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# ESCROW.COM DOMAIN INVESTMENT INDEX

3rd Quarter 2022

# Escrow.com Domain Investment Index: Q3, 2022

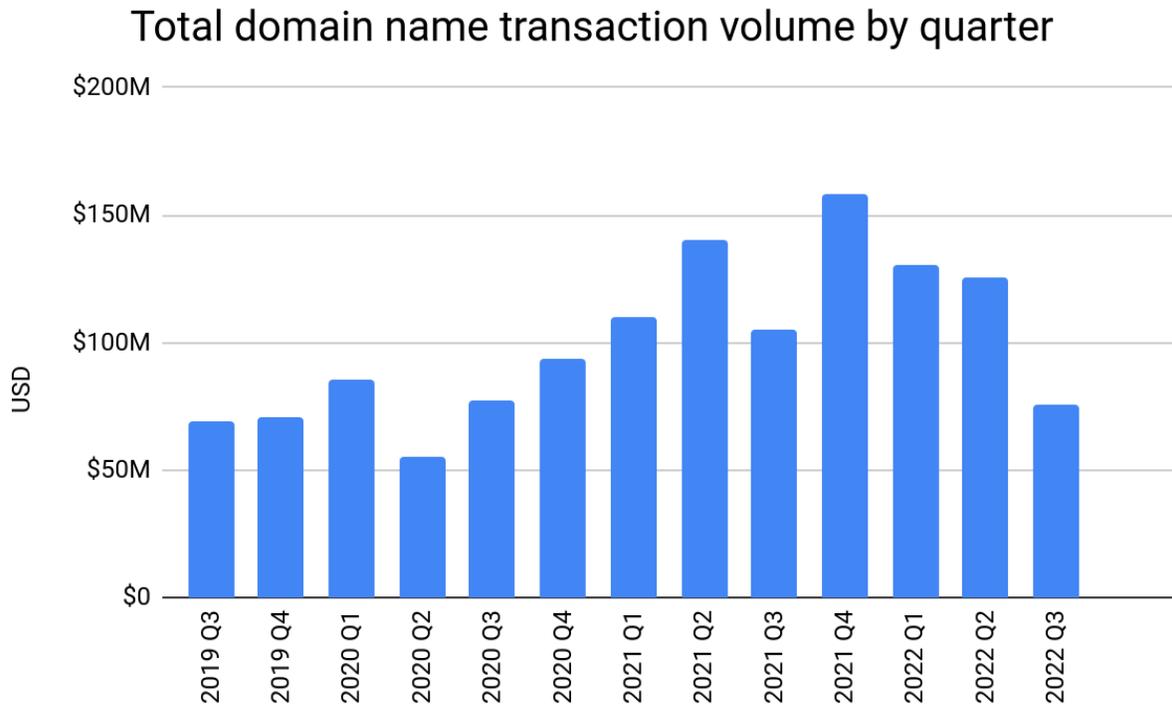
For the quarter ending September 30th 2022

## Executive Summary

Year-on-year, we have seen a 28% decrease in the total value of domain name transactions from \$105M in 3Q21 to \$75M in 3Q22. Looking at the trailing twelve months up to September this year, domain name sales have increased by 8% from \$449M in 2021, to \$489M in 2022.



Figure 1: Total Domain Name Sales, trailing twelve months (Escrow.com)



**Figure 2:** Total Domain Name Sales by Quarter (Escrow.com)

Total transaction value, by region

The total value of transactions involving at least one party from the United States eased from \$95M to \$60M in 3Q22. Transactions involving Canada eased from \$18.1M to \$6.7M, and Hong Kong eased from \$5.5M to \$622k.

### Total domain name transaction volume by region

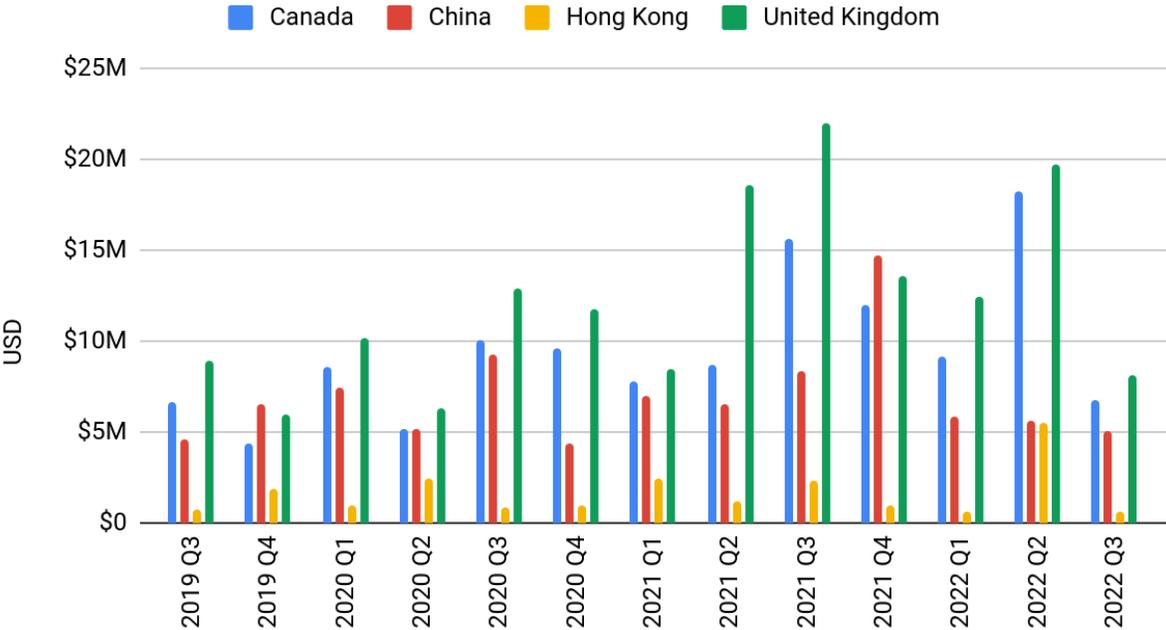


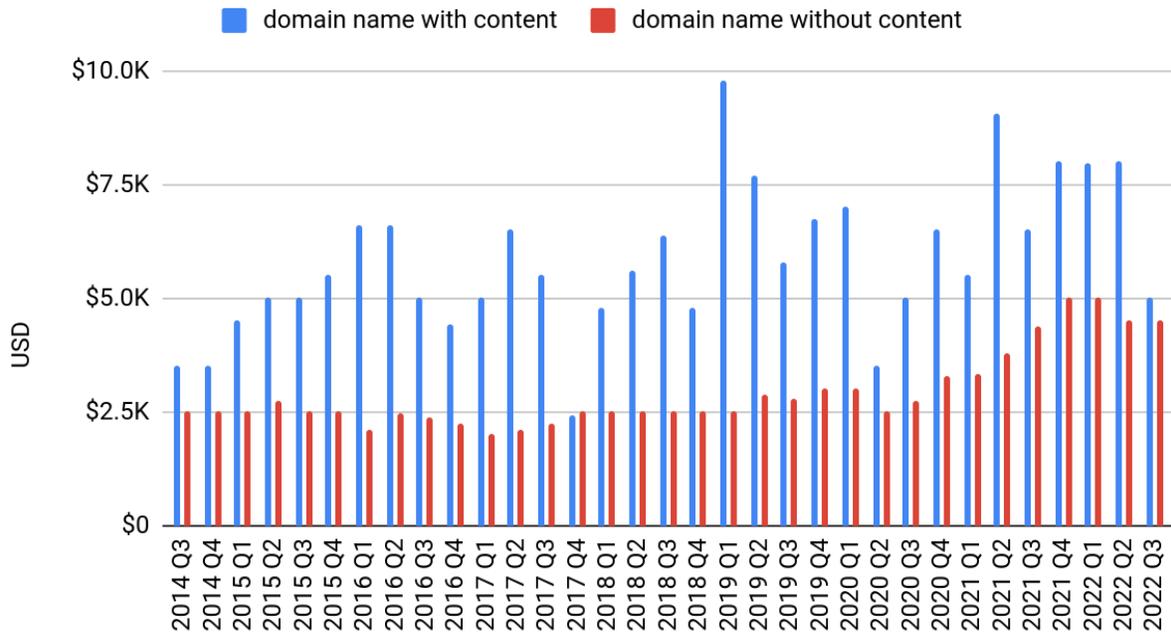
Figure 3: Total Domain Name Sales by Region (Escrow.com)

### The impact of content on domain name sale price

The fastest way to raise the value of a premium domain is to build content, and ultimately an operating business out on it.

The median price of domain names bundled *with* content also eased to \$5,000 in 3Q22 from \$8,000 in 2Q22. The Median price of domain names *without* content is stable at \$4,504 in 3Q22 from \$4,500 in 2Q22.

## The impact of content on median domain name price



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

The total combined transaction value for all domains *without* content is at \$42M in 3Q22, down by 39% from \$70m in 3Q21. For domains *with* content, the total transaction value has increased by 2% from \$11m in 3Q21 to \$12m in 3Q22.

## Total transaction value for all domains

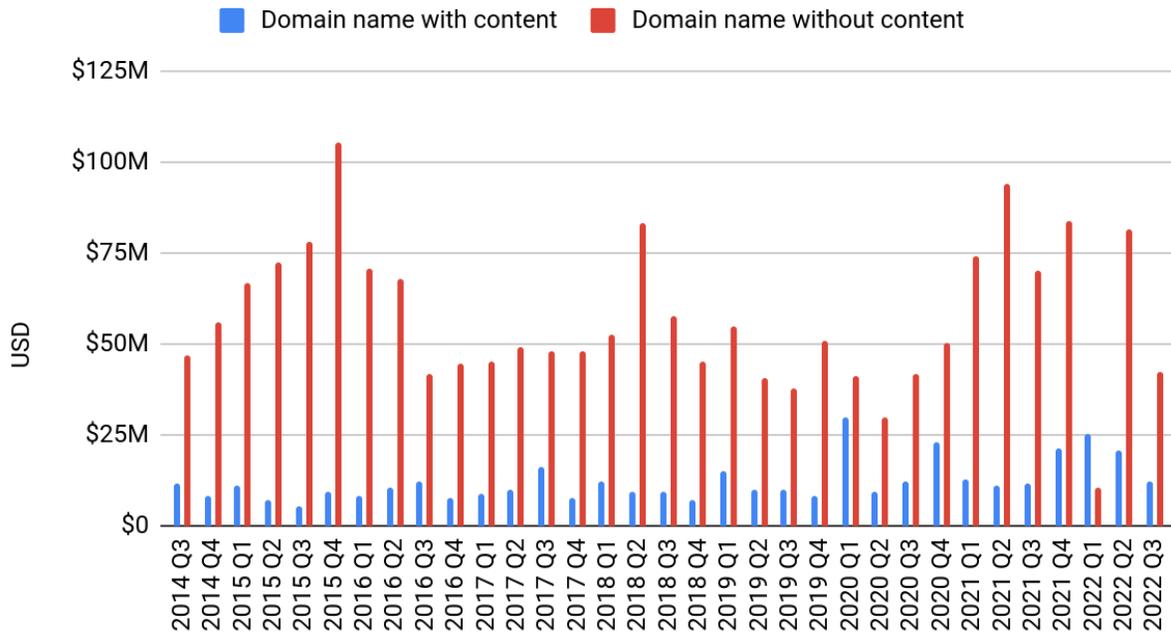
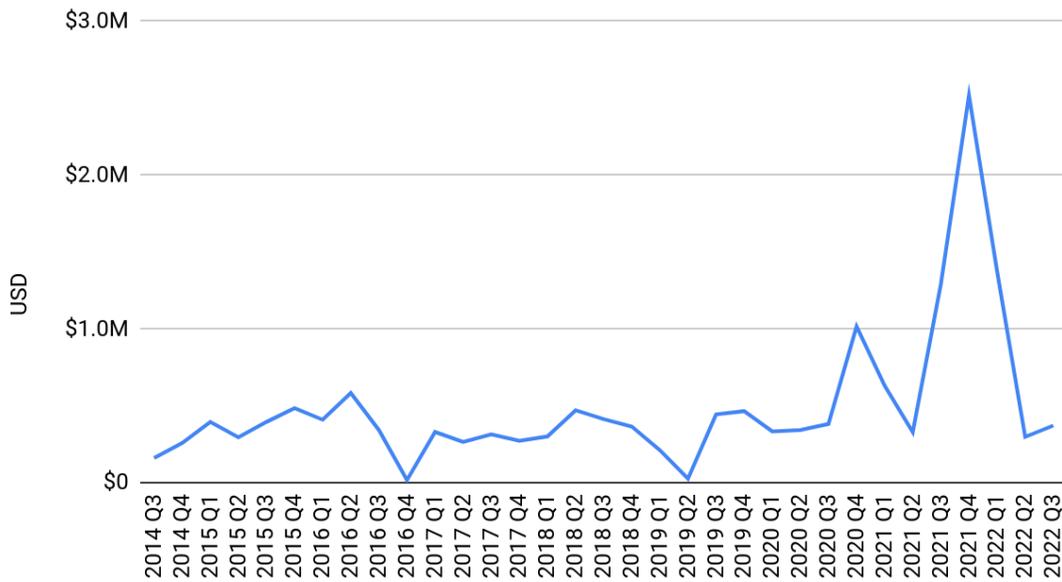


Figure 5: Total volume of domain name sales content versus no content (Escrow.com)

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

The median price of two and three letter {a-z} .com maintains \$371k in 3Q22.

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



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

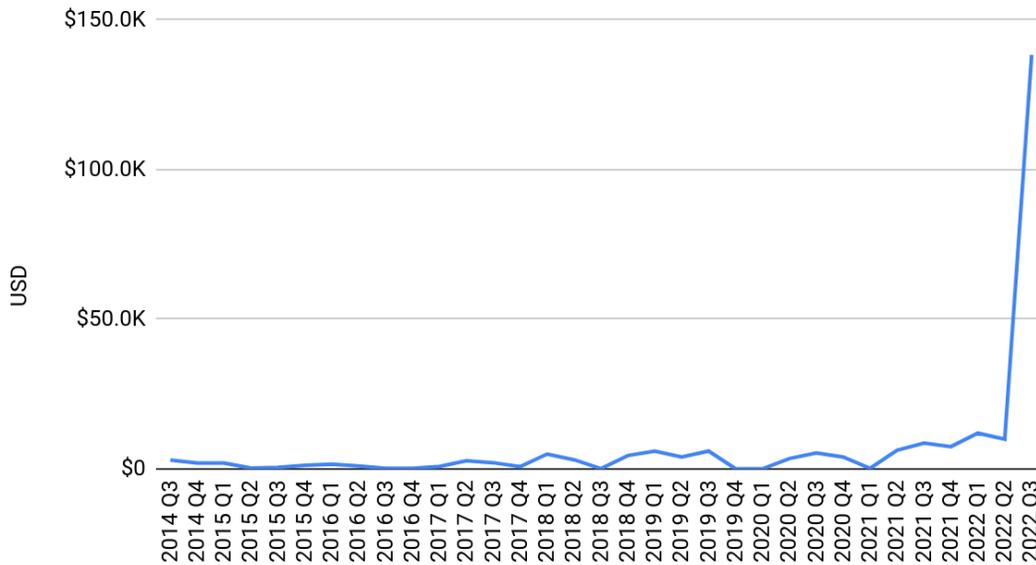
## Four letter .com domain names (LLLL.com)

The median price of four letter .com domain names surges to \$138k in 3Q22 due to high value domain sales.

Investors are flocking to buy four letter .com domain names as a safe investment in an uncertain economic climate. The median price of these domains has increased steadily over the past few years, and shows no signs of slowing down.

For those unfamiliar with the world of domain investing, four letter .coms are considered to be among the most valuable assets one can own. This is due to their scarcity - there are only 4,096 possible combinations of letters - and their wide appeal; they're easy to remember and pronounce, making them perfect for branding purposes.

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

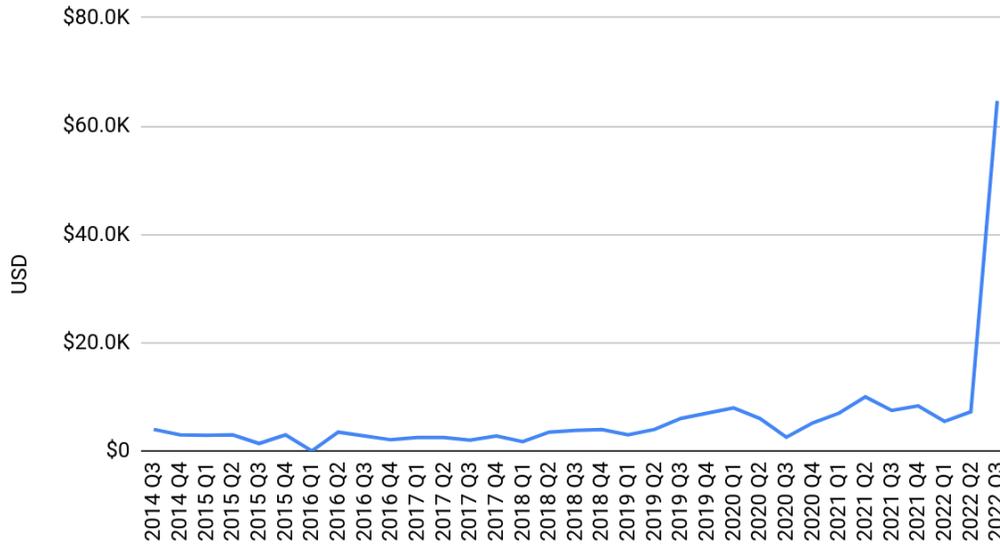


**Figure 7:** Median price of four letter domains (LLLL.com) (Escrow.com)

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

Similar to four letter .com domains, the median price of five letter .com domain names surges to \$64k in 3Q22 due to high value domain sales.

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

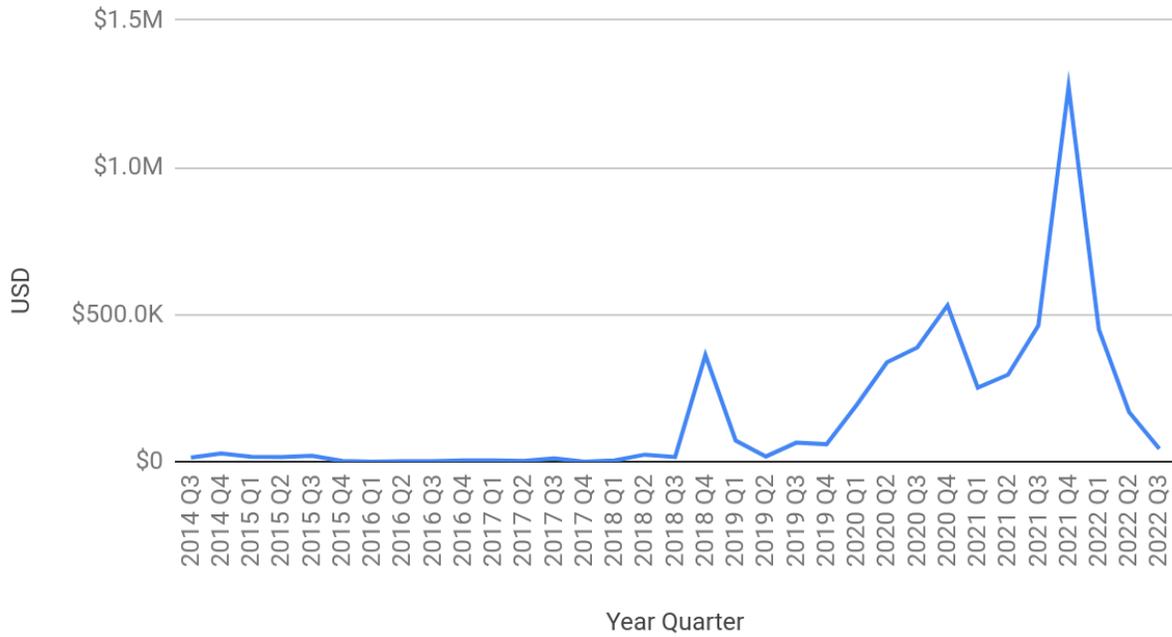


**Figure 8:** Median price of five letter domains (LLLLL.com) (Escrow.com)

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

The median price of two and three character .com {a-z,0-9,-} domain names in 3Q22 was \$44,503.

## Median price of two and three character domain names

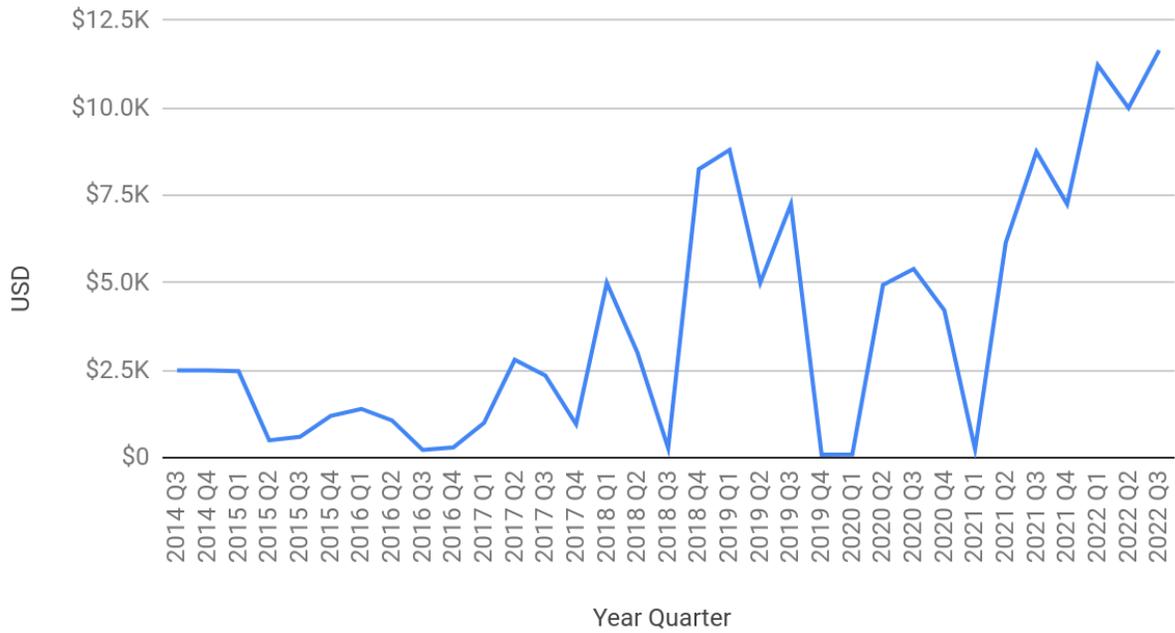


**Figure 9:** Median price of two and three character domain names (Escrow.com)

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

The median price of four character .com domain names in 3Q22 was \$11,650.

## Median price of four character domain names



**Figure 10:** 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 in 3Q22 was \$5,000.

## Median price of five character domain names

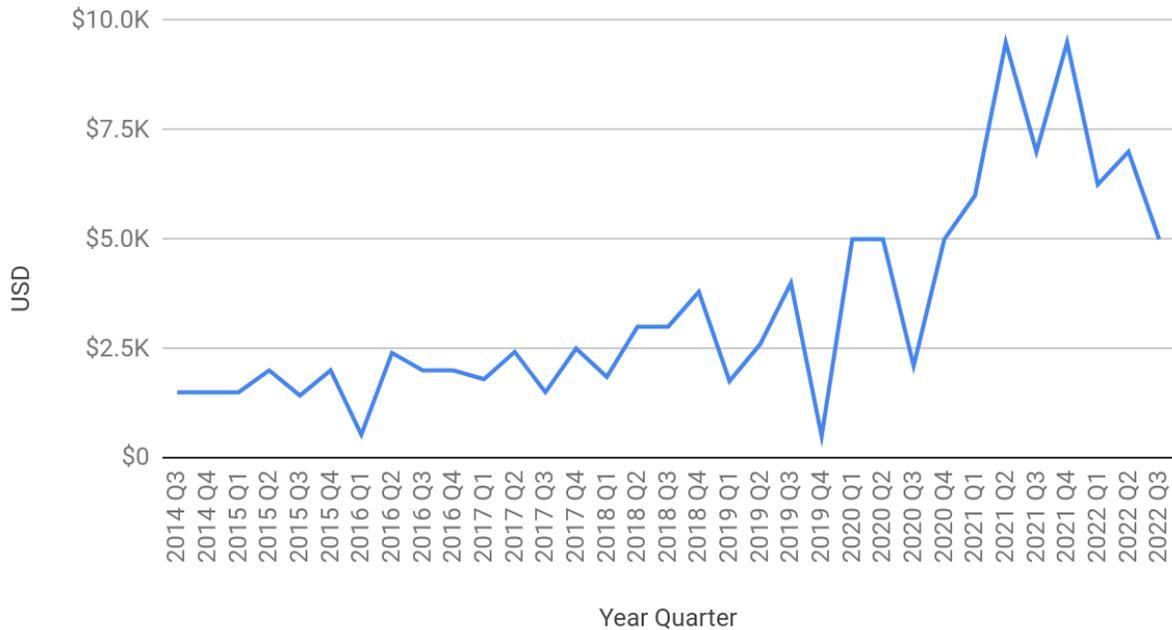


Figure 11: Median price of five character domain names (Escrow.com)

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

The median price of six character domain names was \$10,000 in 2Q22.

## Median price of six character domain names

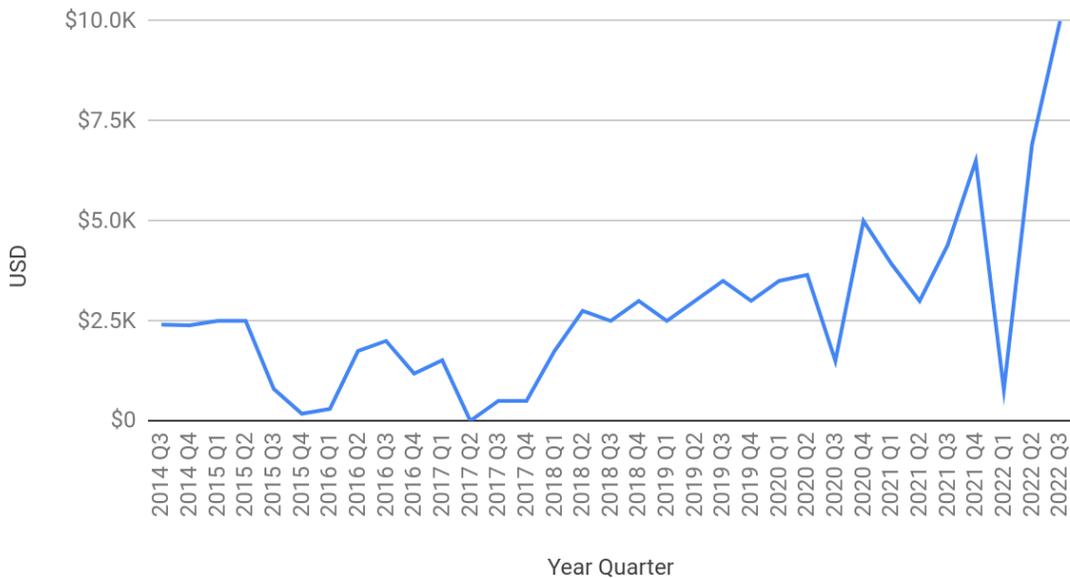
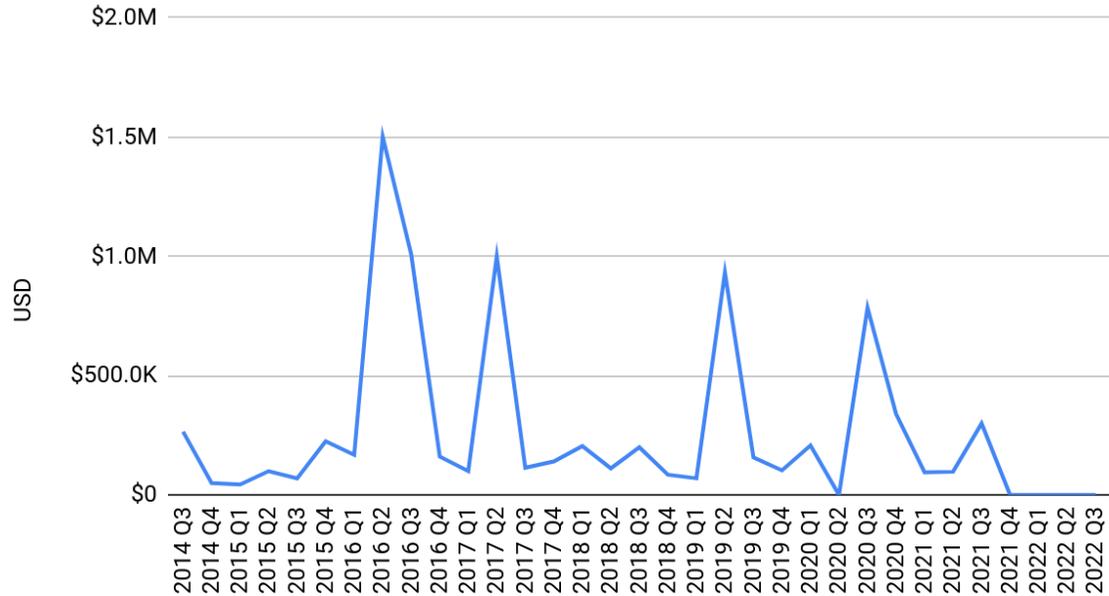


Figure 12: Median price of six character domain names (Escrow.com)

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

Highly coveted two and three number {0-9} .com domain names had no transactions in 3Q22. There are only 1100 of these names.

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

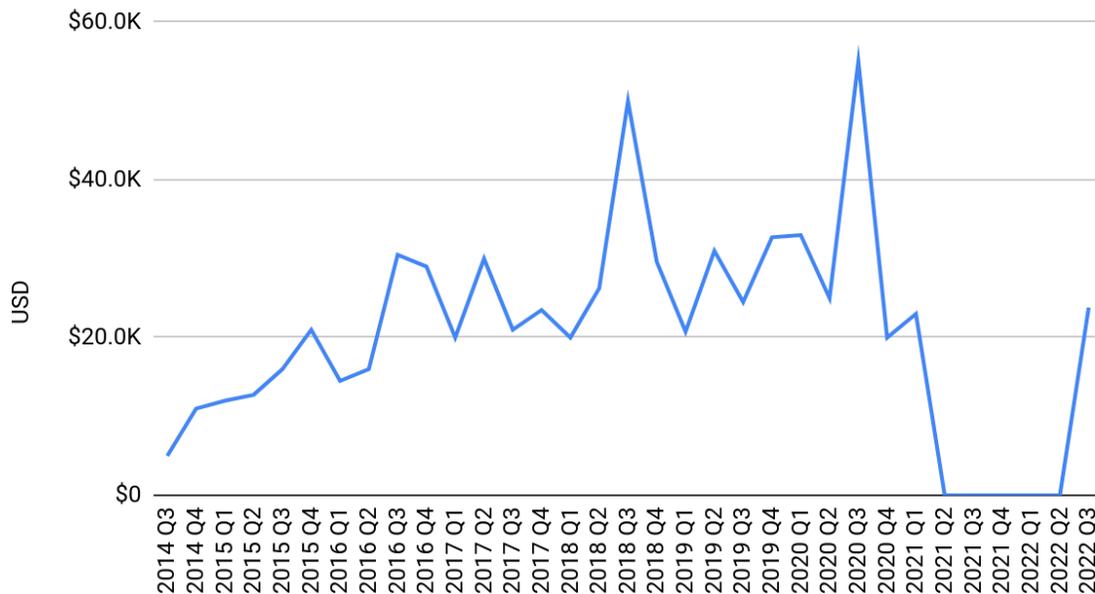


**Figure 13:** Median price of two and three number .com domains (NN.com, NNN.com) (Escrow.com)

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

The median price of four number .com domains was \$23,800 in 3Q22.

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



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

## Domain names containing a hyphen '-'

A 62% year-on-year drop was seen in the total transaction value of domain names containing a hyphen, from \$1M in 3Q21 to \$380k in 3Q22. Domains cannot start or end with a hyphen.

# Total transaction value of domains containing a hyphen '-'

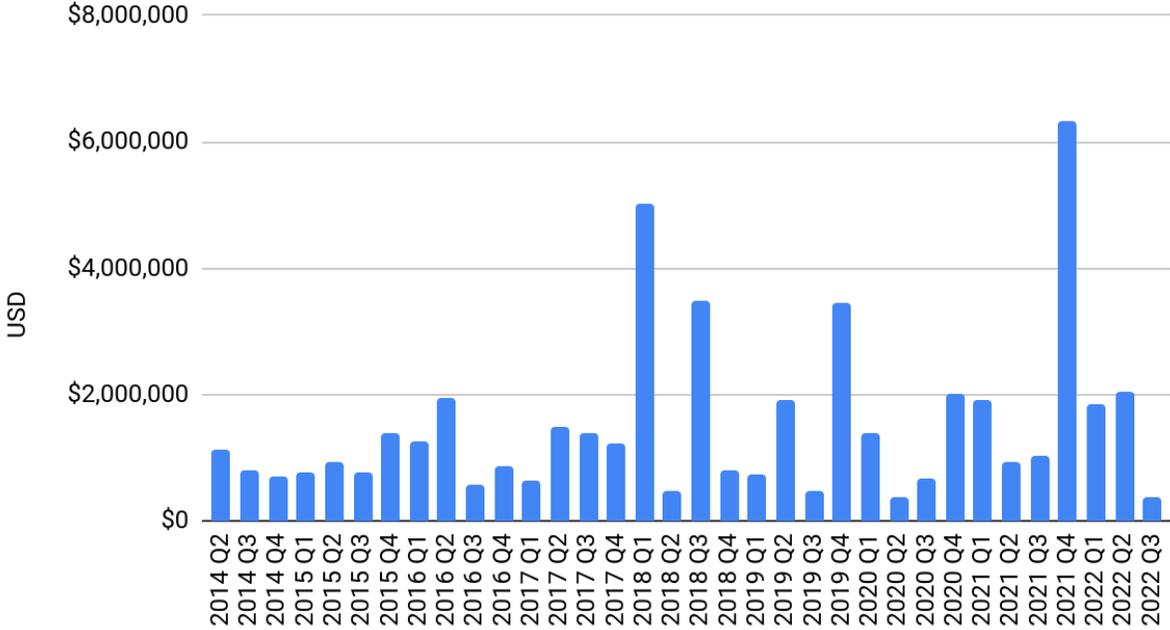


Figure 15: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

## 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)

