by region

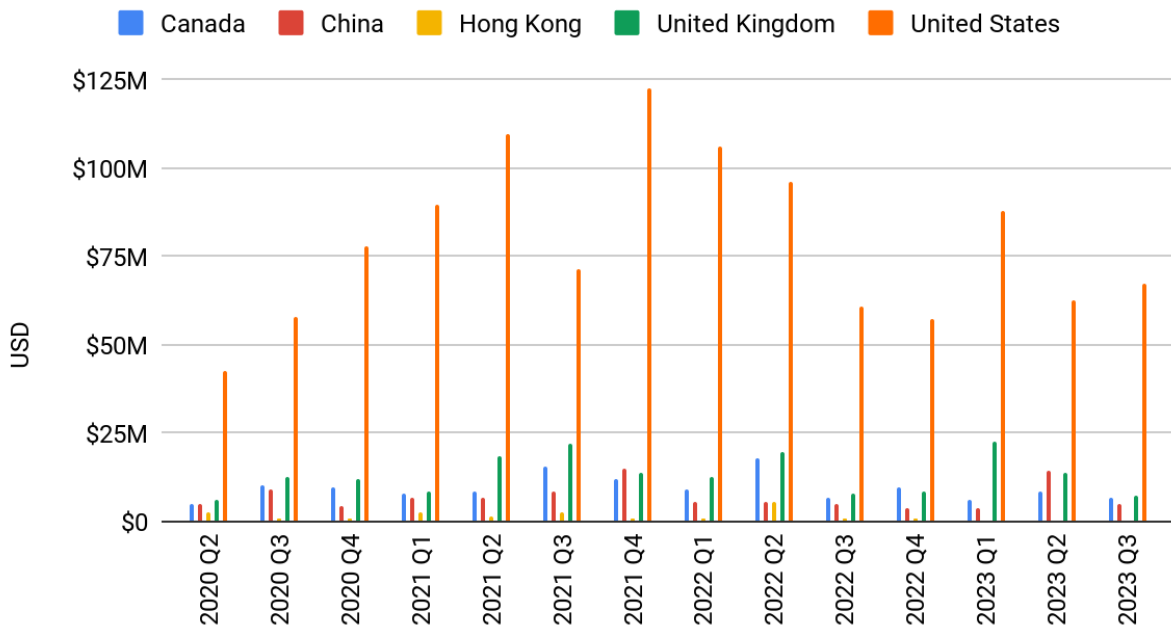


Figure 2: Total domain name sales by region (Escrow.com)

The impact of content on domain name sale price

The median price of domain names bundled **with content** reimagined flat at \$5,000 in 3Q23. While the median price of domain names **without content** increased to \$4,614 in 3Q23 from \$4,500 in 2Q23.

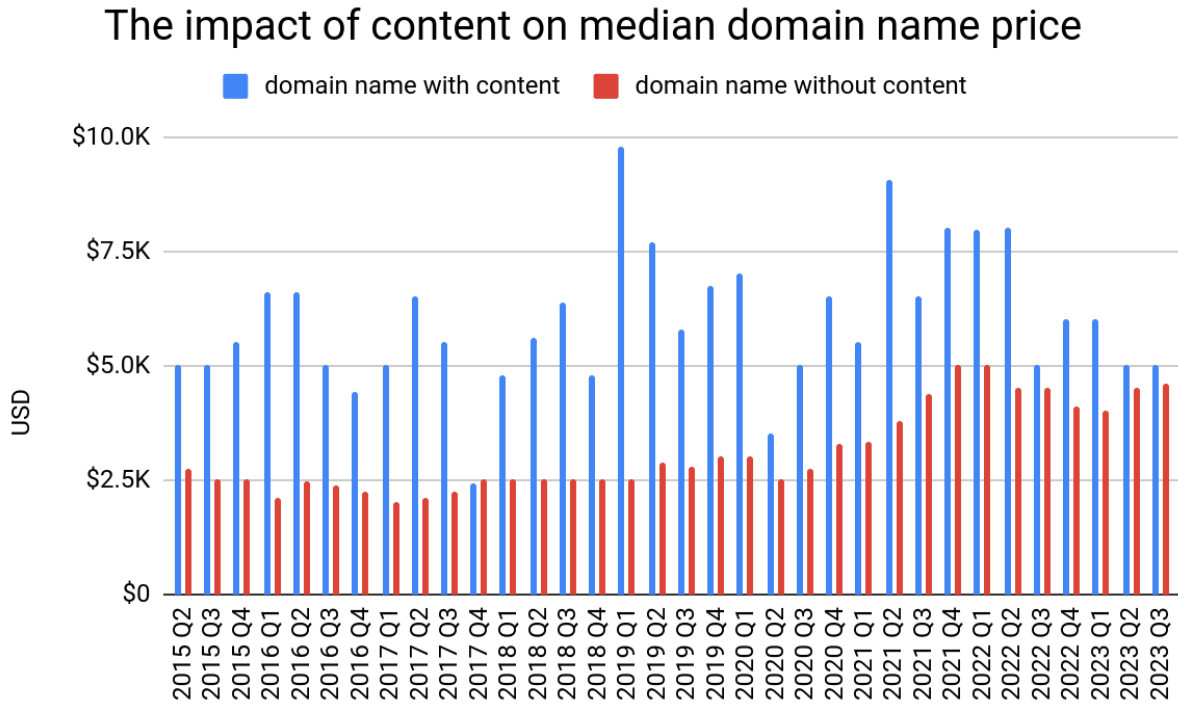


Figure 3: The impact of content on domain name pricing (Escrow.com)

The total value for domains **with content** eased to \$17.7M in 3Q23 from \$29.9M in 2Q23, while the total value for domains **without content** increased to \$49.7M in 3Q23 from \$40.6M in 2Q23.

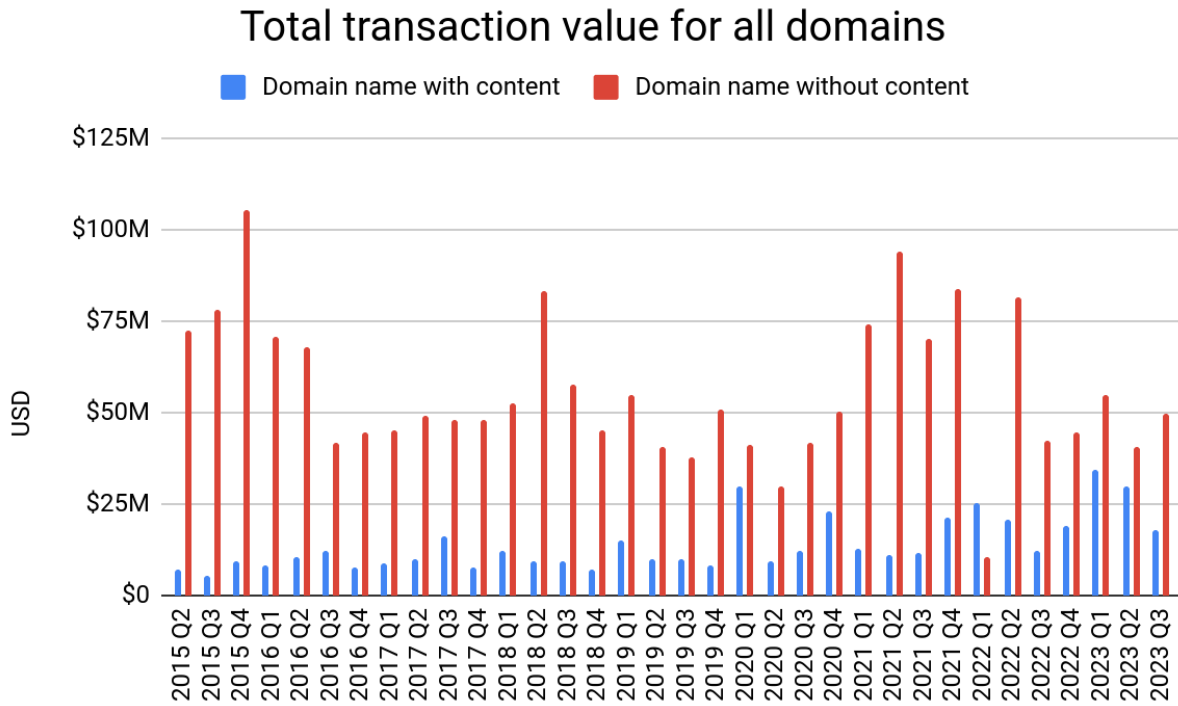


Figure 4: Total volume of domain name sales with content versus no content (Escrow.com)

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

The median price of **two and three letter {a-z}.com** domains eased back down to \$42.5k in 3Q23 from \$140k in 2Q23.

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

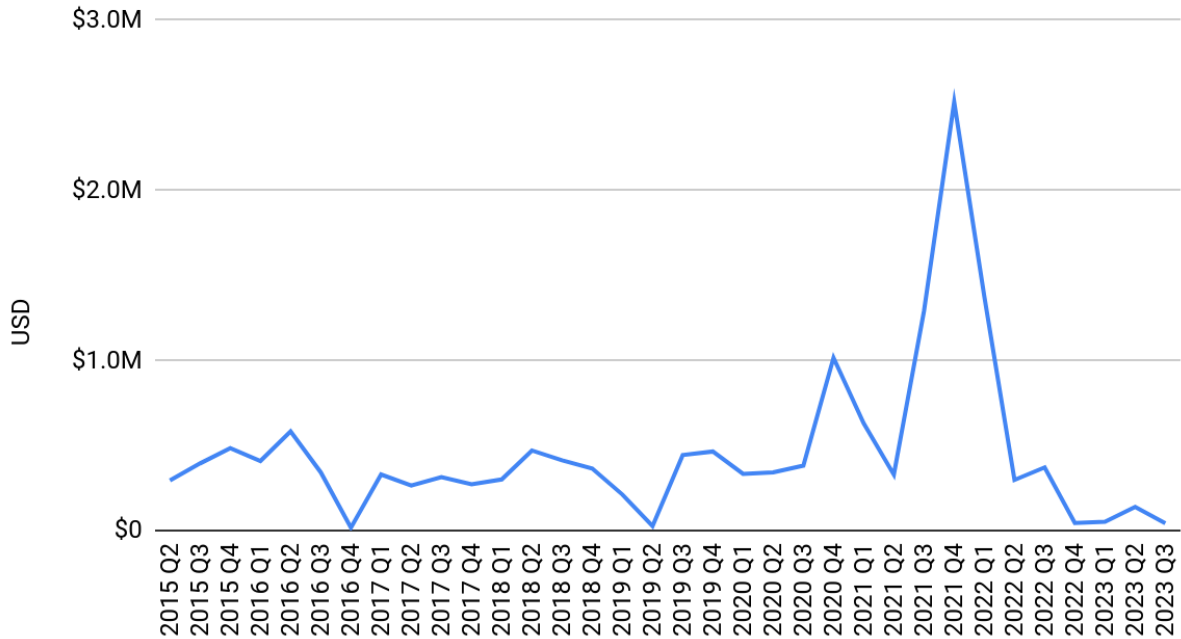


Figure 5: Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

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 \$9.9k to \$10k in 3Q23.

Median price of four letter (LLLL.com) domains

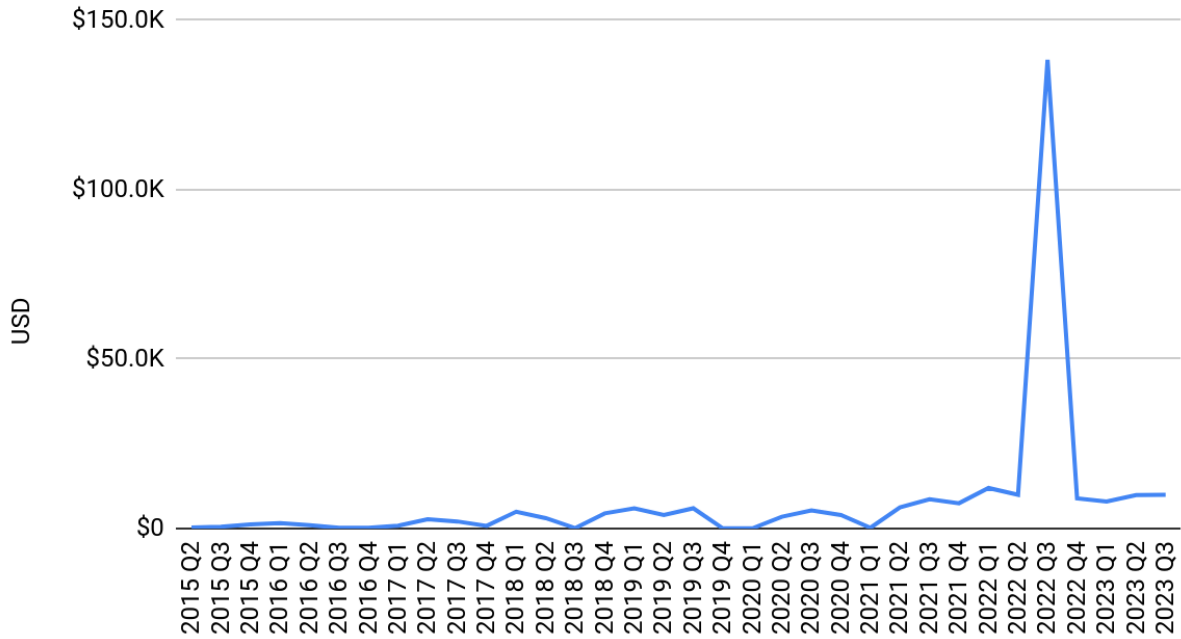


Figure 6: Median price of four letter domains (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter .com** domain names increased in value to \$10k in 3Q23

Median price of five letter (LLLLL.com) domains

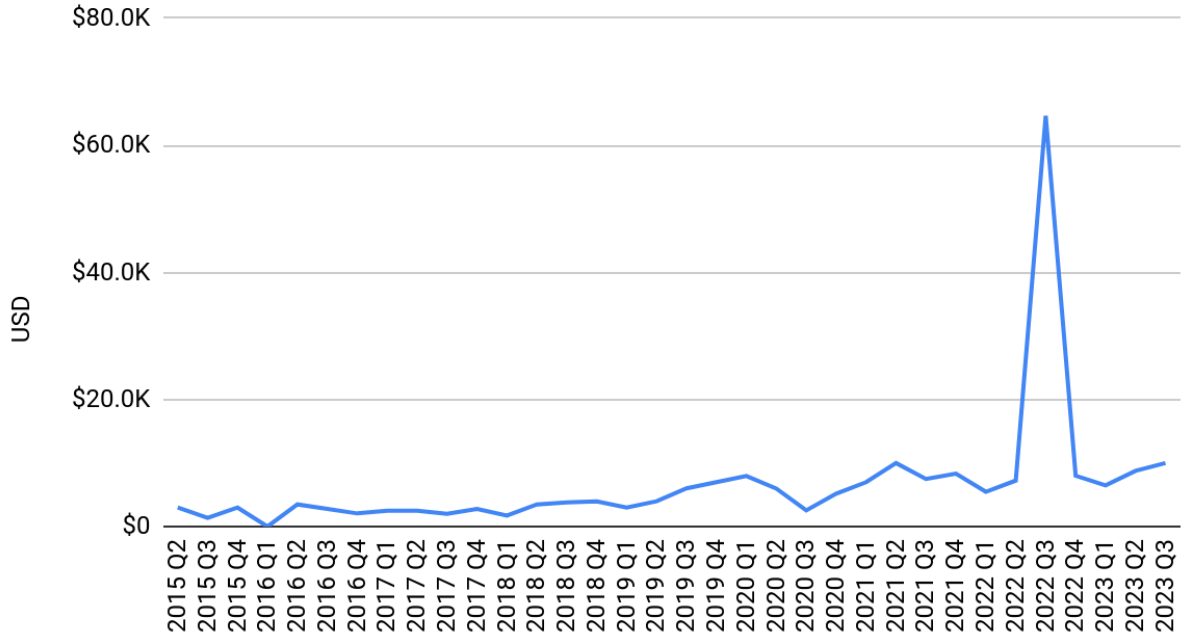


Figure 7: Median price of five letter domains (LLLLL.com) (Escrow.com)

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 from \$95k in 2Q23 to \$41.25k in 3Q23.

Median price of two and three character domain names

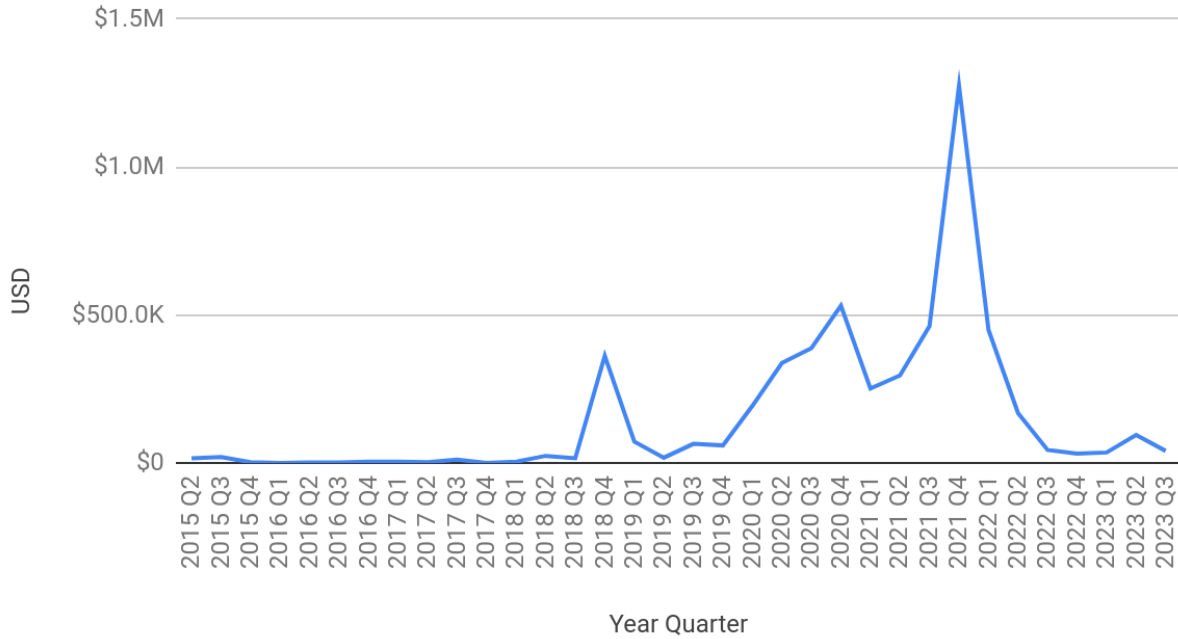


Figure 8: Median price of two and three character domain names (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of **four character .com** domain maintained its value at \$9k in 3Q23

Median price of four character domain names

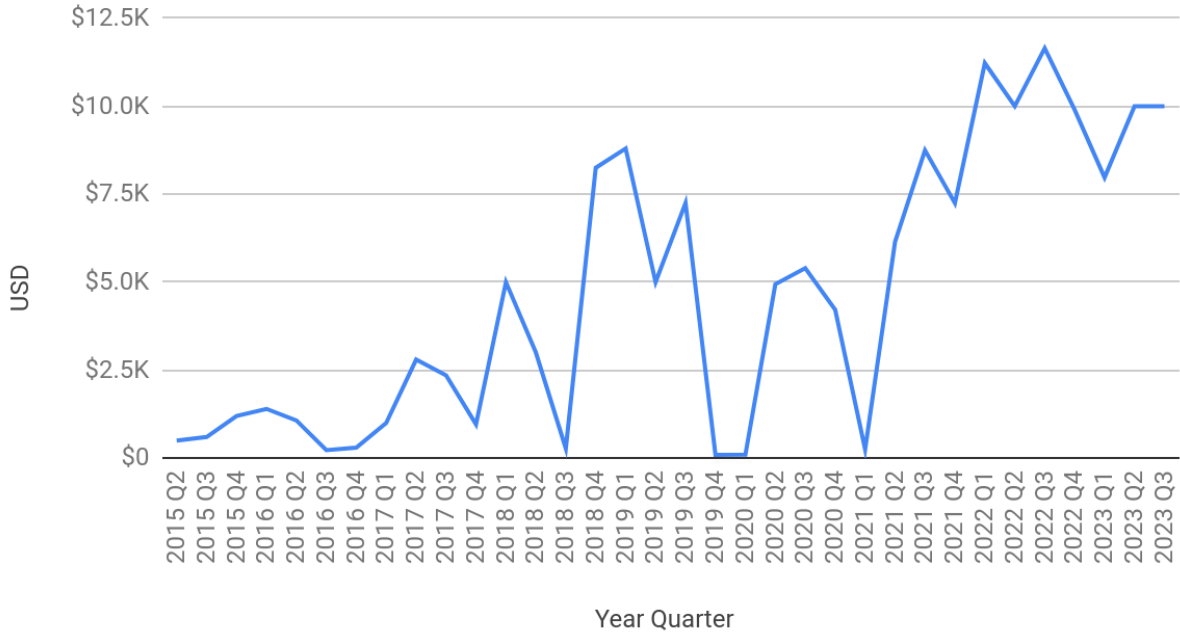


Figure 9: Median price of four character domain names (Escrow.com)

Five character .com (CCCCC.com) domain names

Similar to four character.com domains, the median price of **five character .com** domain names maintained its value to \$9k in 3Q23.

Median price of five character domain names

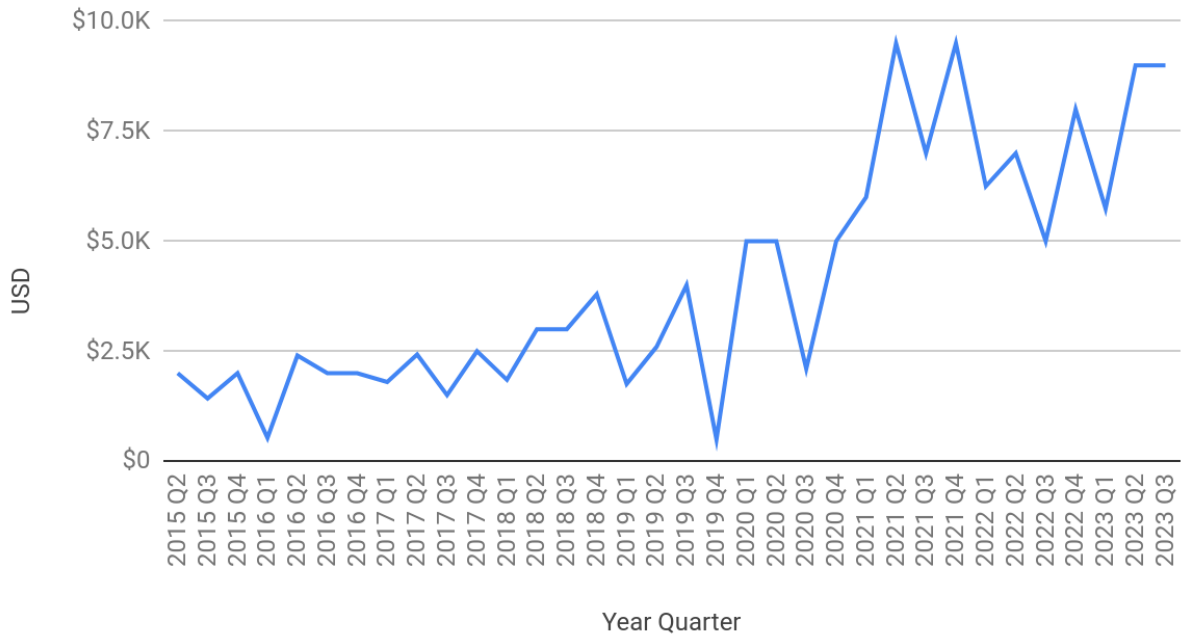


Figure 10: Median price of five character domain names (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of **six character .com** domain names eased from \$7.7k in 2Q23 to \$3.5k in 3Q23.

Median price of six character domain names

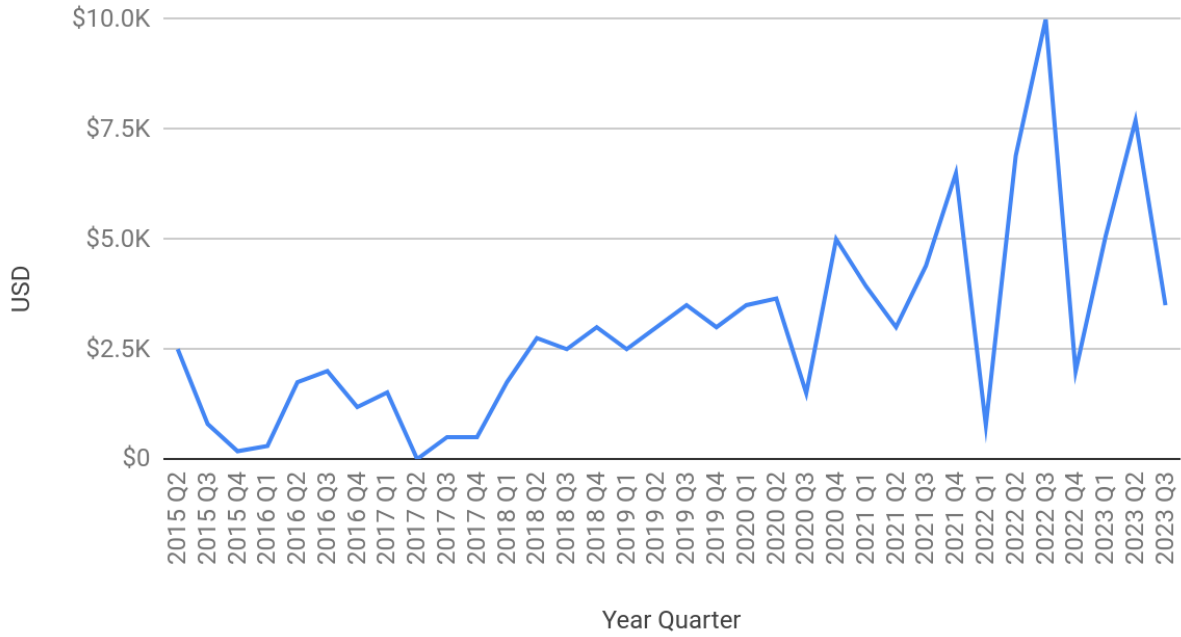


Figure 11: Median price of six character domain names (Escrow.com)

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 eased in value to \$480k in 3Q23 from \$698k in 2Q23.

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

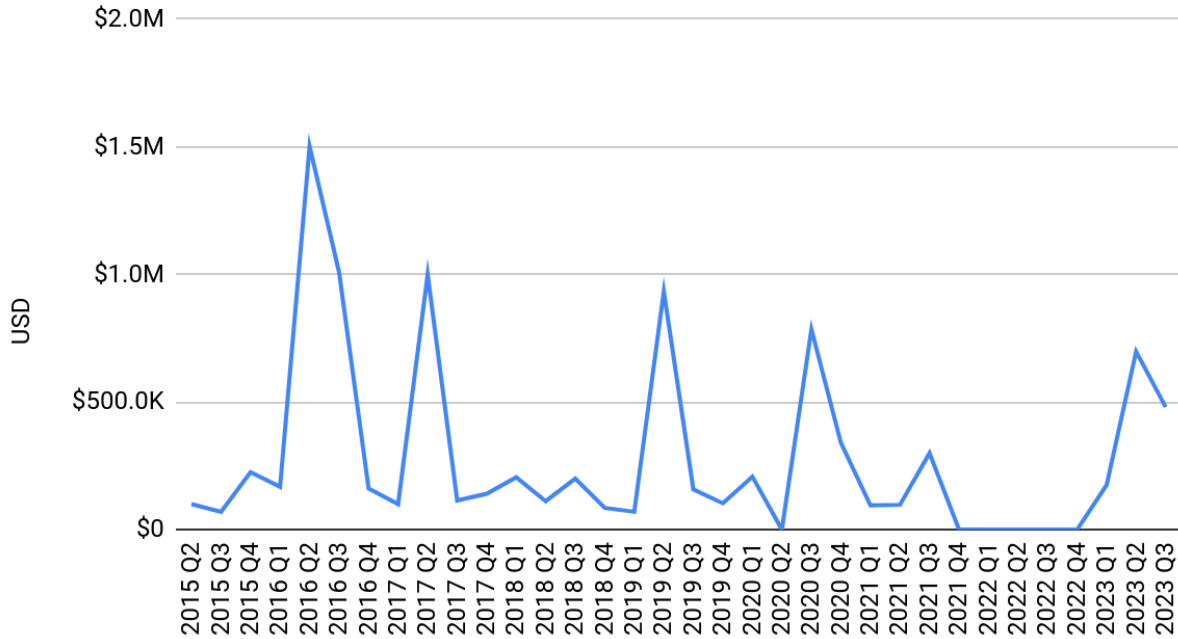


Figure 12: Median price of two and three number .com domains (NN.com, NNN.com) (Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number .com** domains eased back to \$25k in 3Q23, after the \$300k record in 2Q23.

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

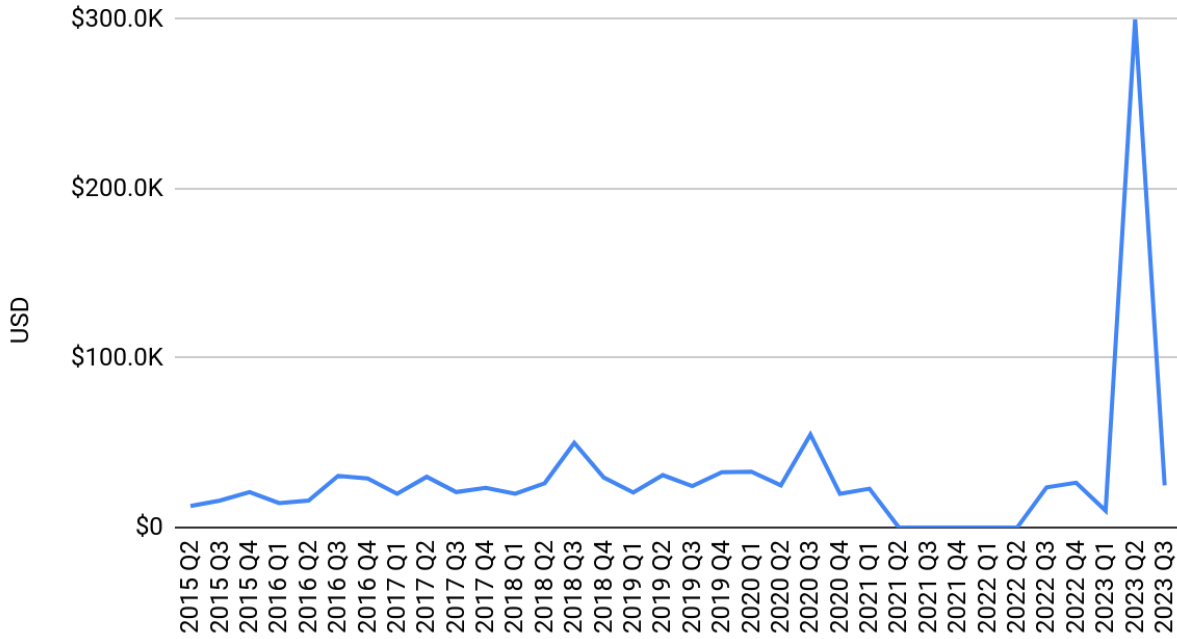


Figure 13: Median price of four number .com domains (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Domain names containing a **hyphen** increased in value from \$225k in 2Q23 to \$1.12M in 3Q23.

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

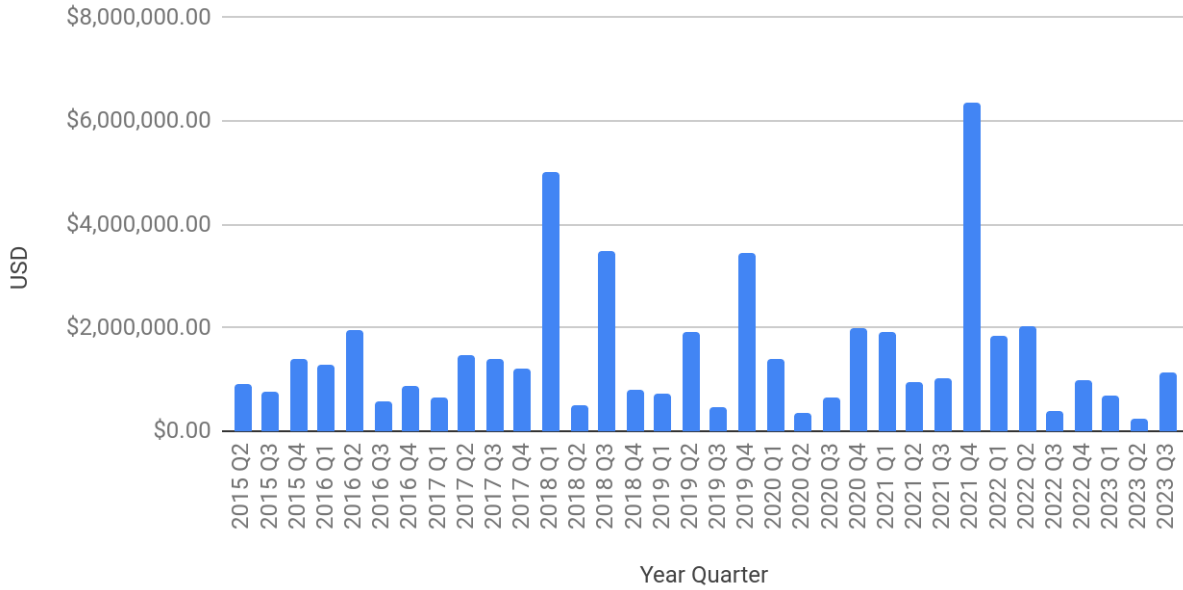


Figure 14: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

Domain names containing '.ai'

The value of **'.ai' domain names** slightly eased to \$1.3M in 3Q23 from \$1.8M in 2Q23.

Total transaction value of .ai domain names, by quarter

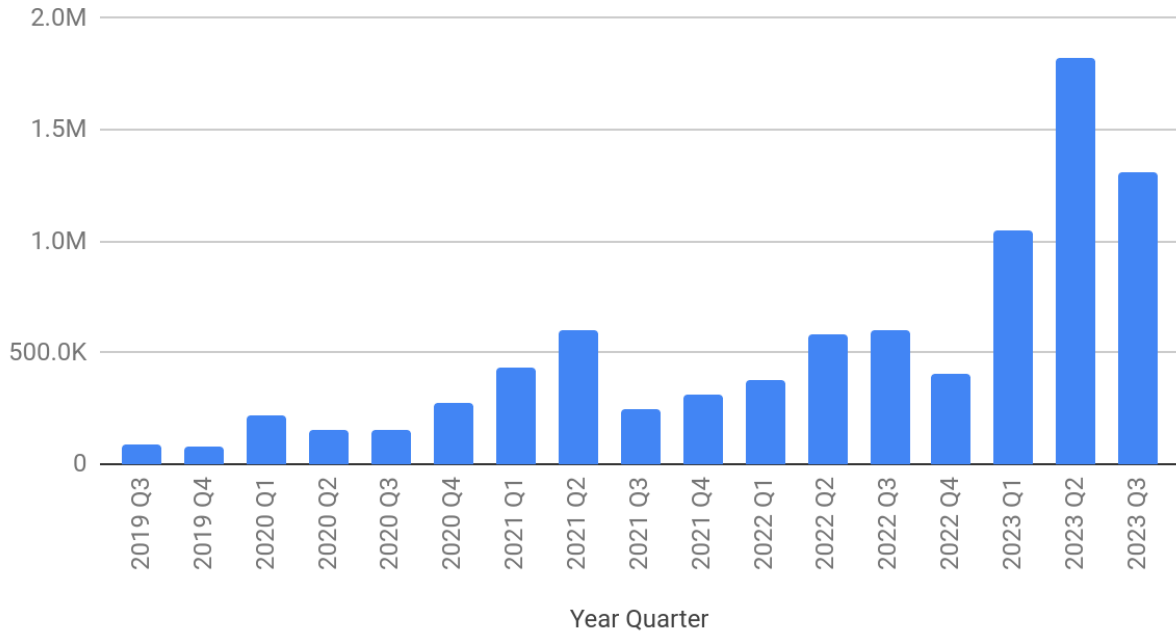


Figure 15: Total transaction volume of domains containing '.ai' (Escrow.com)

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)

