

ESCROW.COM

DOMAIN INVESTMENT INDEX

4th Quarter 2024



ESCROW.COM DOMAIN INVESTMENT INDEX: Q4, 2024

For the quarter ending December 31st 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 4Q24, Escrow.com facilitated a total of \$92 million in domain name sales. This was a 7 percent decrease from 3Q24

The value of .ai domains eased to \$1.05 million in 4Q24 from \$2.5M in 3Q24. AI-related domains continue to attract interest, even as their values have recently eased.

The median price of four character .com domains increased to \$18k in 4Q24 from \$10k in 3Q24. Demand for short .com domains remains strong, with rising median prices highlighting their enduring appeal and investment potential. As businesses prioritise premium digital assets, the market for ultra-premium .com domains is expected to see continued growth.

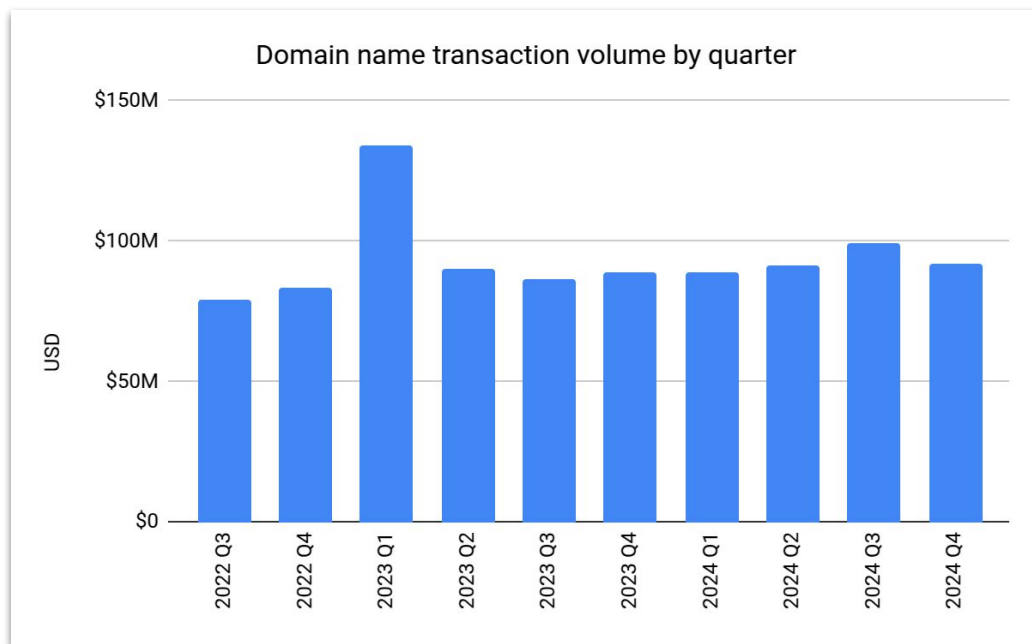


Figure 1: Total domain name sales by quarter (Escrow.com)

Domain names containing '.ai'

Volume from **.ai domains** eased to \$1.05M in 4Q24 from \$2.5M in 3Q24.

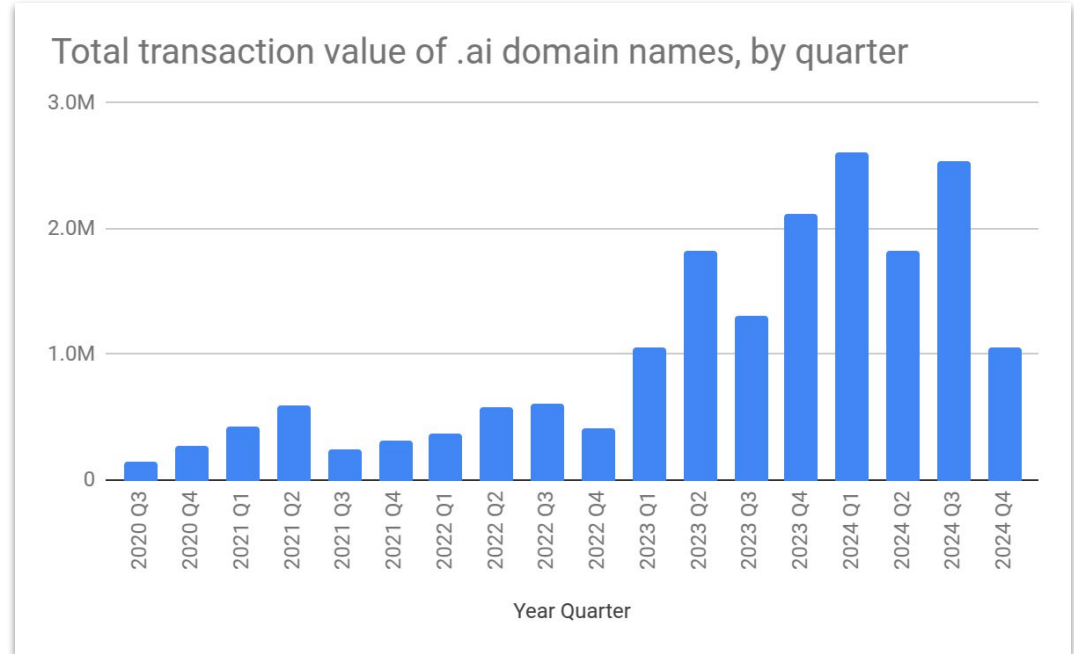


Figure 2: Total transaction volume of domains containing '.ai' (Escrow.com)

Total transaction value, by region

We saw a decrease in the total volume of domain name transactions from the **United States** from \$77M in 3Q24 to \$63M in 4Q24. While, volume from **Hong Kong** increased from \$2.7M to \$12.4M. Likewise, volume from **Canada** increased from \$8.4M to \$17M.

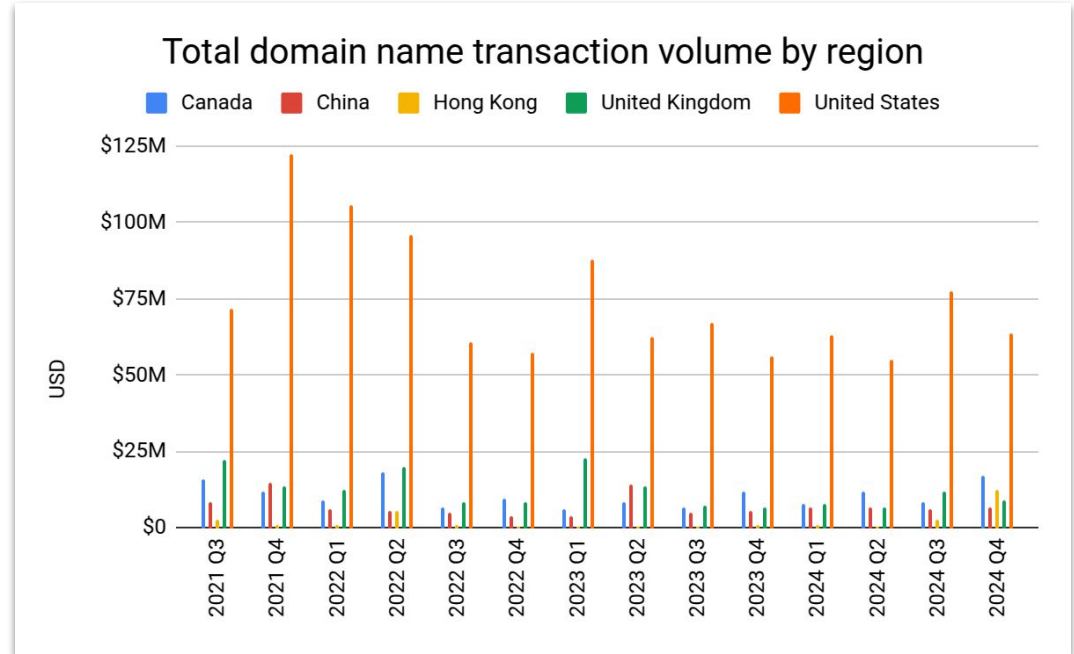


Figure 3: Total domain name sales by region (Escrow.com)

The impact of content on domain name sale price

The median price of domain names **with content** increased from \$4,980 in 3Q24 to \$6,188 in 4Q24. On the other hand, domain names **without content** eased slightly from \$5k in 3Q24 to \$4,950 in 4Q24.

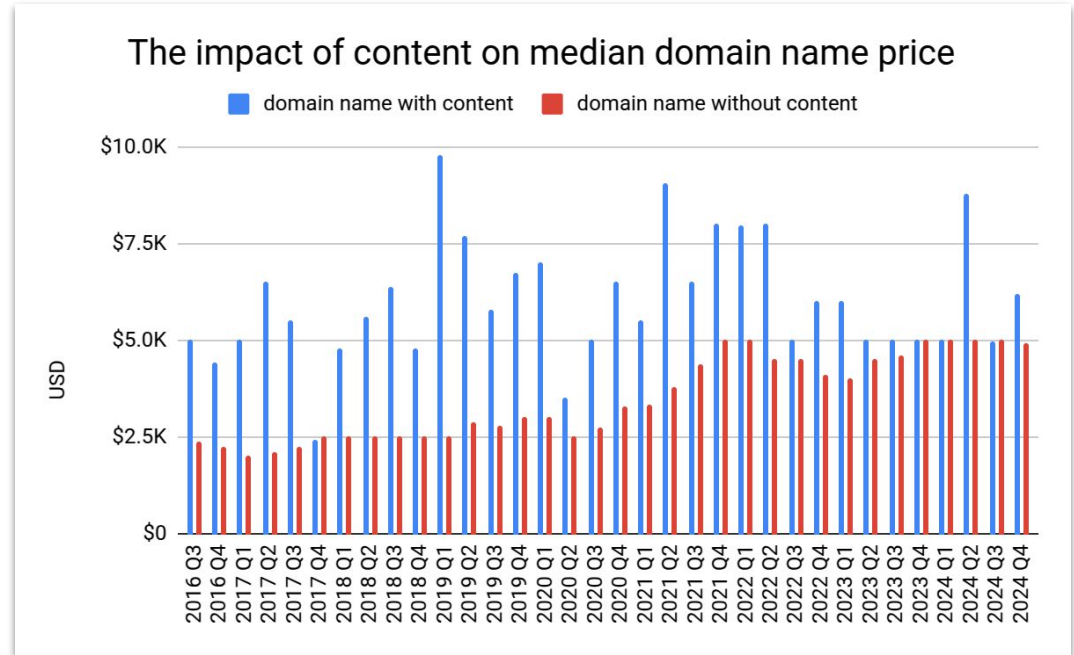


Figure 4: The impact of content on domain name pricing (Escrow.com)

The impact of content on domain name sale price

Looking at total value, domain names **with content** eased to \$3.9M in 4Q24 from \$4.1M in 3Q24, likewise the total value for domain names **without content** eased to \$59.4M in 4Q24 from \$73.3M in 3Q24.

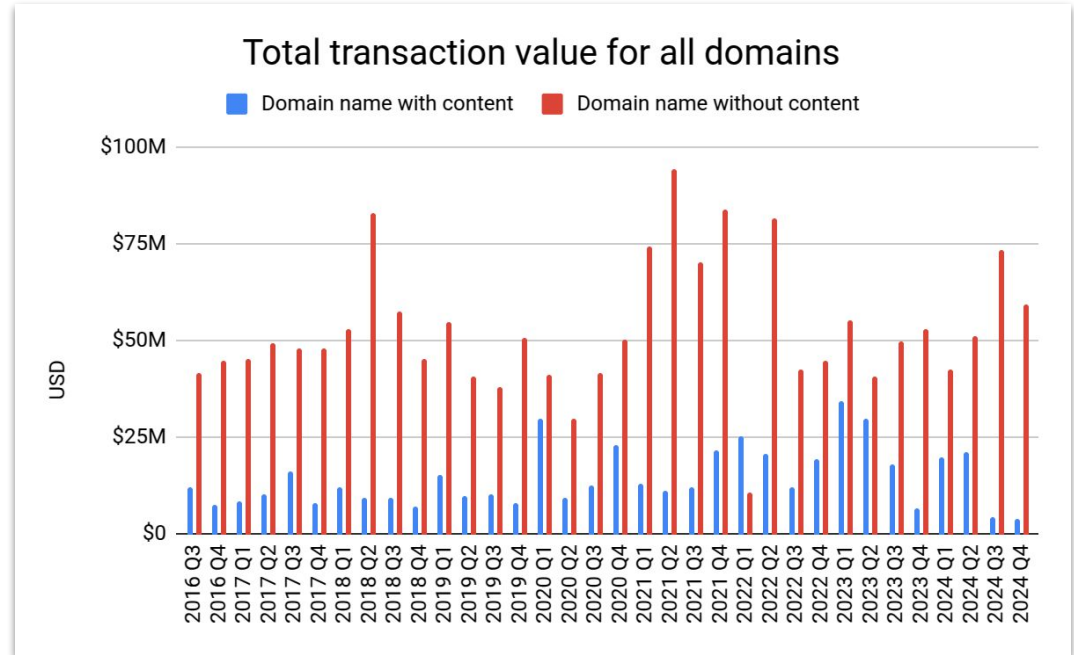


Figure 5: Total volume of domain name sales with content versus no content (Escrow.com)

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 \$95k in 4Q24 from \$60k in 3Q24.

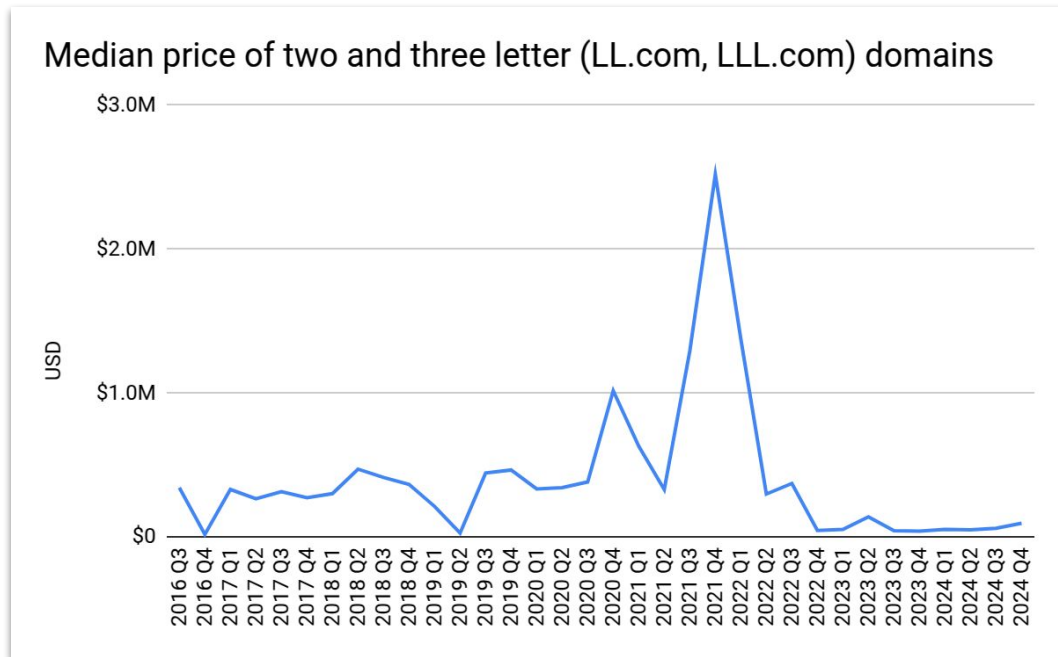


Figure 6: Median price of two and three letter domains (LL.com, LLL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter .com** domains increased to \$18k in 4Q24 from \$10k in 3Q24.

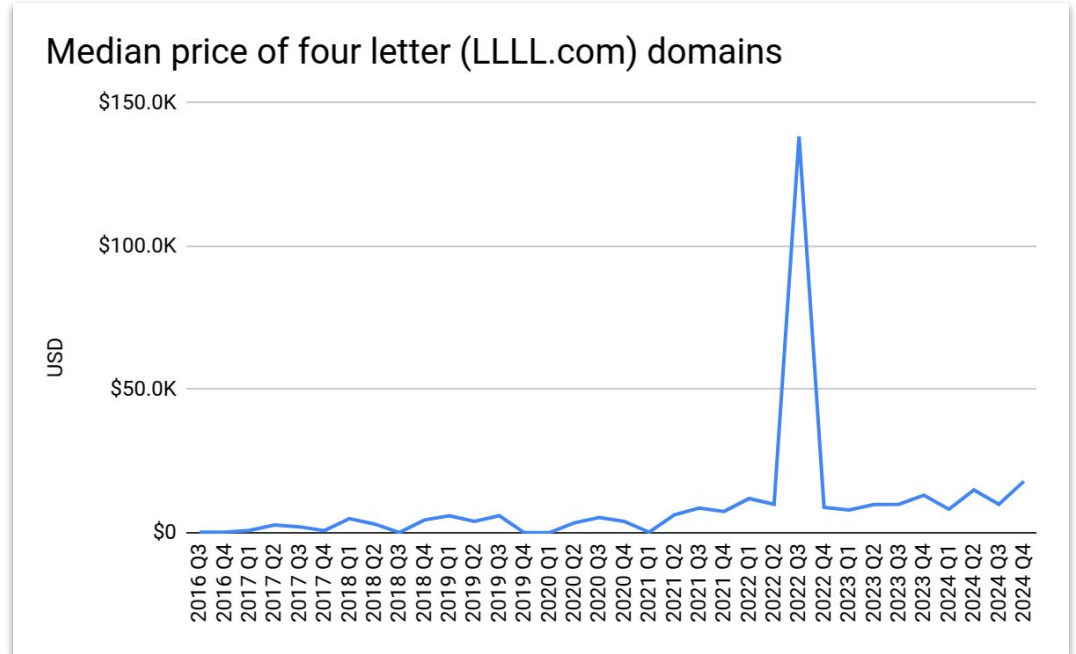


Figure 7: Median price of four letter domains (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter .com** domains eased to \$9k in 4Q24 from \$15k in 3Q24.

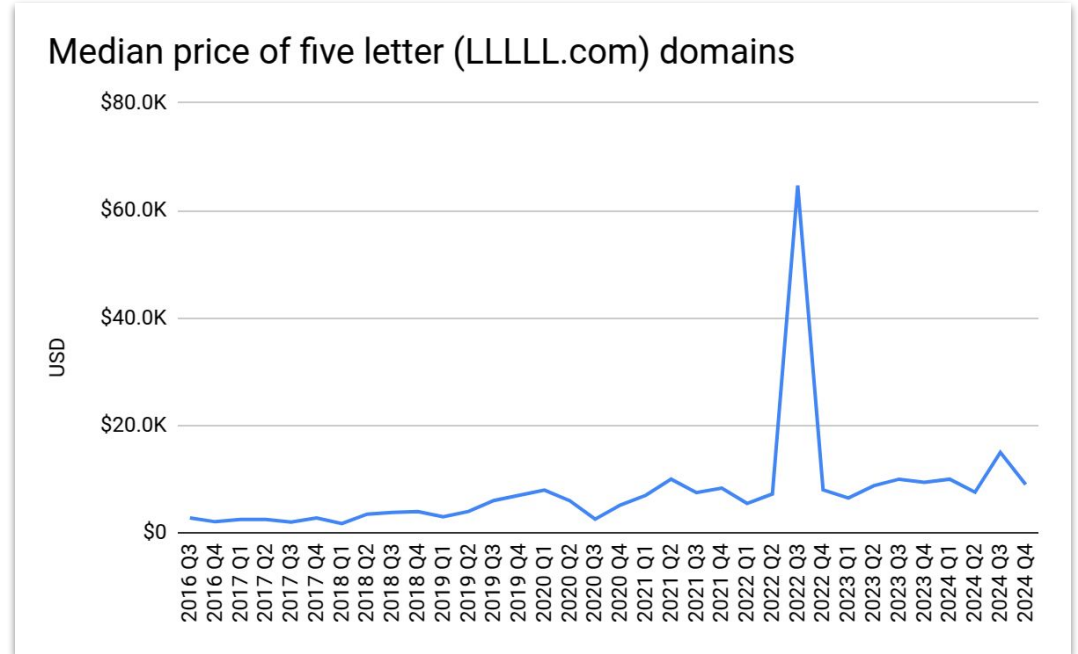


Figure 8: Median price of five letter domains (LLLLL.com) (Escrow.com)

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 eased to \$43.9k in 4Q24 from \$50k in 3Q24.

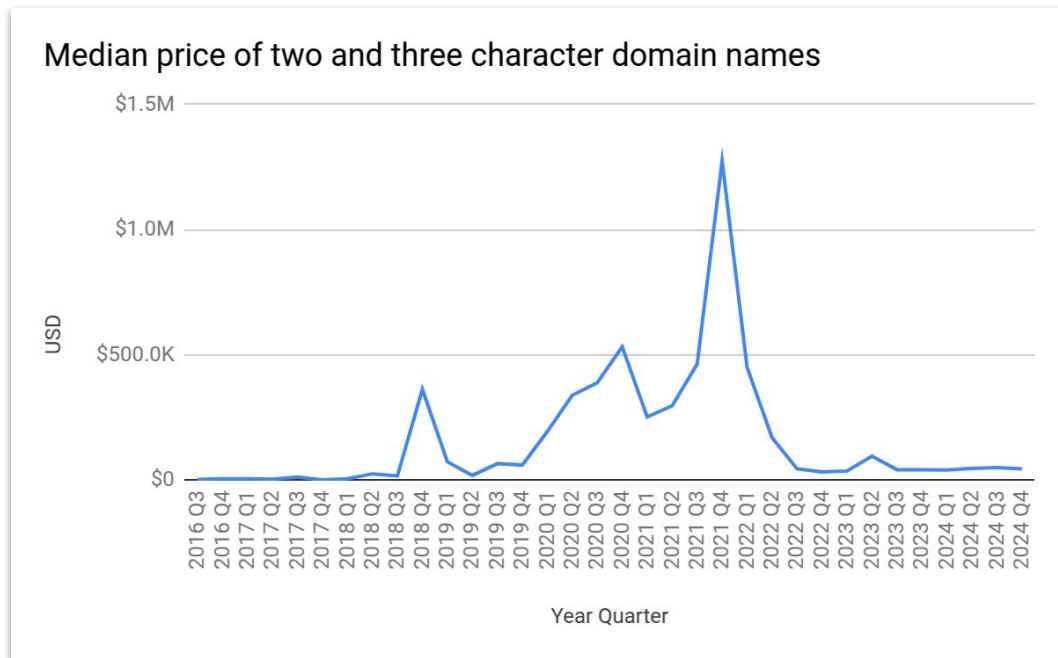


Figure 9: Median price of two and three character domain names (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **four character .com** domains increased to \$18k in 4Q24 from \$10k in 3Q24.

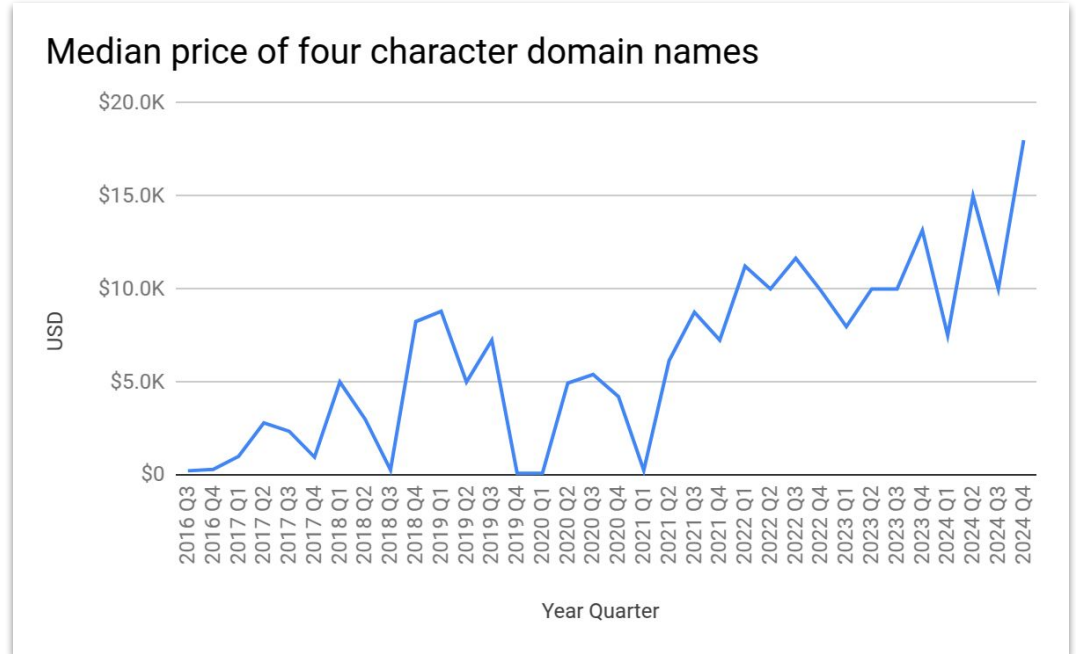


Figure 11: Median price of five character domain names (Escrow.com)

Six character .com (CCCCCC.com) domain names

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

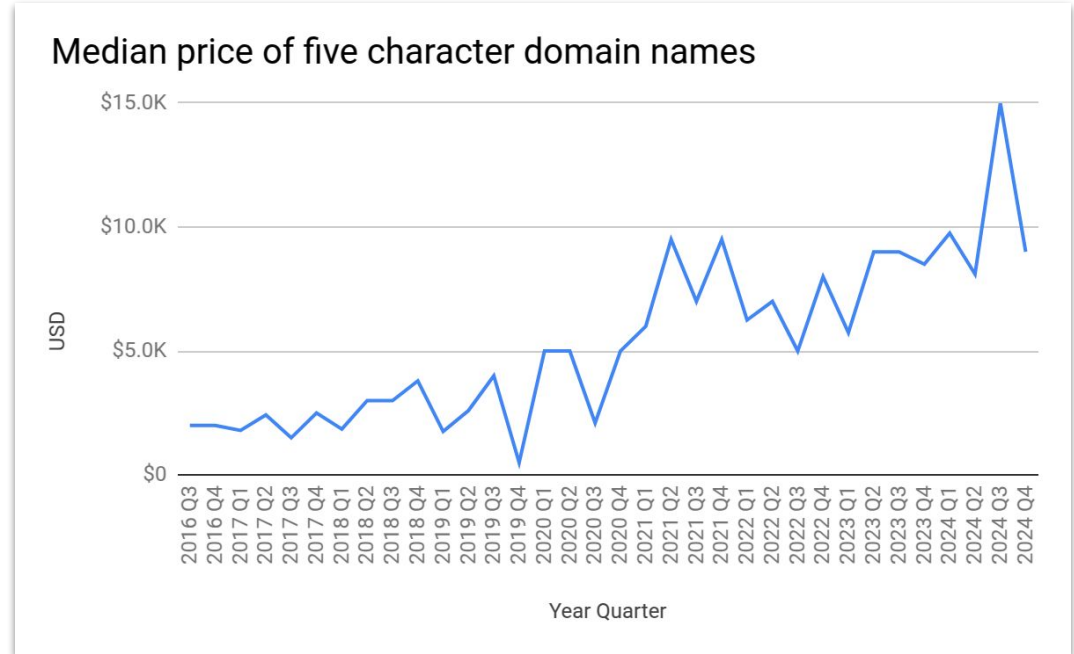


Figure 12: Median price of six character domain names (Escrow.com)

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

Two and three number {0-9} .com domain names continue to have no transactions in 4Q24.

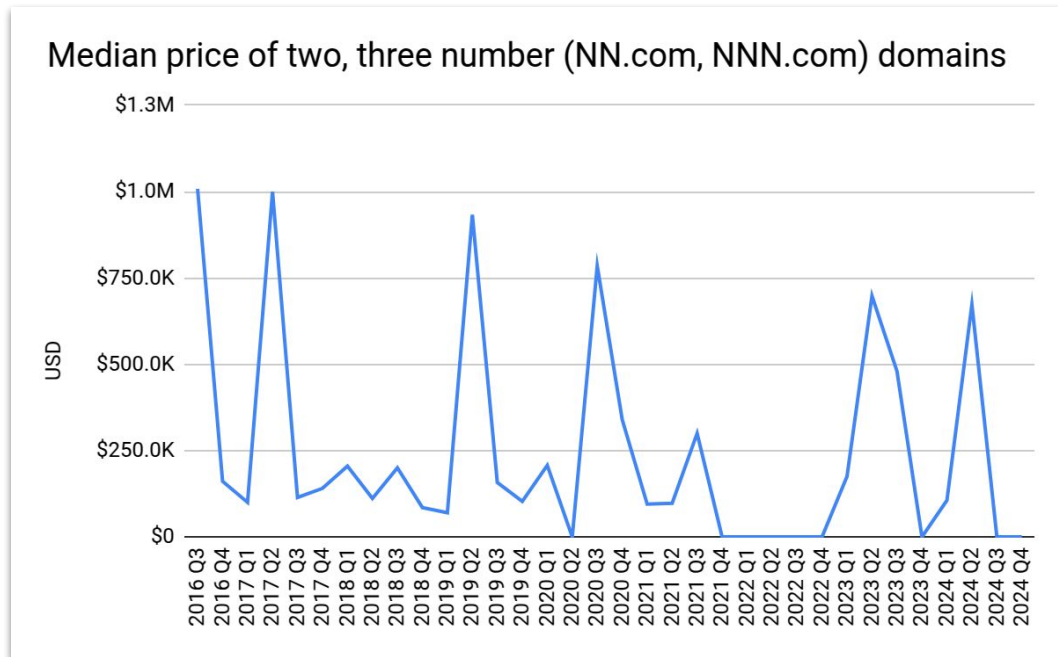


Figure 13: Median price of two and three number .com domains (NN.com, NNN.com)
(Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number .com** domains eased to \$13.5k in 4Q24 from \$80k in 3Q24.

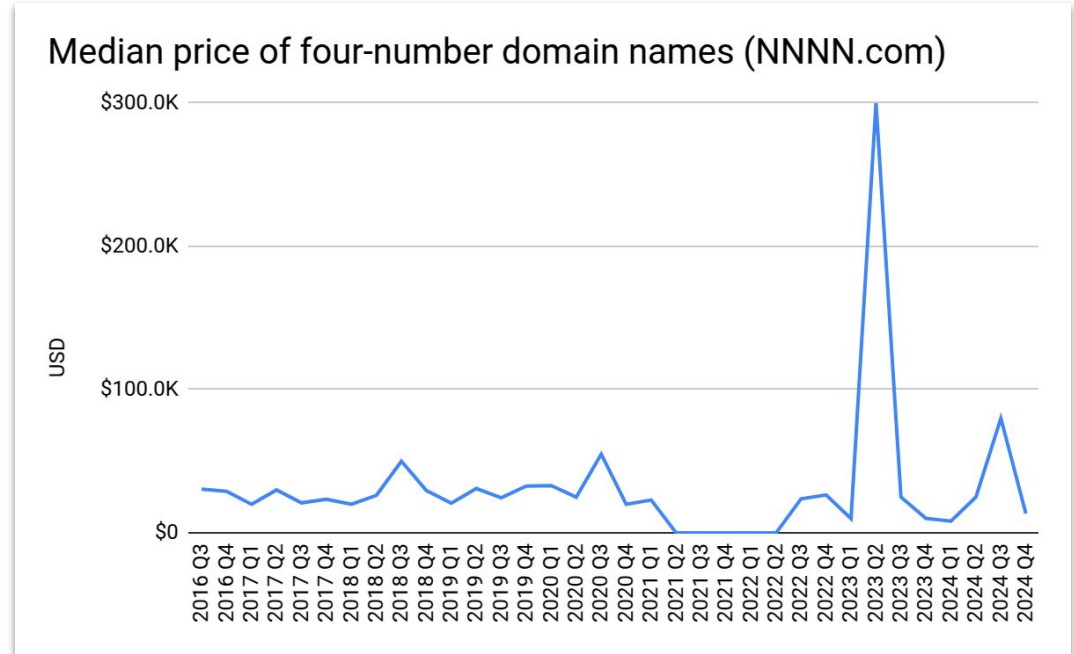


Figure 14: Median price of four number .com domains (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Domains containing a **hyphen** increased in value to \$113k in 4Q24 from \$71k in 3Q24.

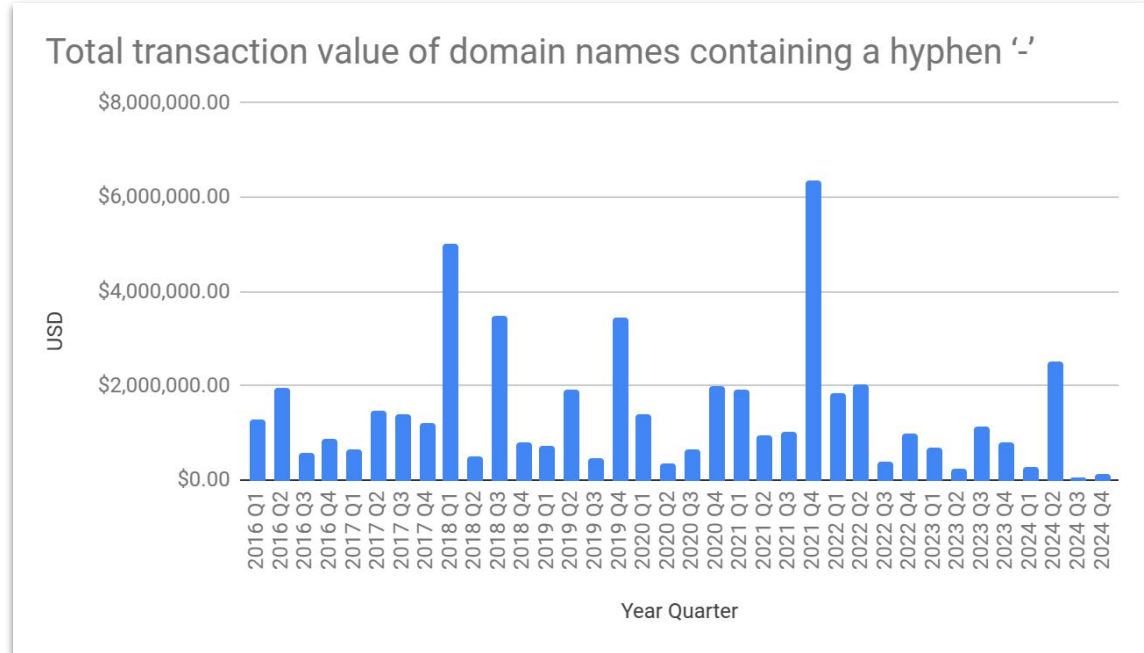


Figure 15: Total transaction volume of domains containing a hyphen '-' (Escrow.com)

THANK YOU
