

ESCROW.COM

DOMAIN INVESTMENT INDEX

1st Quarter 2025



ESCROW.COM DOMAIN INVESTMENT INDEX: Q1, 2025

For the quarter ending March 31st 2025

Executive Summary

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

In 1Q25, Escrow.com facilitated domain name sales totalling **\$106.9 million**, an increase of approximately 16% from 4Q24.

This quarter, **.ai domain name sales** reached an all-time high of \$3.48M million. Additionally, the median price of **six character .com domain names** peaked at \$10k this 1Q25.

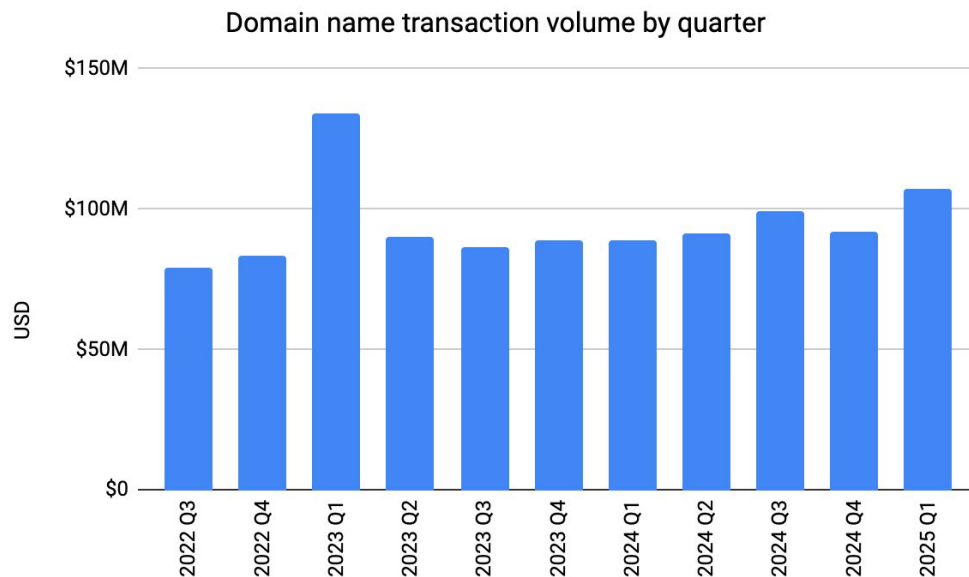


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

U.S. domain name transaction volume rose from \$63M to \$70.8M. Conversely, volumes from Hong Kong eased from \$12.4M to \$4.5M, and from Canada, from \$17M to \$3.78M.

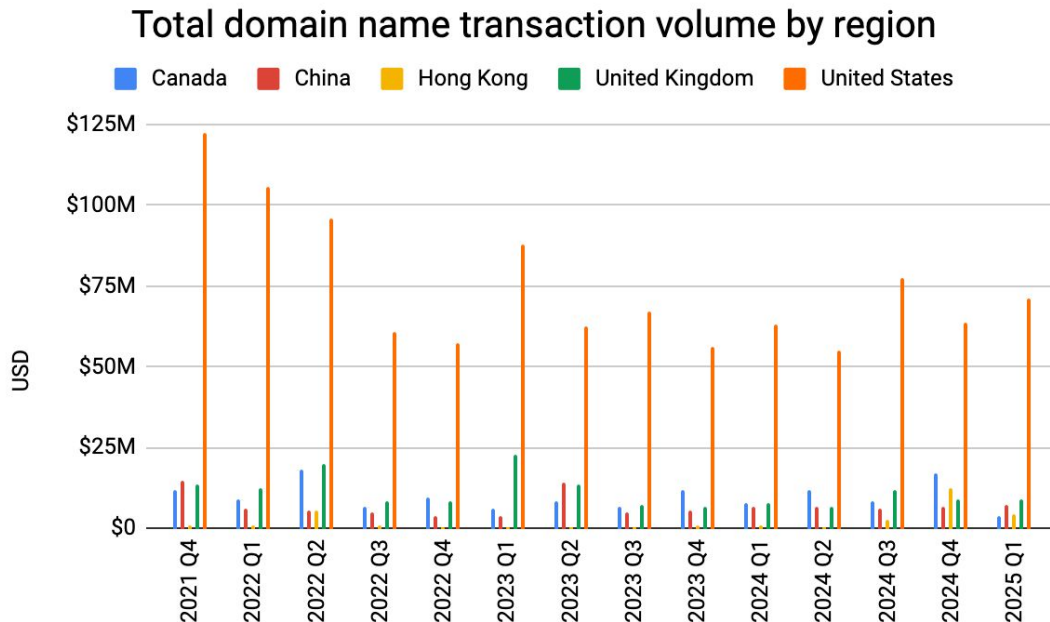


Figure 2: Total domain name sales by region (Escrow.com)

Domain names containing '.ai'

This 1Q25, **.ai domain names** reached an all-time high as transaction volume rose from \$1.05M to \$3.48M.

Total transaction value of .ai domain names, by quarter

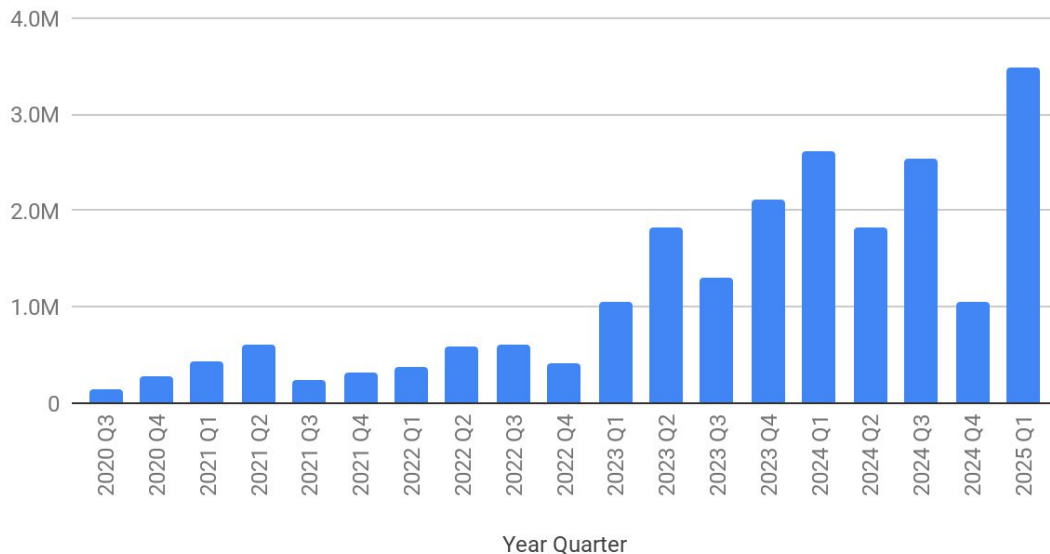


Figure 3: Total transaction volume of domain names containing '.ai' (Escrow.com)

The impact of content on domain name sale price

The median price of domain names **with content** increased from \$6,188 to \$8,335. Meanwhile, domain names **without content** slightly edged down from \$4,950 to \$4,947.

The impact of content on median domain name price

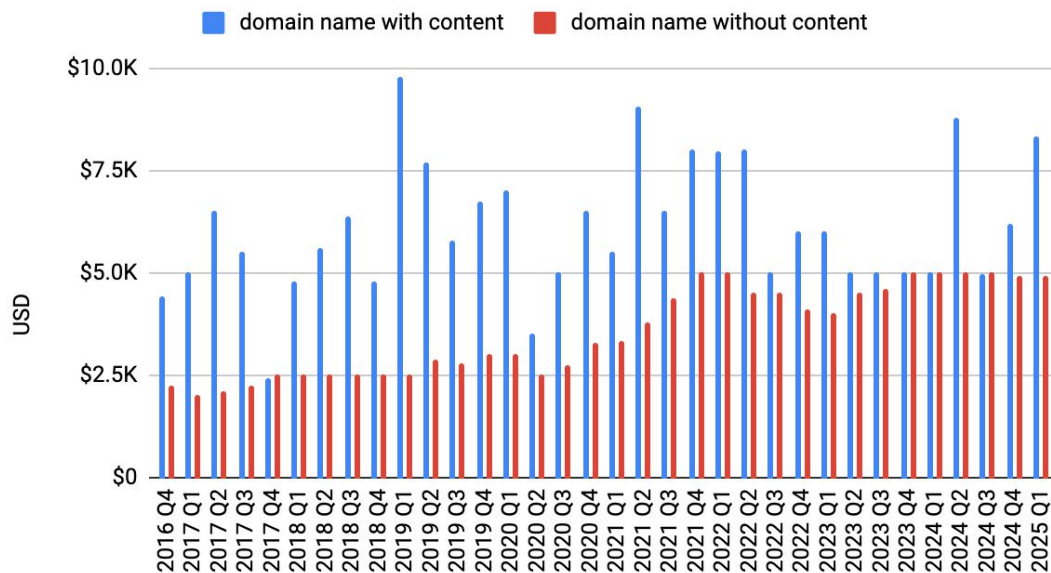


Figure 4: The impact of content on domain name pricing (Escrow.com)

The impact of content on domain name sale price

In terms of total transaction volume, domain names **with content** rose from \$3.9M to \$5M, while those **without content** increased to \$75.62M from \$59.4M.

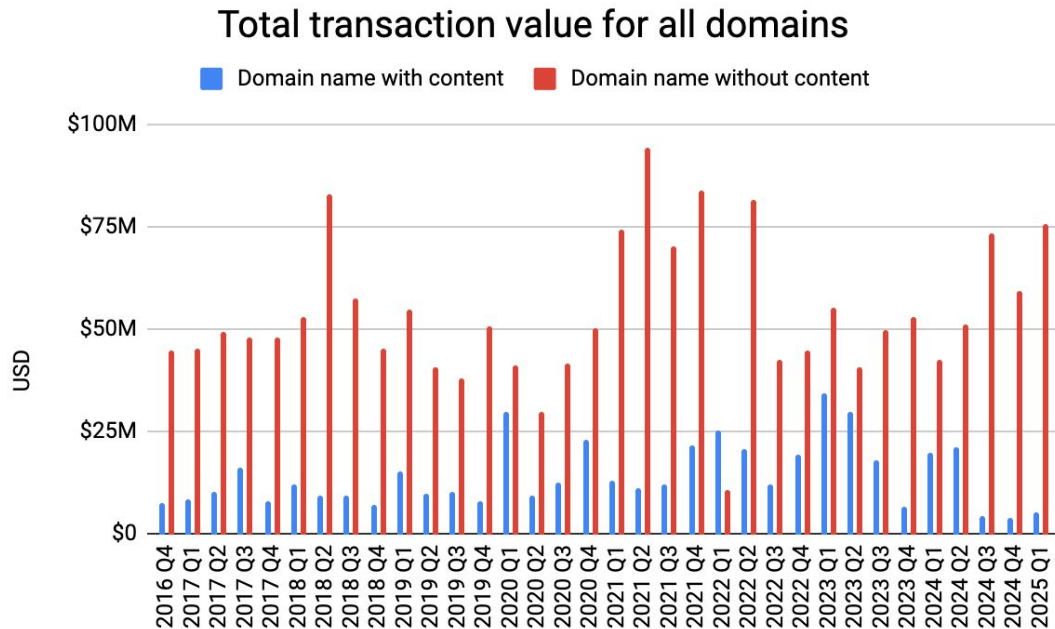


Figure 5: Total volume of domain name sales with content versus no content (Escrow.com)

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

The median price of **two and three letter {a-z}.com** domain names eased from \$95k in 4Q24 to \$44.5k in 1Q25.

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

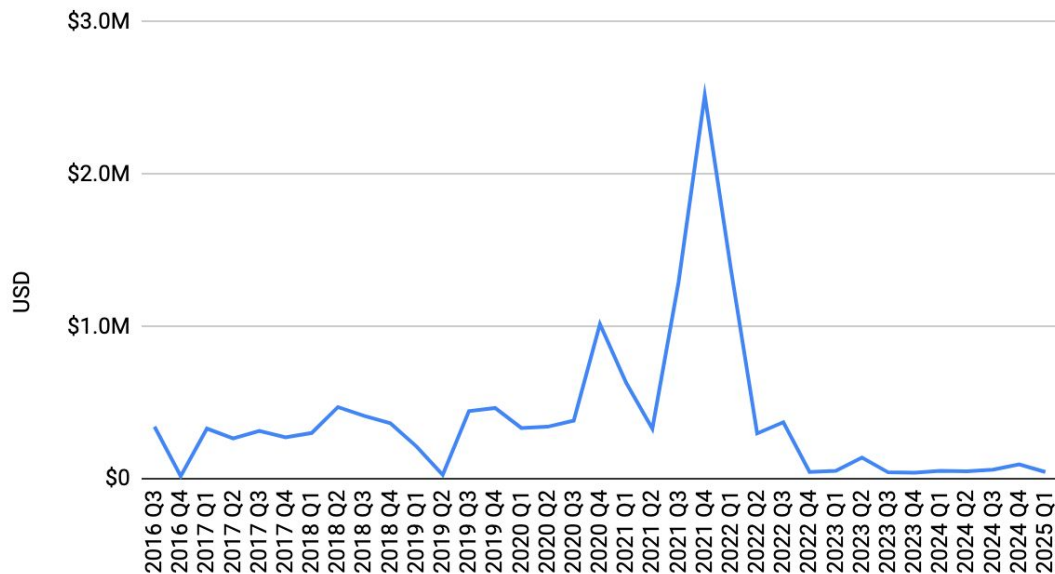


Figure 6: Median price of two and three letter domain names (LL.com, LLL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter .com** domain names eased from \$18k in 4Q24 to \$12k in 1Q25.

Median price of four letter (LLLL.com) domains

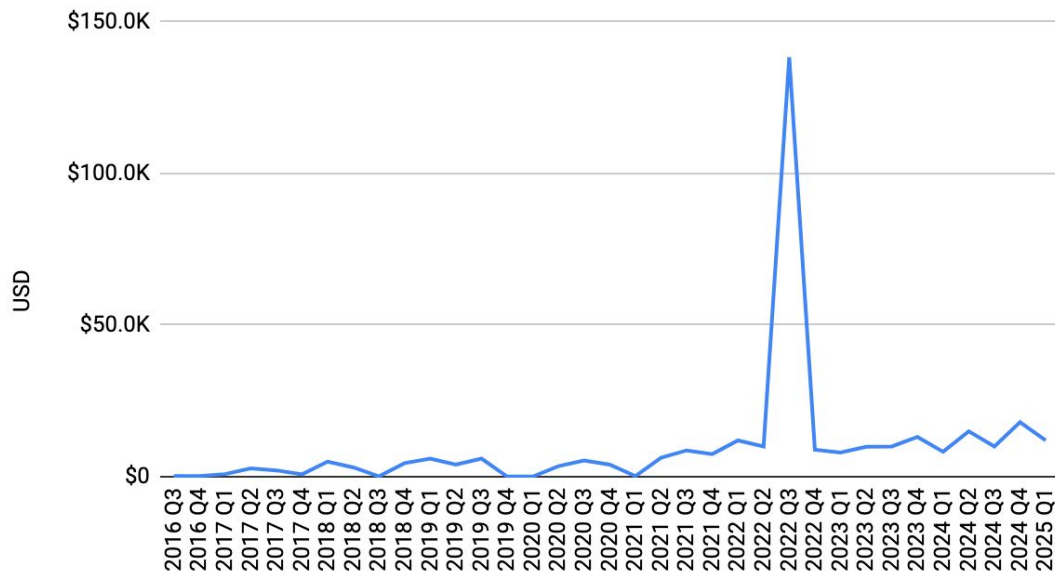


Figure 7: Median price of four letter domain names (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter .com** domain names eased from \$9k in 4Q24 to \$6k in 1Q25.

Median price of five letter (LLLLL.com) domains

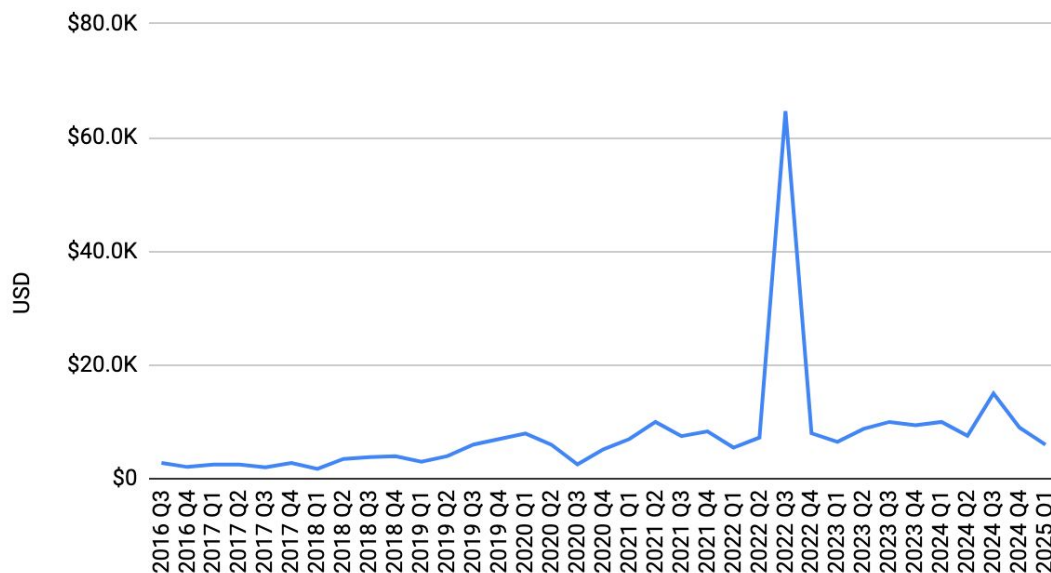


Figure 8: Median price of five letter domain names (LLLLL.com) (Escrow.com)

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

The median price of **two and three character .com {a-z,0-9,-}** domain names eased from \$43.9k in 4Q24 to \$27k in 1Q25.

Median price of two and three character domain names

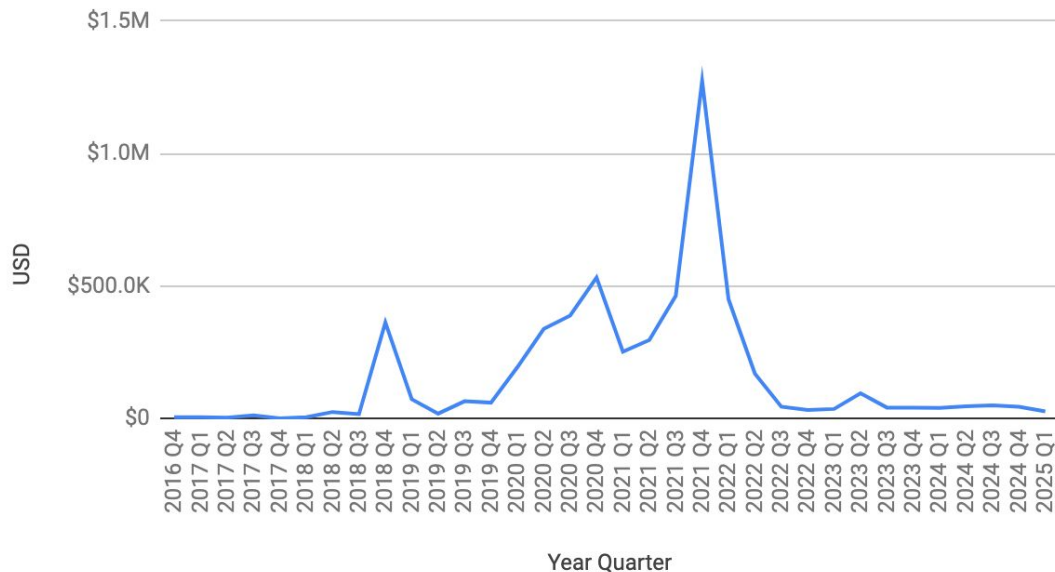


Figure 9: Median price of two and three character domain names (CC.com, CCC.com) (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of **four character .com** domain names eased from \$18k in 4Q24 to \$11k in 1Q25.

Median price of four character domain names

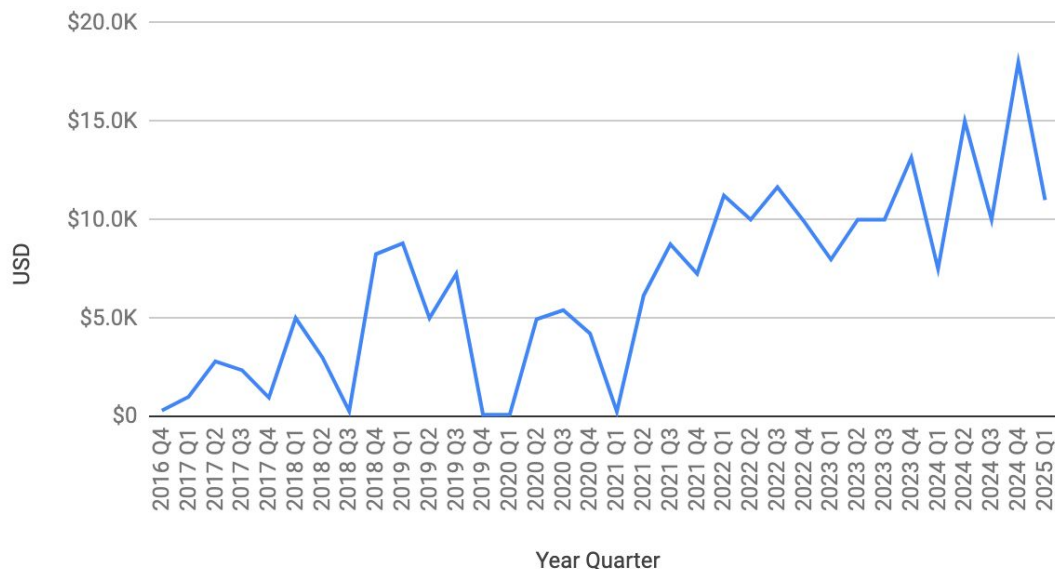


Figure 10: Median price of four character domain names (CCCC.com) (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **five character .com** domain names eased from \$9k in 4Q24 to \$6k in 1Q25.

Median price of five character domain names

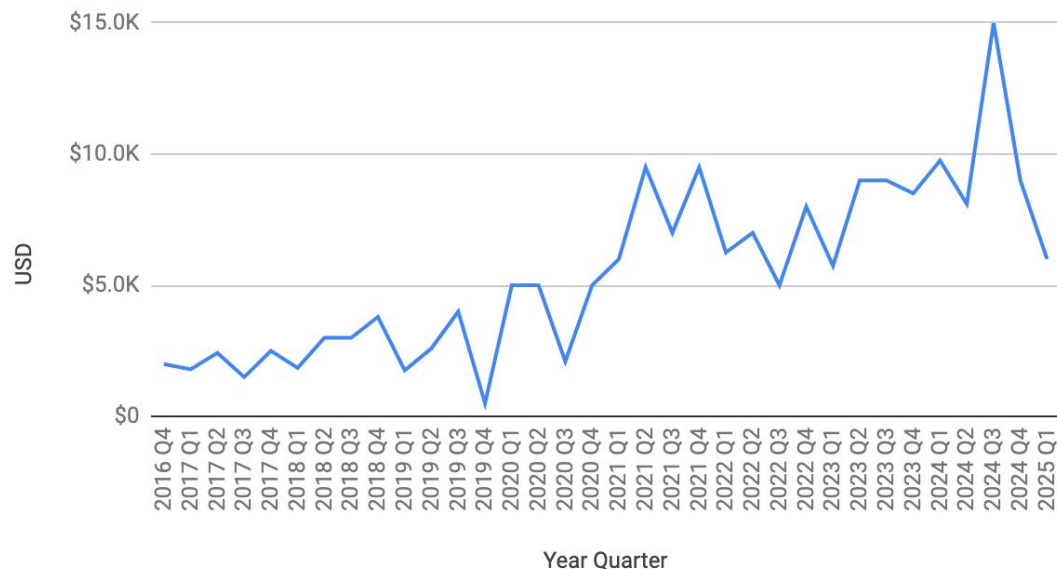


Figure 11: Median price of five character domain names (CCCCC.com) (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of **six character .com** domain names increased to \$10k in 1Q25 from \$9k in 4Q24, reaching its highest level since 3Q22.

Median price of six character domain names

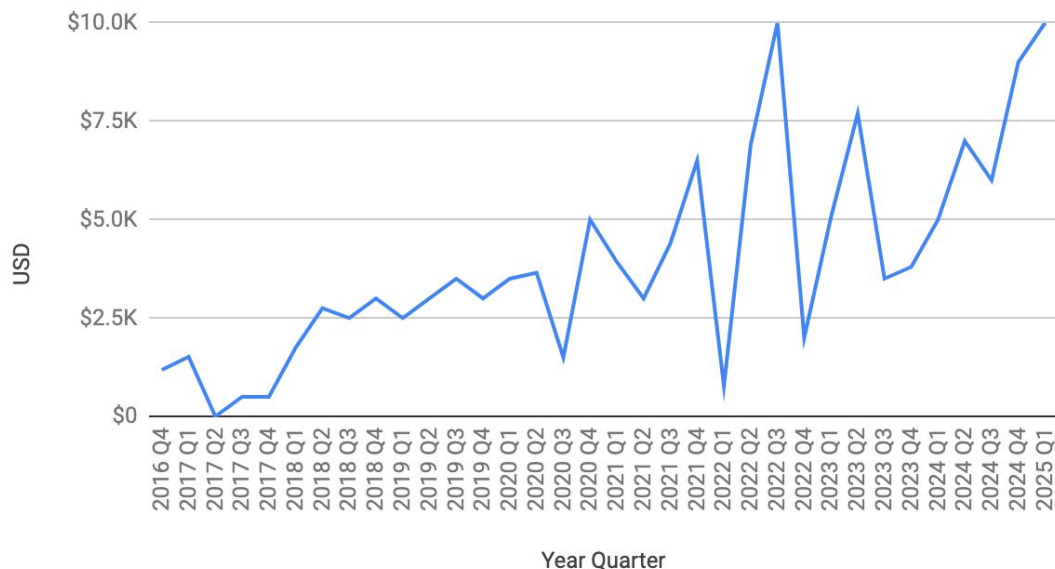


Figure 12: Median price of six character domain names (CCCCCC.com) (Escrow.com)

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

There were no **two and three number {0-9} .com** domain name transactions reported in 1Q25.

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

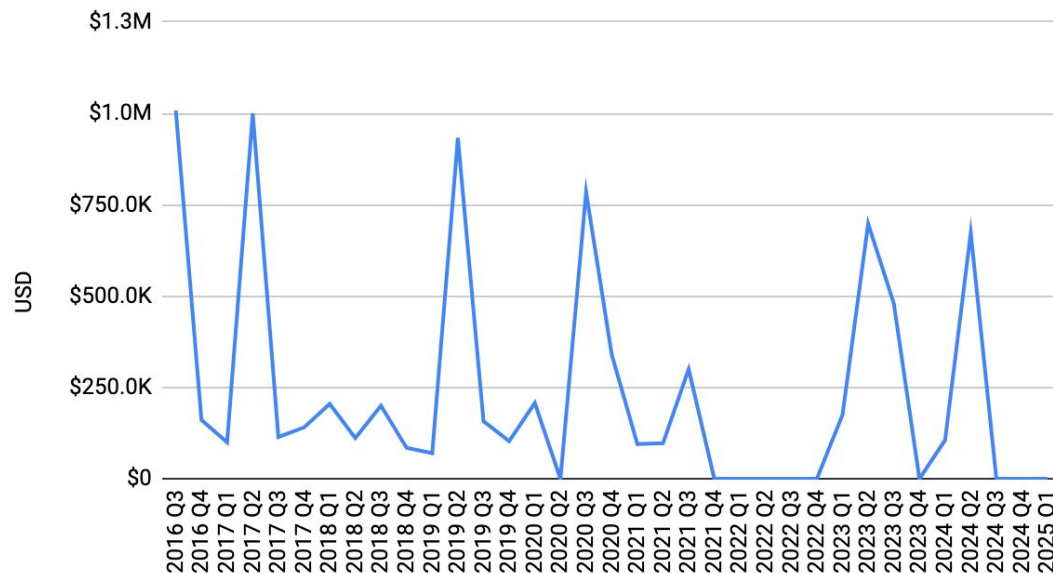


Figure 13: Median price of two and three number .com domain names (NN.com, NNN.com) (Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number .com** domain names increased to \$20k in 1Q25 from to \$13.5k in 4Q24.

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

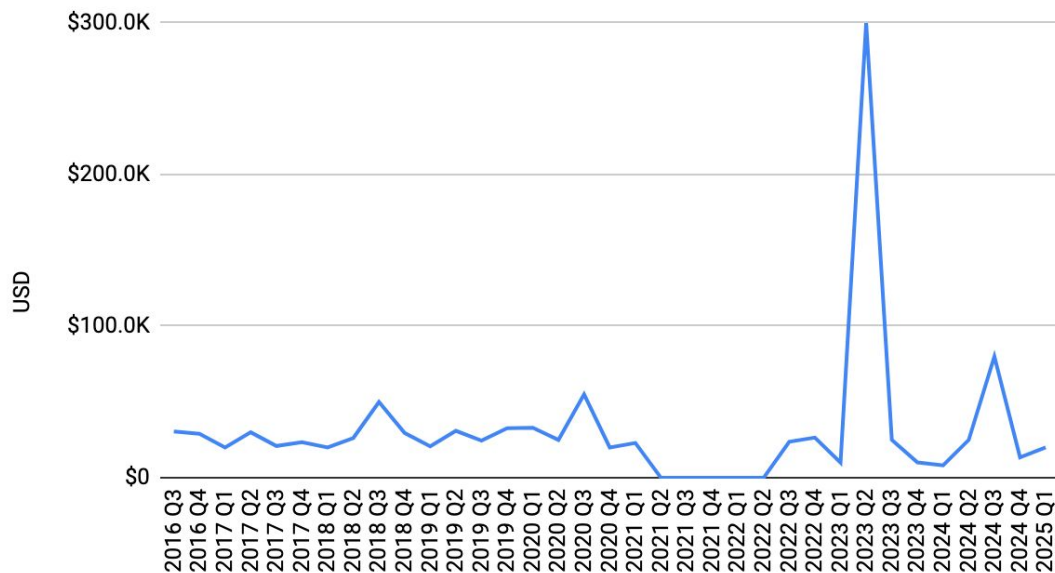


Figure 14: Median price of four number .com domain names (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Transaction volume from domain names containing a **hyphen** increased to \$287k in 1Q25 from \$113k in 4Q24.

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

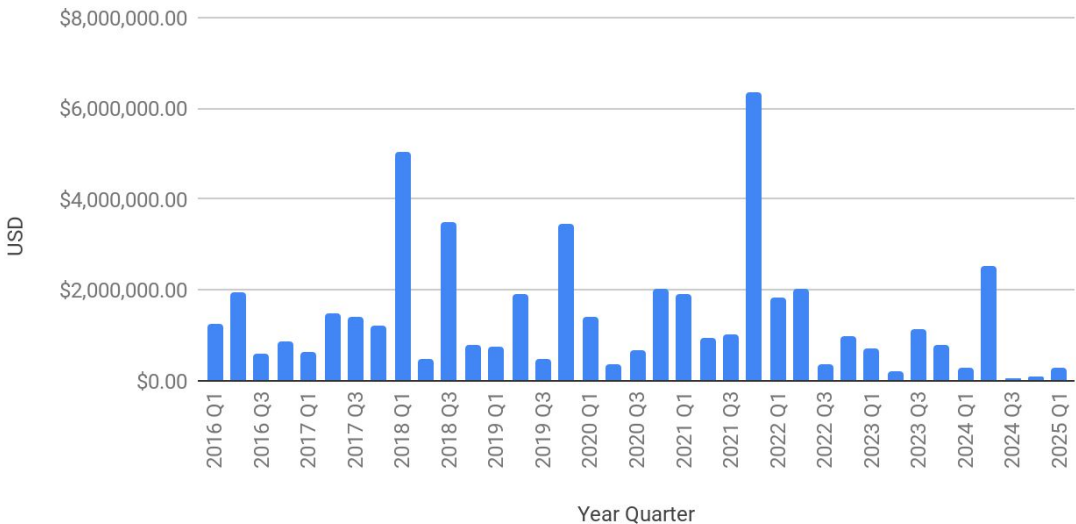


Figure 15: Total transaction volume of domain names containing a hyphen '-' (Escrow.com)

Domain names containing English words

The majority of observed transaction volume in 1Q25 came from **domain names containing English words** totaling \$121.5M.

In contrast, **domains without any English words** had a total volume of \$875k.

Contains english words and no english words

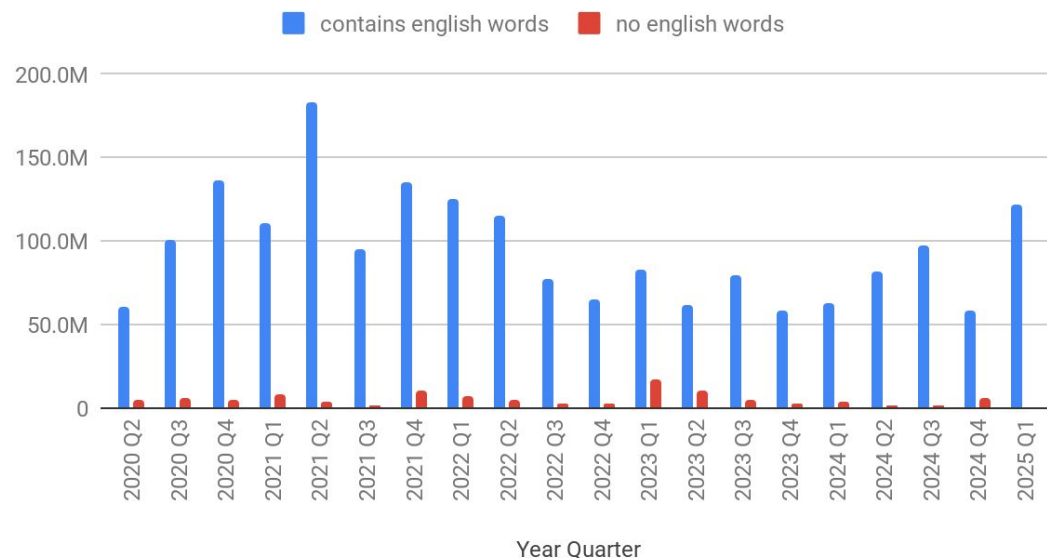


Figure 16: Total transaction volume of domain names containing English words (Escrow.com)

THANK YOU
