

ESCROW.COM

DOMAIN INVESTMENT INDEX

3rd Quarter 2024



ESCROW.COM DOMAIN INVESTMENT INDEX: Q3, 2024

For the quarter ending September 30th 2024

Executive Summary

Escrow.com is the world's most trusted and preferred online licensed escrow payment service for buying or selling premium domain names.

In 3Q24, Escrow.com facilitated a total of \$99 million in domain name sales. This was an 8.6 percent increase from 2Q24.

The value of .ai domains increased to a total of \$2.5 million in 3Q24 almost reaching 1Q24's record high of \$2.6 million. The median price of five letter .com domains increased, doubling from \$7.5k in 2Q24 to \$15k in 3Q24.

The median price of four number .com domains saw a huge uplift as it increased from \$25k in 2Q24 to \$80k in 3Q24.

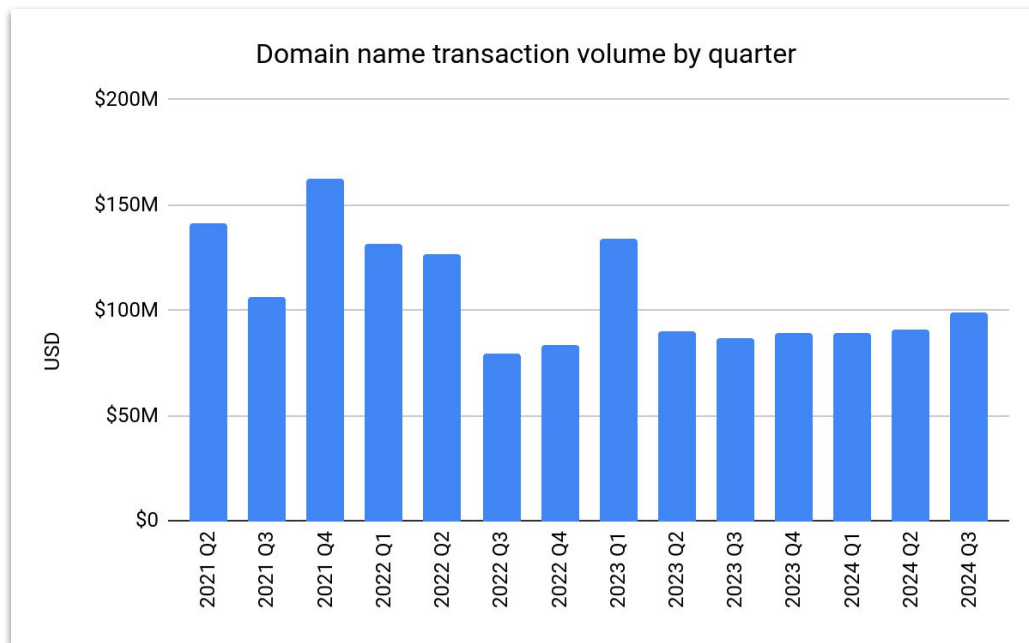


Figure 1: Total domain name sales by quarter (Escrow.com)

Domain names containing '.ai'

Volume from **.ai domains** remain strong as we saw an increase to \$2.5M in 3Q24 from last quarter's \$1.8M. With the consistency of volume through the year, .ai domain volume is foreseen to have a strong finish this 2024.

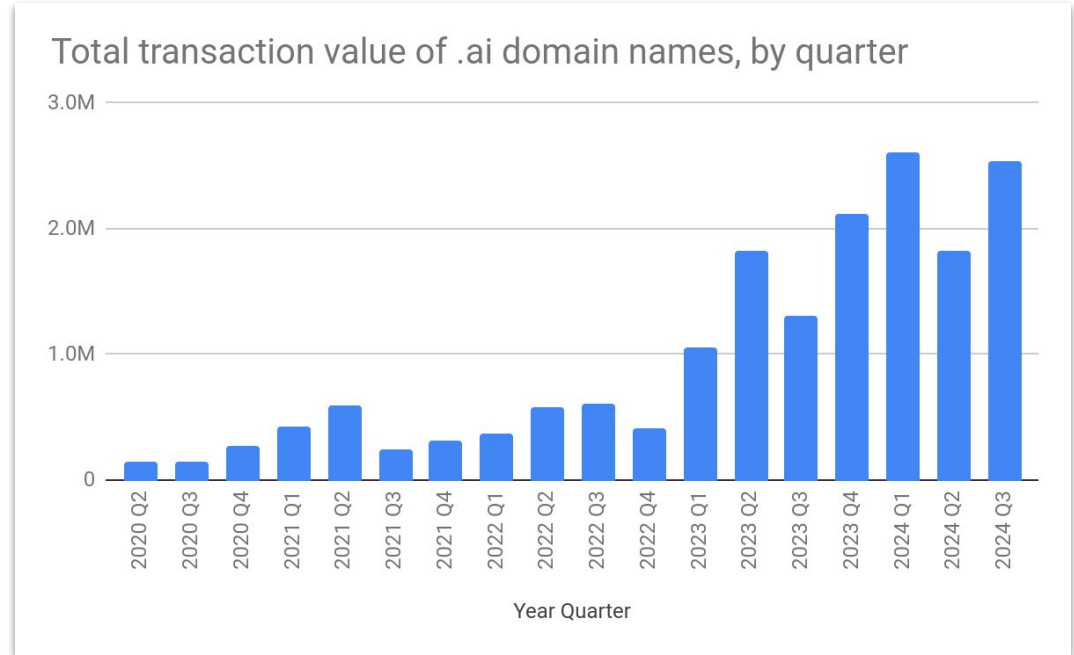


Figure 2: Total transaction volume of domains containing '.ai' (Escrow.com)

Total transaction value, by region

We saw an increase in the total volume of domain name transactions from the United States increased from \$55M in 2Q24 to \$77M in 3Q24. Similarly, volume from the United Kingdom increased from \$6.6M to \$11M.

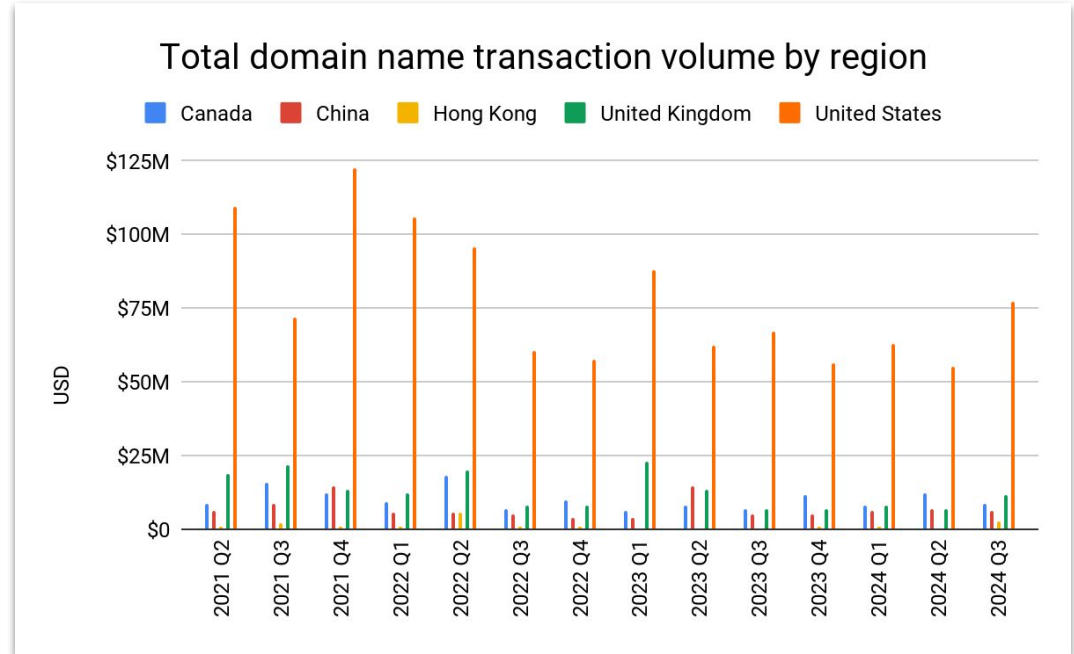


Figure 3: Total domain name sales by region (Escrow.com)

The impact of content on domain name sale price

The median price of domain names **with content** eased from \$8,800 in 2Q24 to \$4,980 in 3Q24. On the other hand, domain names **without content** remained flat at \$5k.

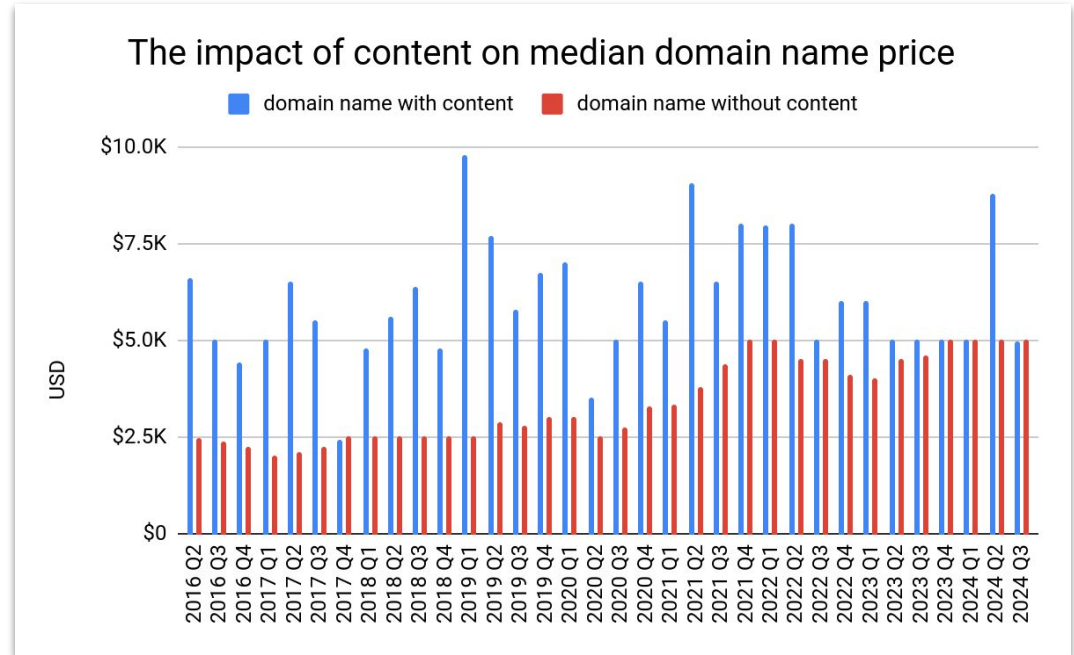


Figure 4: The impact of content on domain name pricing (Escrow.com)

The impact of content on domain name sale price

Looking at total value, domain names **with content** eased to \$4.1M in 3Q24 from \$21.1M in 2Q24, while the total value for domain names **without content** increased to \$73.3M in 3Q24 from \$50.9M in 2Q24.

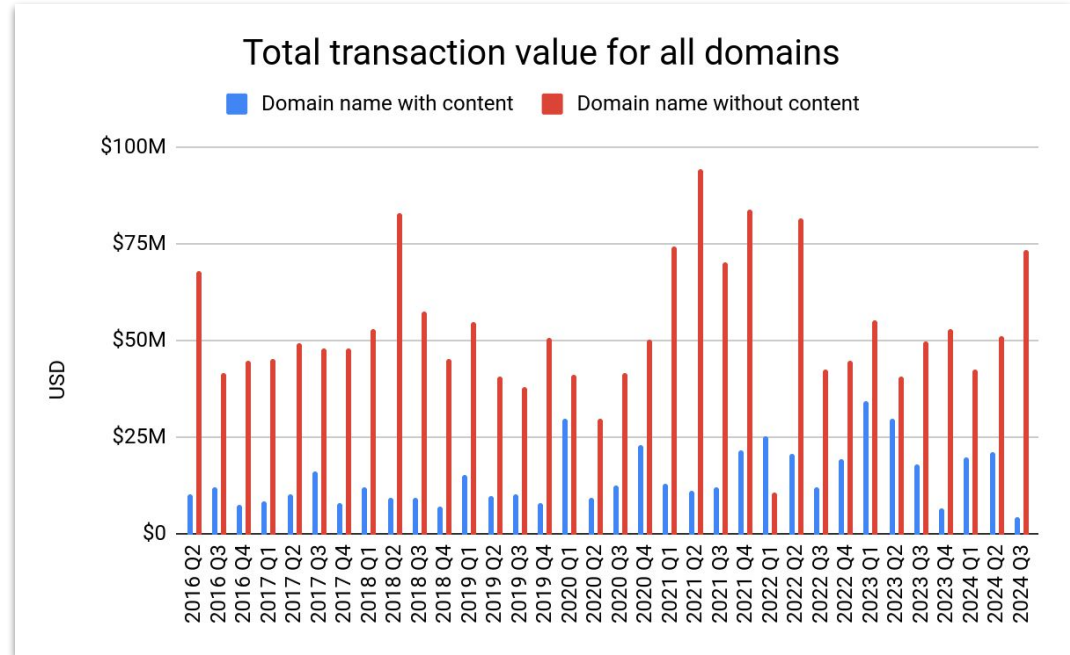


Figure 5: Total volume of domain name sales with content versus no content (Escrow.com)

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

The median price of **two and three letter {a-z}.com** domains increased to \$60k in 3Q24 from \$50k in 2Q24.

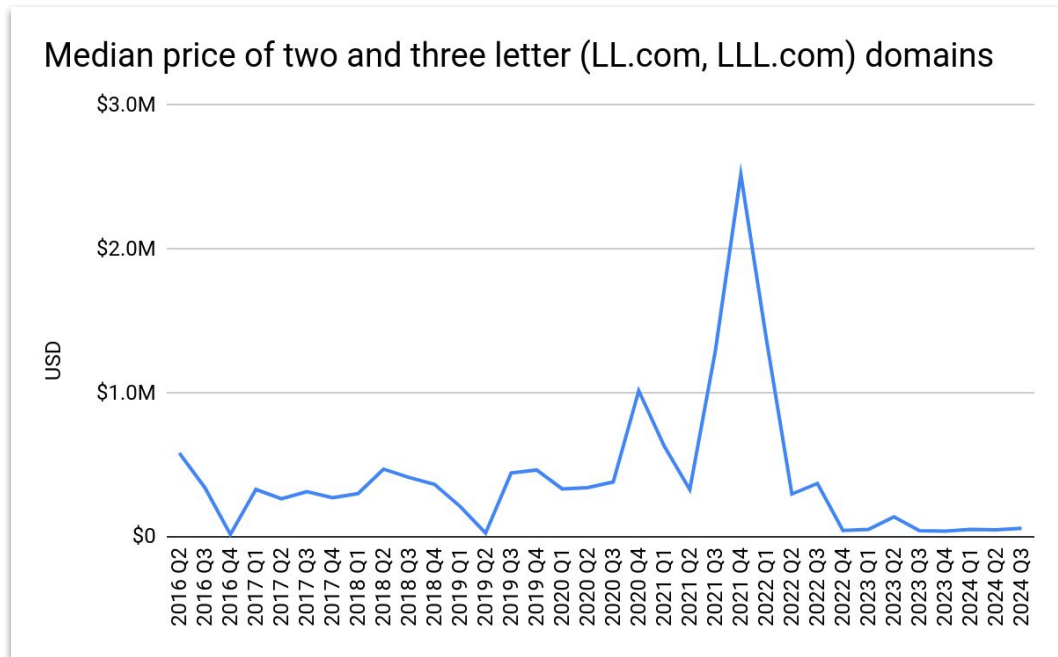


Figure 6: Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter .com** domains eased to \$10k in 3Q24 from \$15k in 2Q24.

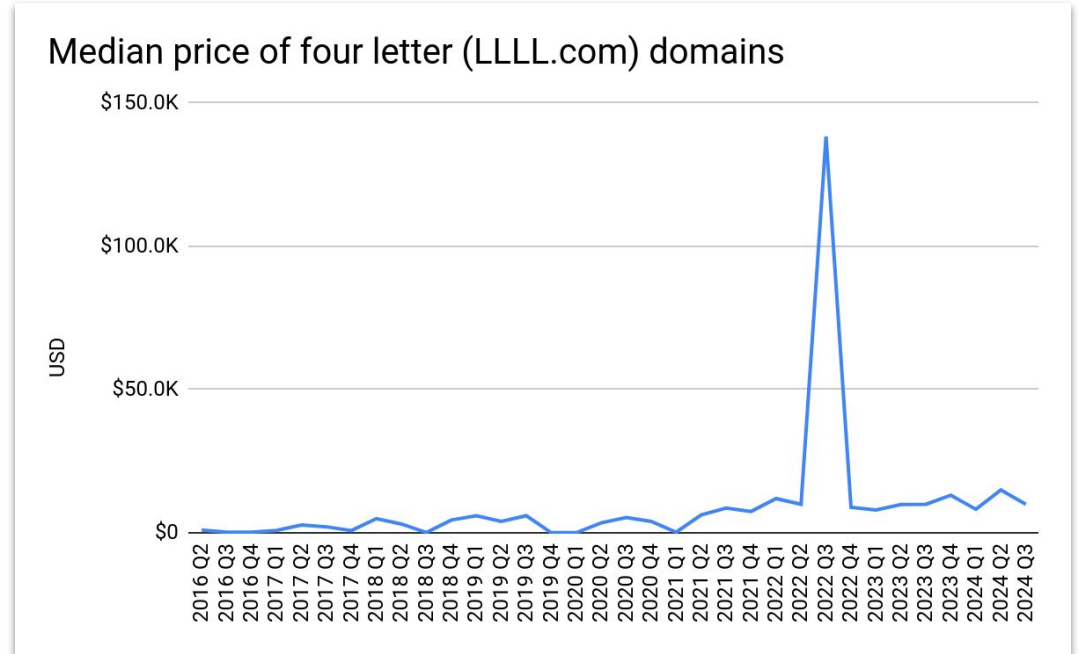


Figure 7: Median price of four letter domains (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter .com** domains increased to \$15k in 3Q24 from \$7.5k in 2Q24.

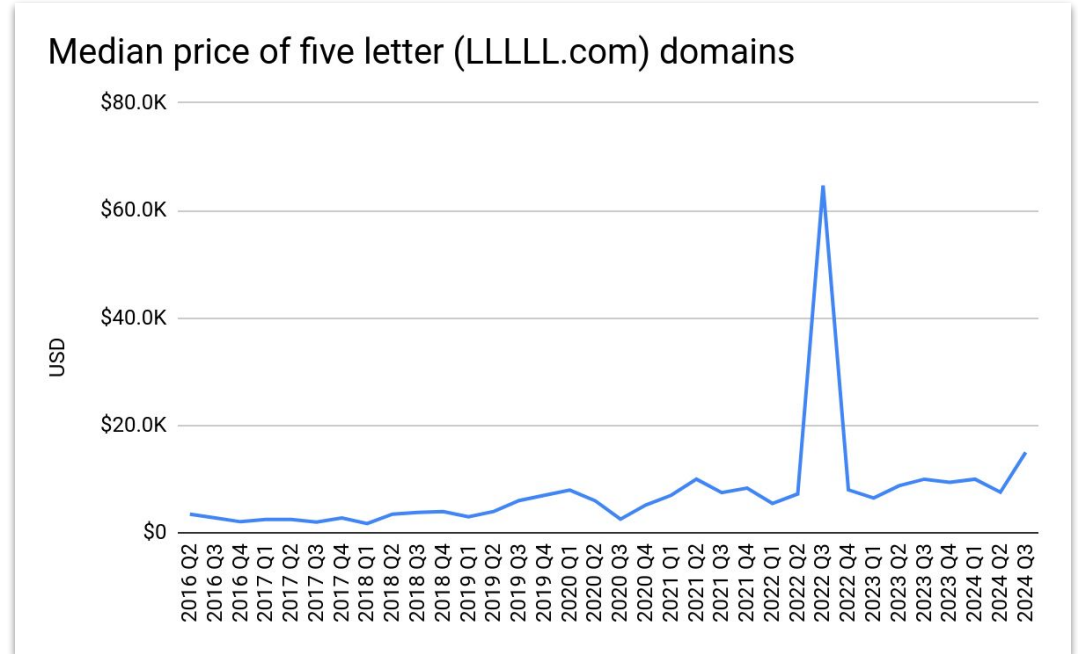


Figure 8: Median price of five letter domains (LLLLL.com) (Escrow.com)

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

The median price of **two and three character .com {a-z,0-9,-}** domains increased to \$50k in 3Q24 from \$46.5k in 2Q24.

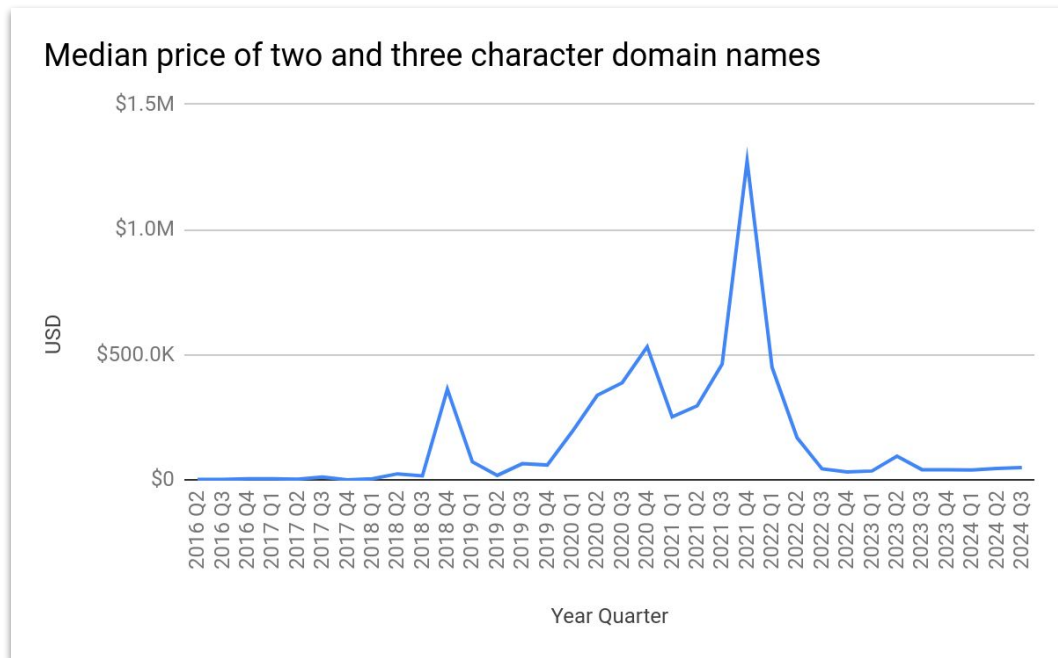


Figure 9: Median price of two and three character domain names (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **five character .com** domains increased to \$15k in 3Q24 from \$8.1k in 2Q24.

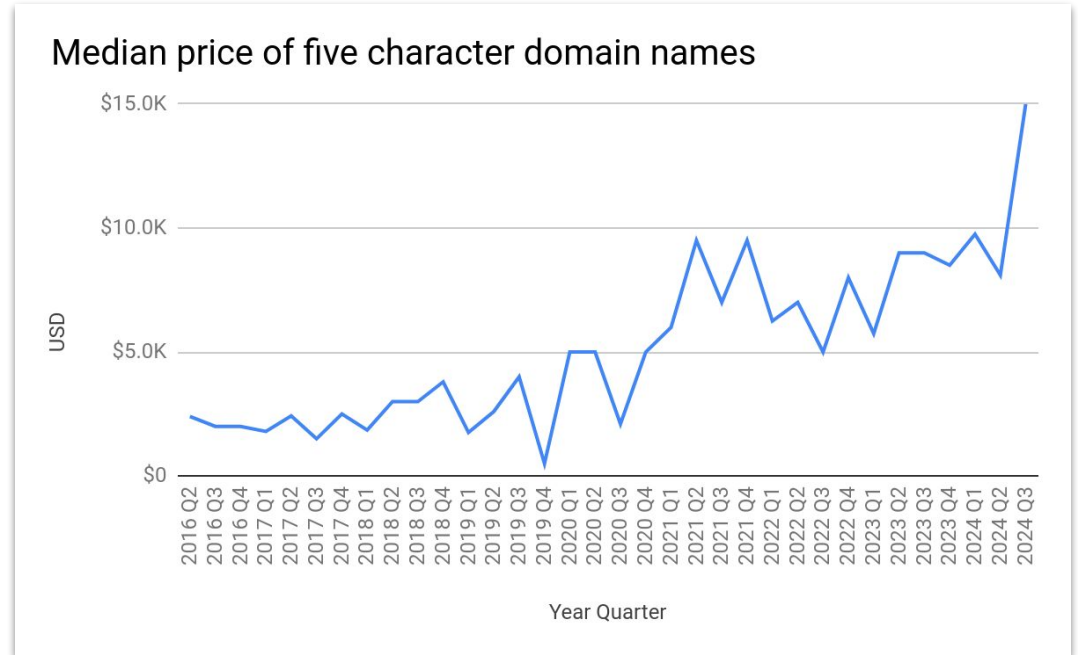


Figure 11: Median price of five character domain names (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of **six character .com** domains eased to \$6k in 3Q24 from \$7k in 2Q24.

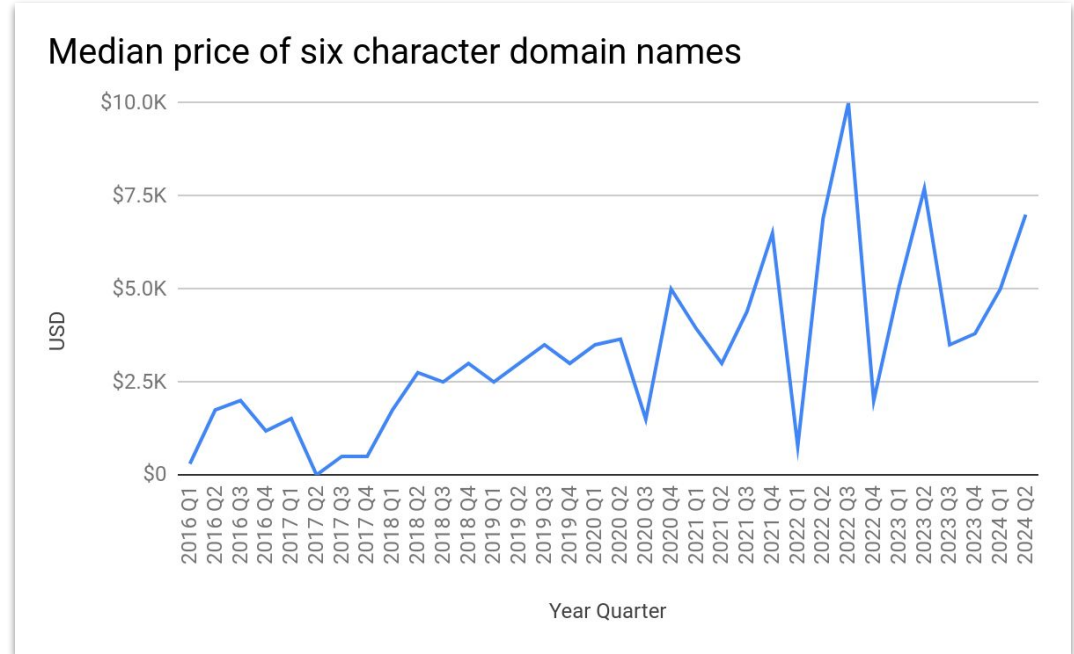


Figure 12: Median price of six character domain names (Escrow.com)

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

Two and three number {0-9} .com domain names had no transactions in 3Q24. In 2Q24, the median price we saw for this type of domain was \$673k.

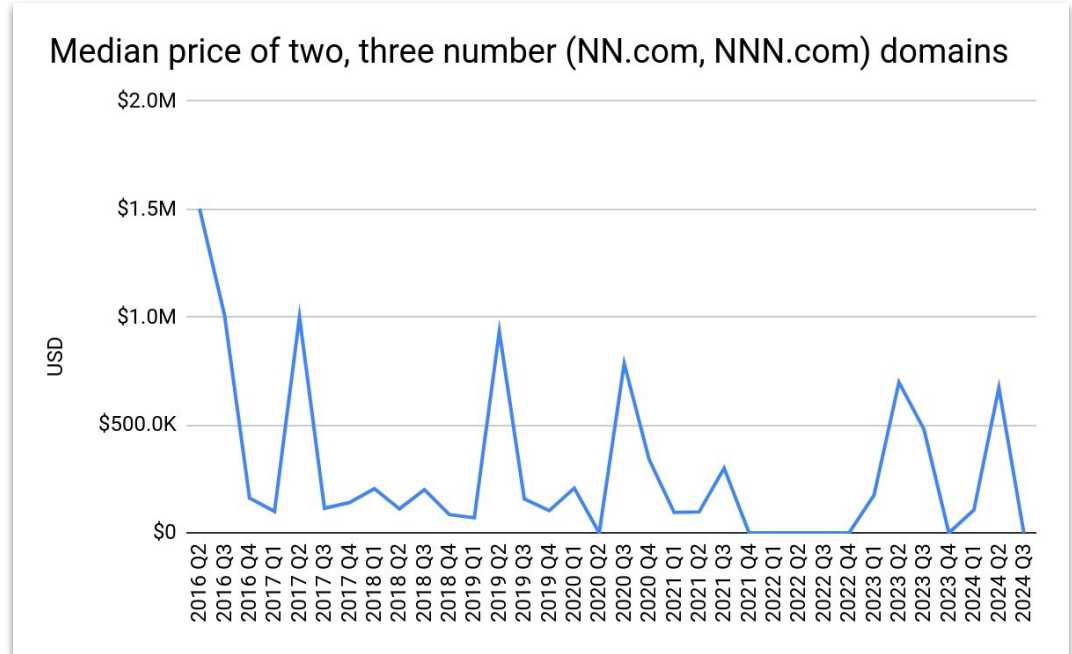


Figure 13: Median price of two and three number .com domains (NN.com, NNN.com)
(Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number .com** domains increased to \$80k in 3Q24 from \$25k in 2Q24.

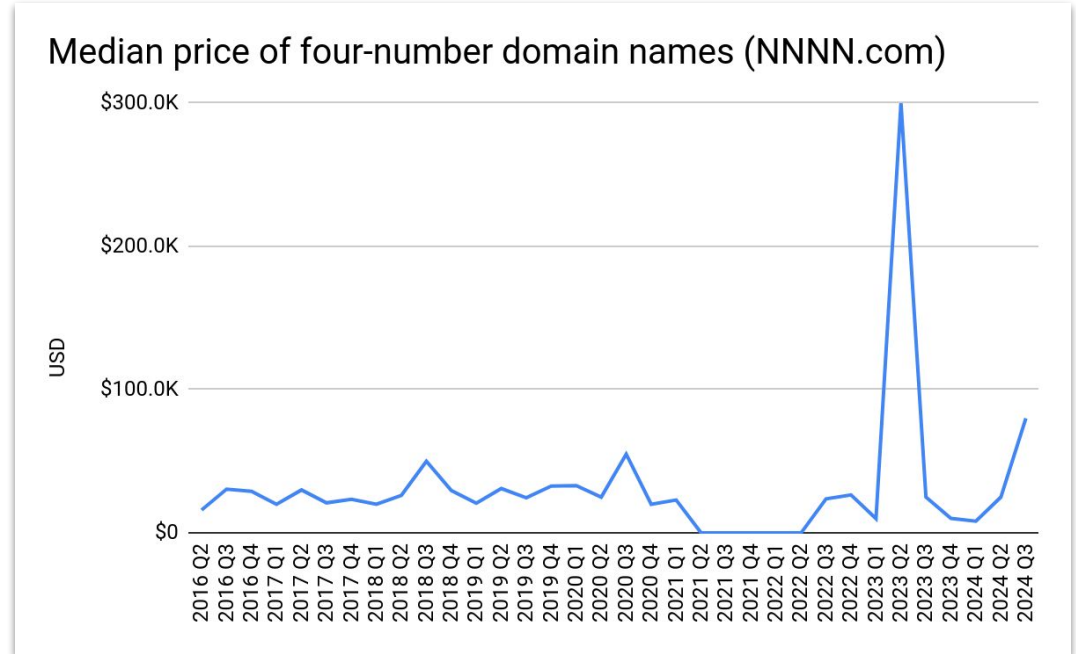


Figure 14: Median price of four number .com domains (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Domains containing a **hyphen** eased in value to \$71k in 3Q24 from \$2.5M in 2Q24.

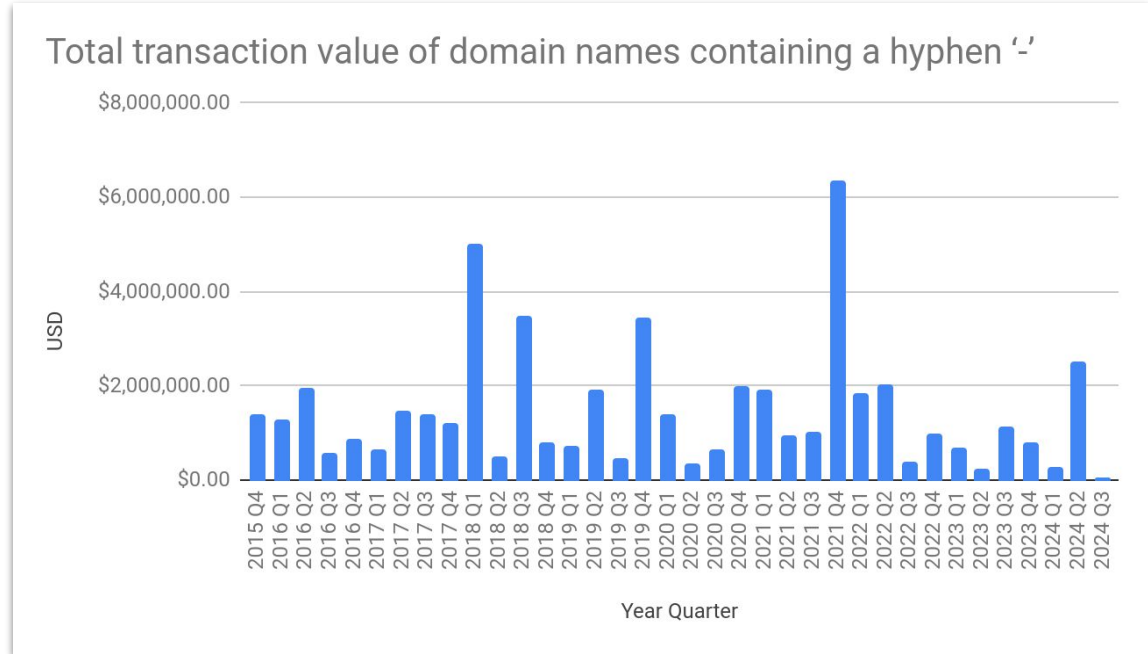


Figure 15: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

THANK YOU
