

Escrow.com Domain Investment Index: Q1, 2026

Quarter ending March 31st 2026 · All Figures in USD

The market just printed its biggest quarter in three years.

Q1 2026 was the largest quarter Escrow.com has facilitated since Q1 2023, with \$128M in total transaction volume.

The .com TLD set a new all-time high at \$89M, while .ai, the breakout story of 2025, settled into a plateau just below its Q4 peak.

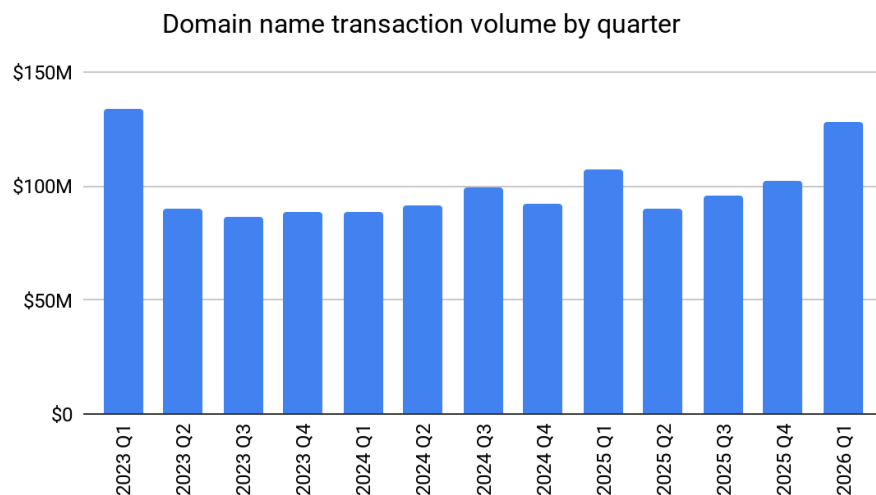


Figure 1: Total domain name sales by quarter ([Escrow.com](#))

Meanwhile, for the **first time on record, the median price of a domain without content overtook the median of a domain with content** – and 94% of the quarter’s dollar volume went to names without active sites.

Headline numbers

- Total transaction volume **\$128M (+25% QoQ)**
- .com transaction volume **\$70M → \$89M (+27%, new all-time high)**
- .ai transaction volume **\$10.3M → \$10.0M (-3%)**
- Mean price, exact-word .com **\$287k → \$402k (+40%)**
- U.S. buyer volume **\$82.4M → \$105.8M (+28%)**
- Median, no-content vs. with-content domains **\$5,369 vs \$4,000 (first time ever)**
- Volume on domains without content **94% of total dollar volume**

TLD Highlights

.com domains holding the throne

Volume from .com domains rose 27%, from \$70M to \$89M, outpacing the market itself in a single quarter.

Two quarters of patient, range-bound trading have given way to the strongest .com print since early 2023. Other TLDs held roughly steady, which means almost all of the quarter's growth was .com holding the throne at the top.

The impact of TLD on total transaction volume for domains combined, by quarter

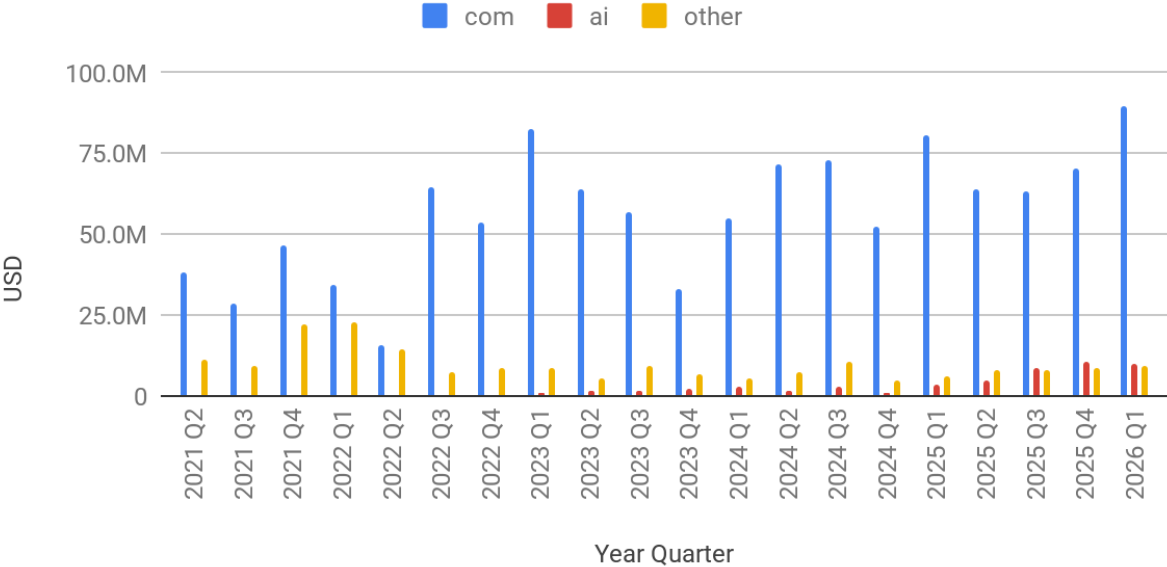


Figure 2: Total transaction volume per TLD (Escrow.com)

.ai catches its breath

Volume from **.ai domains eased from \$10.3M to \$10.0M**, a slight pullback after seven consecutive quarters of growth.

This is still the second-largest .ai quarter on record, and roughly 3x the volume the TLD had this time last year. This TLD is consolidating at a new, structurally higher floor.

Total transaction volume of .ai domain names, by quarter

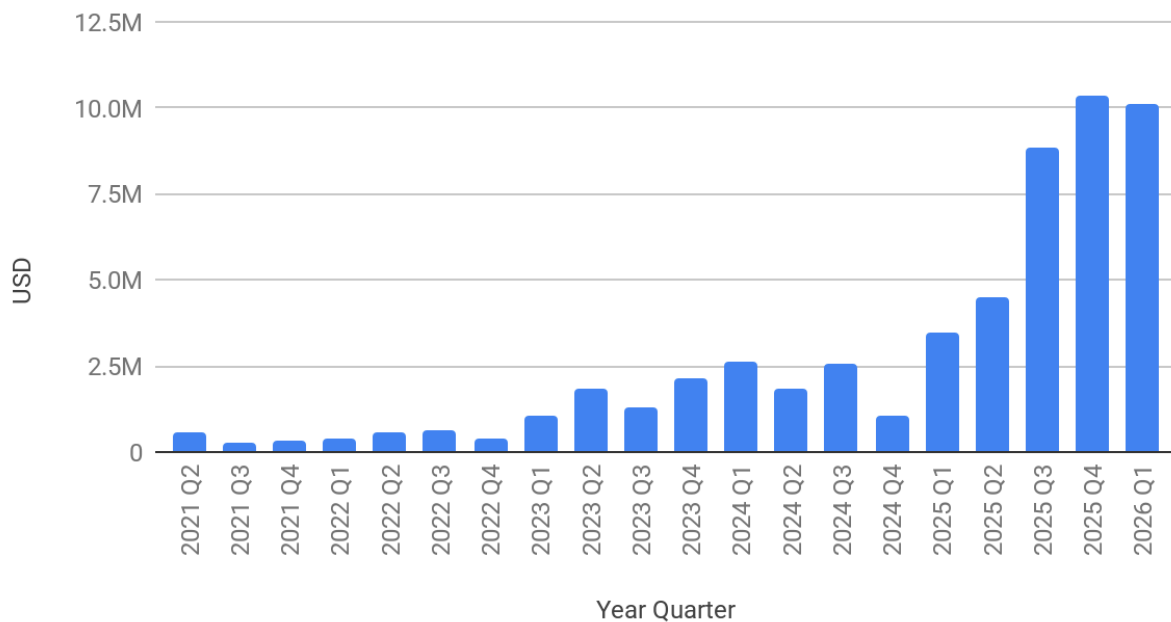


Figure 3: Total transaction volume of domain names containing '.ai' ([Escrow.com](https://www.escrow.com))

English-word domains lead the pack

Domains containing **English words rose 28%**, from \$76M to \$97M in volume.

Non-English-word domains also gained ground, rising from \$7.8M to \$11.6M. Both cohorts are growing, yet transaction volume continues to overwhelmingly favor domain names with inherent linguistic meaning.

Contains english words and no english words



Figure 4: Total transaction volume of domain names containing English words (Escrow.com)

Exact-match commands the premium

The mean price of a domain that is an exact English word climbed 22%, from \$143k to \$175k.

Domains with non-exact English words also moved up at the mean, from \$20.5k to \$27.7k.

This reinforces that **dictionary-perfect domain names command a greater premium than ever.**

Mean Transaction Value, Contains exact english words

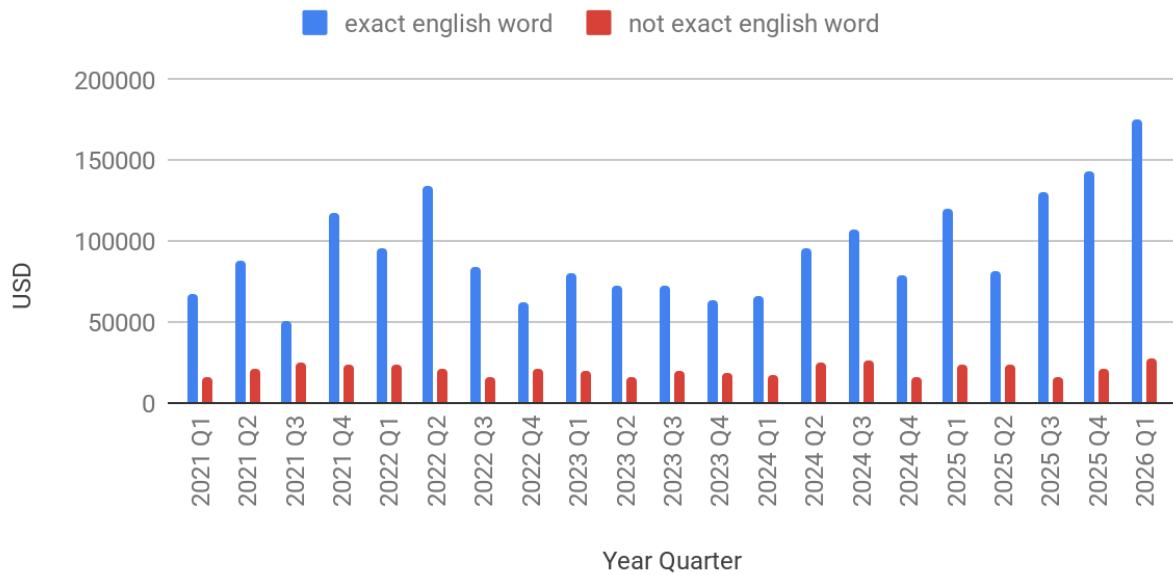


Figure 5: Mean transaction value of domain names containing exact English words (Escrow.com)

Exact-match .com sets the bar high

Diving deeper into TLDs, the mean price of an exact-English-word .com surged from \$287k to \$402k, a 40% jump and the highest mean on record outside the 2021 cycle peak.

By contrast, exact-word .ai eased from \$155k to \$148k. If Q4 2025 was .ai's coronation, Q1 2026 was a reminder that .com still sets the price ceiling.

Mean Transaction Value, Contains exact english words by TLD

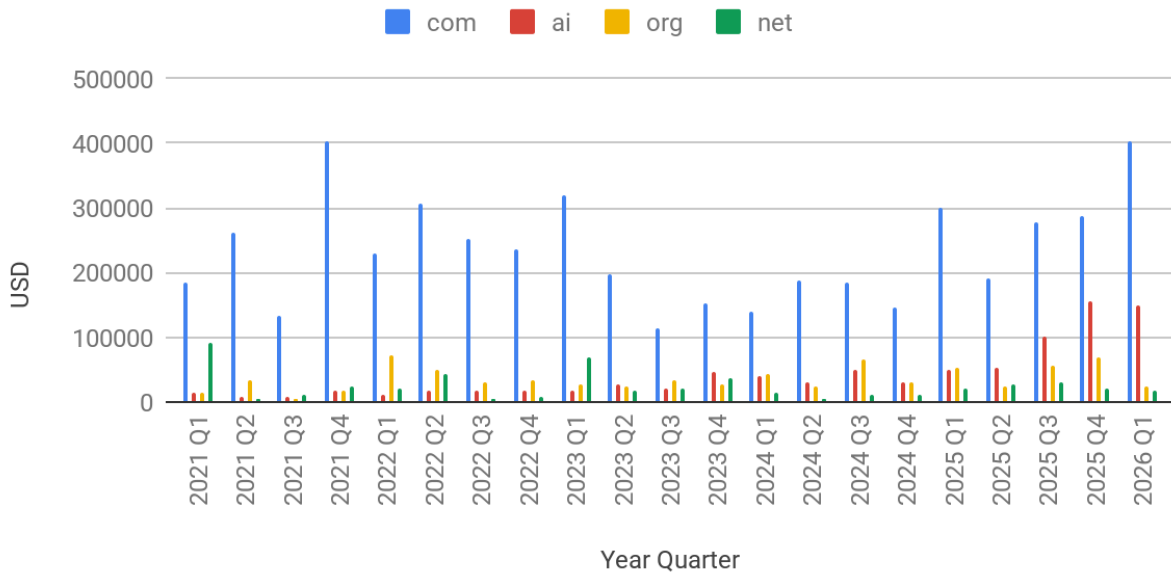


Figure 6: Mean transaction value of domain names containing exact English words by TLD ([Escrow.com](https://www.escrow.com))

Impact of content on domains

Tides are turned by domains without content

For the first time on record, **the median price of a domain name without content (\$5,369) overtook the median of domain names with content (\$4,000).**

The shift follows a steep decline in the median value of domain names with content from \$7,500 in Q4 2025, signaling that more buyers are paying for raw inventory, not built-out sites.

The impact of content on median domain name price

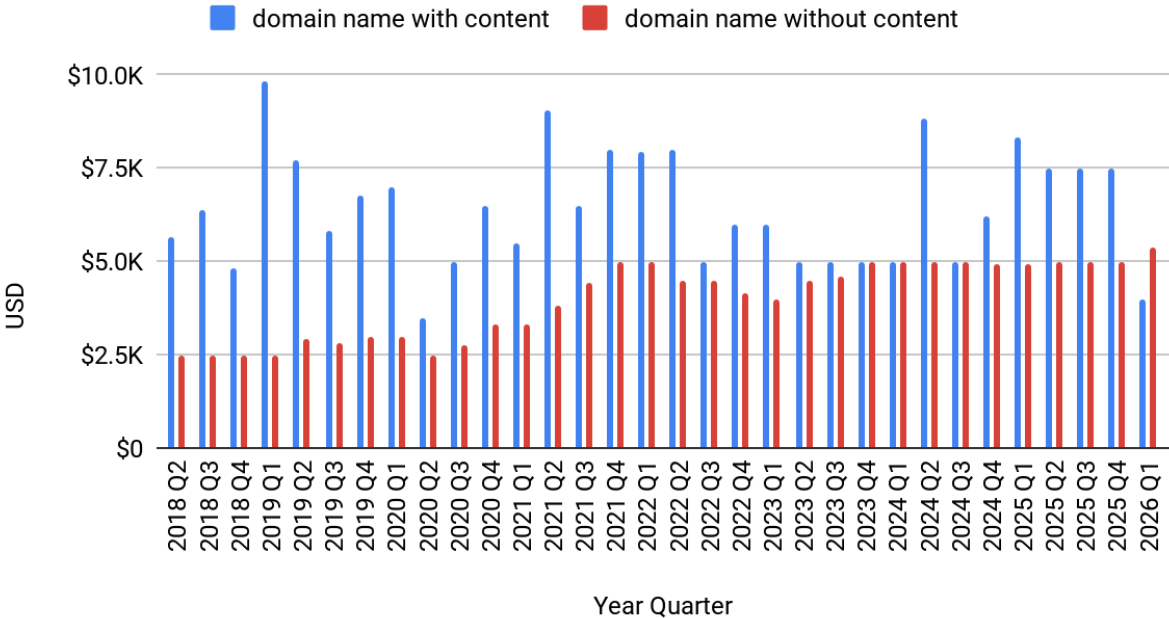


Figure 7: The impact of content on domain name pricing (Escrow.com)

Near all-time high for domains without content

The volume of **domains without content** jumped from **\$68M to \$91M**, while those with content slid from \$6.9M to \$5.8M.

Roughly 94% of the quarter's dollar volume is now on names without active sites, the highest concentration we've seen in years.

The domain market is definitely focused on raw real estate.

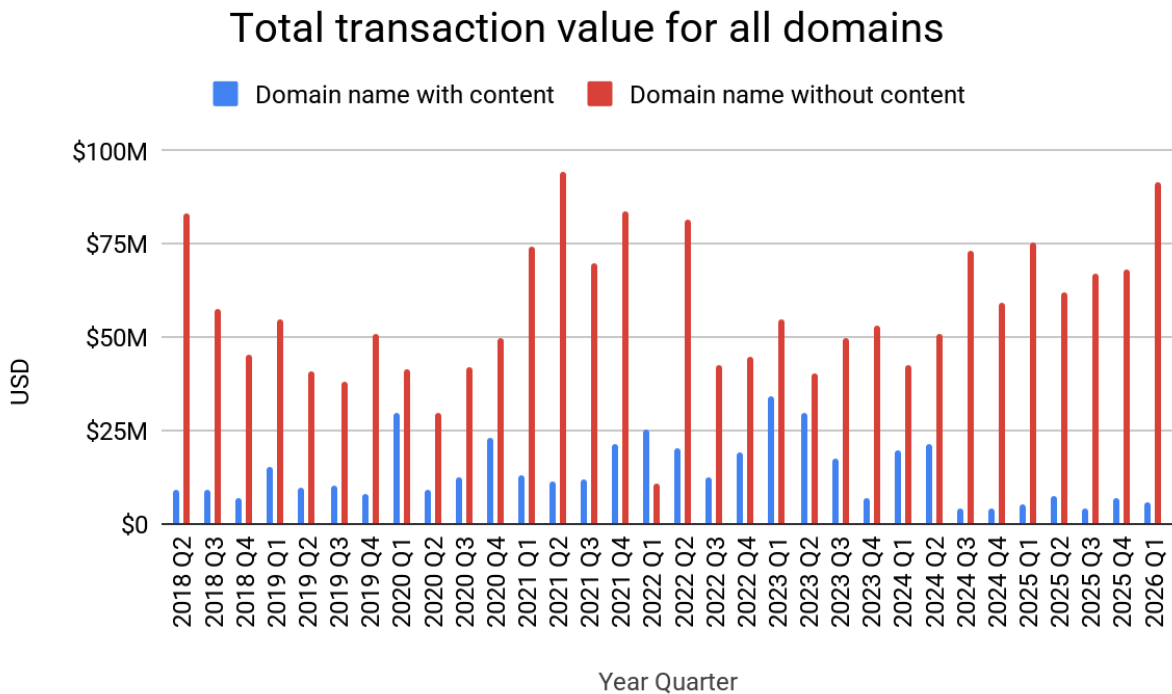


Figure 8: Total transaction volume of domain name sales with content versus no content (Escrow.com)

Letter .com Watch

Two-letter .com (LL.com): resumes

After two quiet quarters with no recorded LL.com transactions, the category returned with a median of \$825k.

Median price of two letter (LL.com) domains

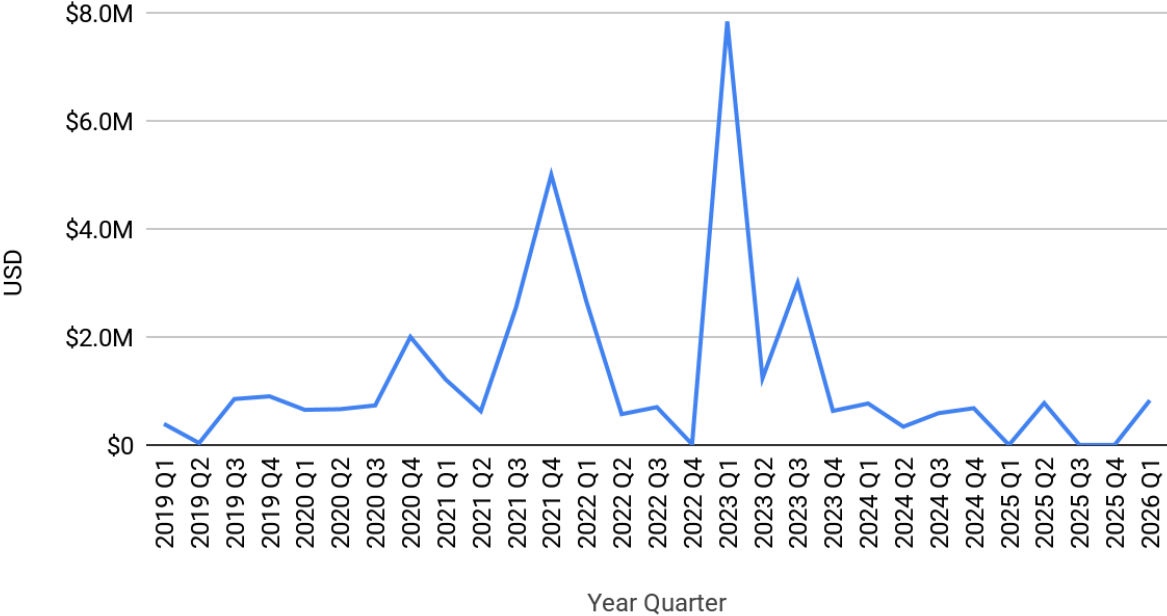


Figure 9: Median price of two letter domain names (LL.com) (Escrow.com)

Three-letter .com (LLL.com): doubles

The median for this category has doubled, from \$47k to \$99k.

The three-letter cohort bounces back from a slowdown in the past quarter.

Median price of three letter (LLL.com) domains

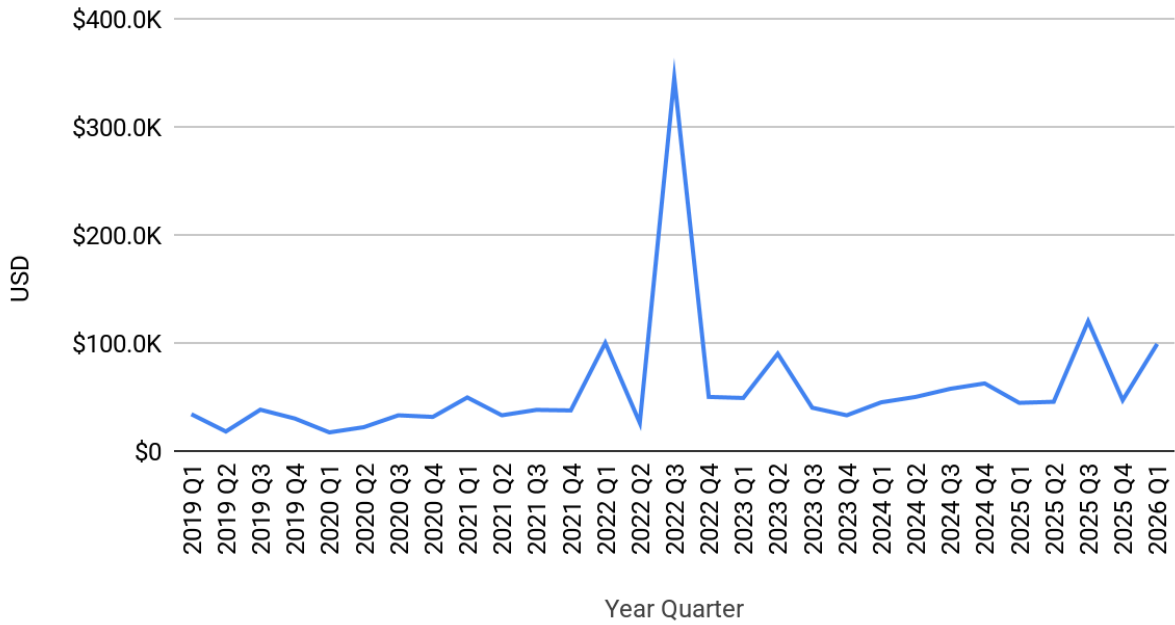


Figure 10: Median price of three letter domain names (LLL.com) (Escrow.com)

Four-letter .com (LLLL.com): softens

Continuing its gentle drift across most of 2025, four-letter .coms eased from a \$10k median to \$7k. No shakeups have occurred to cause meaningful movement in this tier, as it is behaving like the commodity it has become.

Median price of four letter (LLLL.com) domains

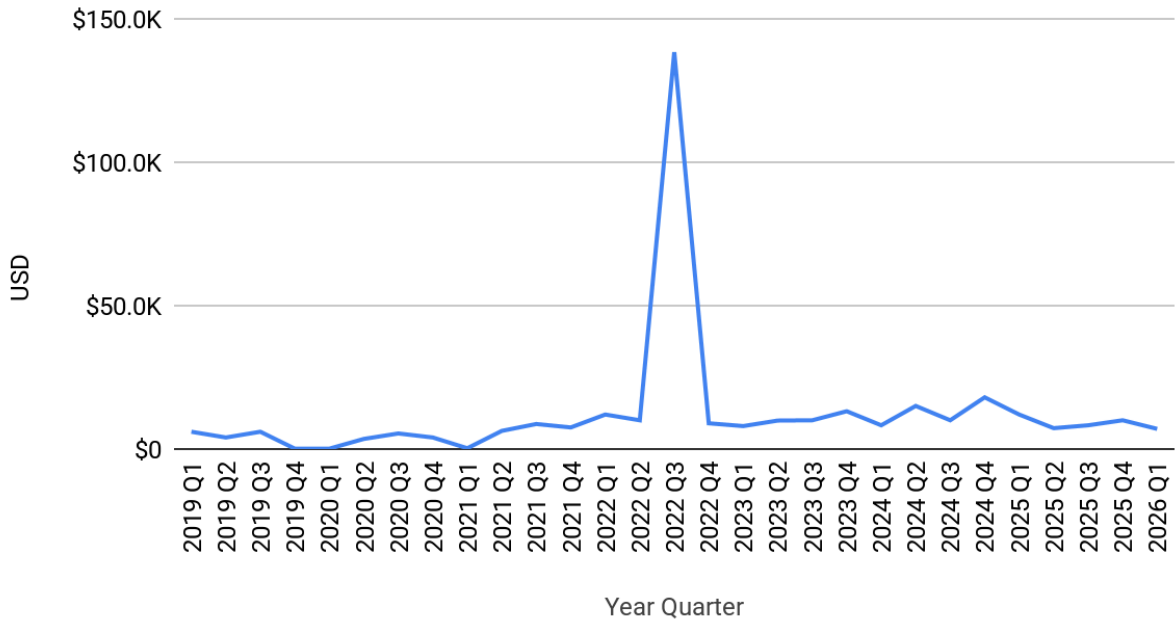


Figure 11: Median price of four letter domain names (LLLL.com) (Escrow.com)

Five-letter .com (LLLLL.com): tightens

This tier shows an uptick from \$8.0k to \$8.8k. Movement has been steady and unspectacular but is exactly the kind of activity that signals a healthy mid-market.

Median price of five letter (LLLLL.com) domains

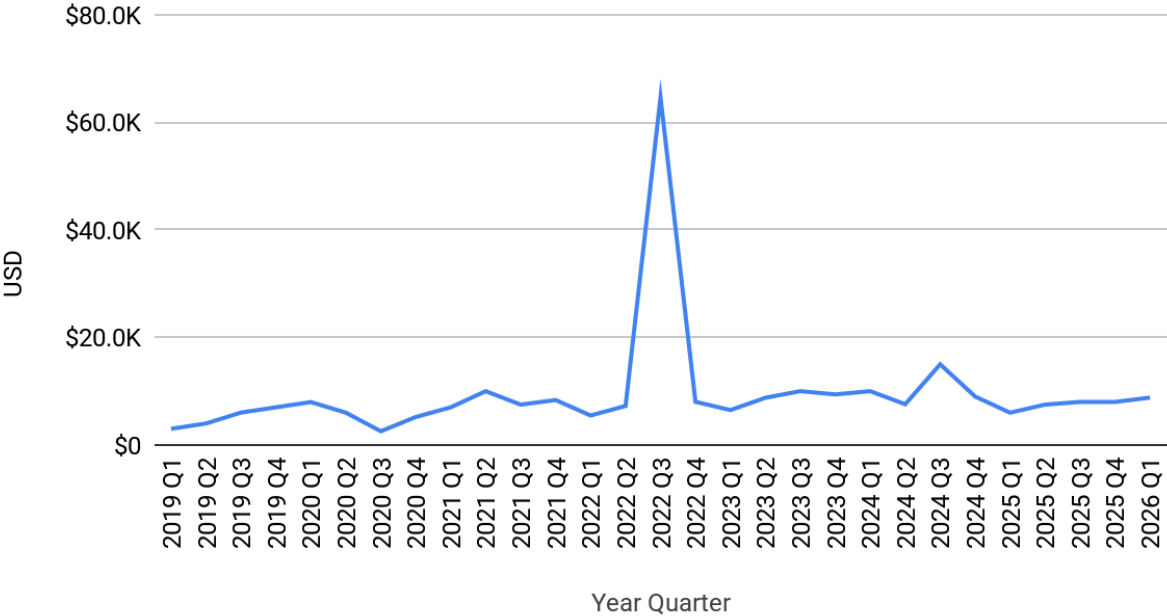


Figure 12: Median price of five-letter domain names (LLLLL.com) (Escrow.com)

Character .com Watch

Two-character .com (CC.com): rising

The median price of two-character .com domains climbed from \$88k to \$550k. After four straight quarters of the median cruising, Q1 2026 delivered a huge lift.

Median price of two character domain names



Figure 13: Median price of two-character domain names (CC.com) (Escrow.com)

Three-character .com (CCC.com)

Following its Q4 2025 trend, the median on three-character .com domains eased from \$38.6k to \$25k.

Median price of three character domain names

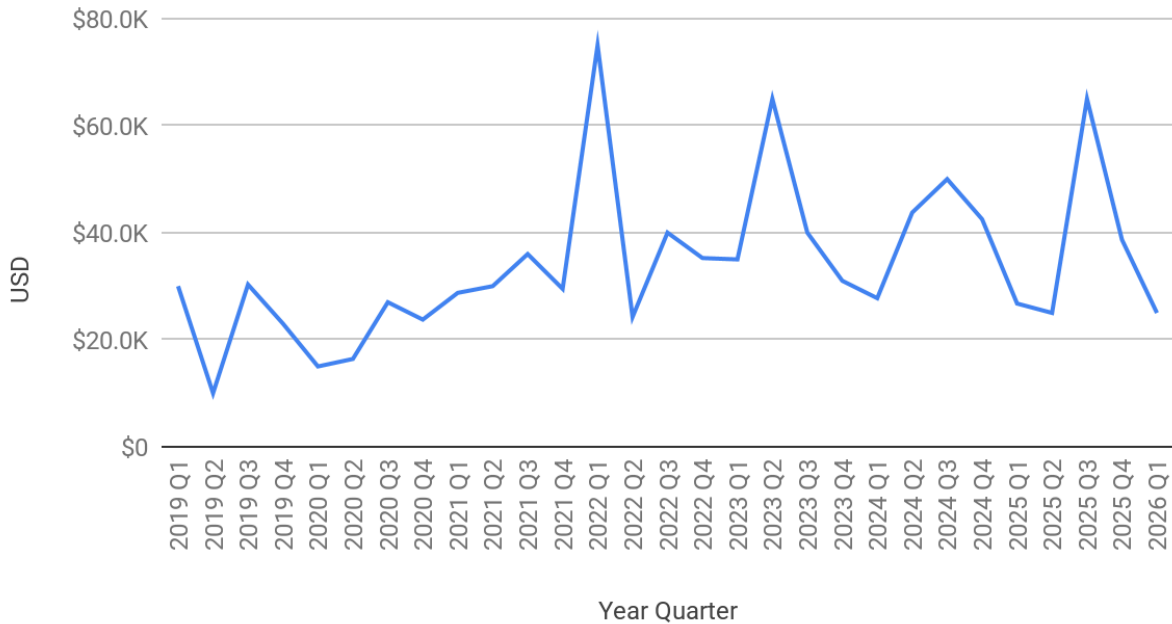


Figure 14: Median price of three character domain names (CCC.com) (Escrow.com)

Four-character .com (CCCC.com)

After a strong Q4 2025, the median for four-character .coms eased from \$10k to \$7k, reinforcing the read that the bottom of the short-name market is softening.

Median price of four character domain names

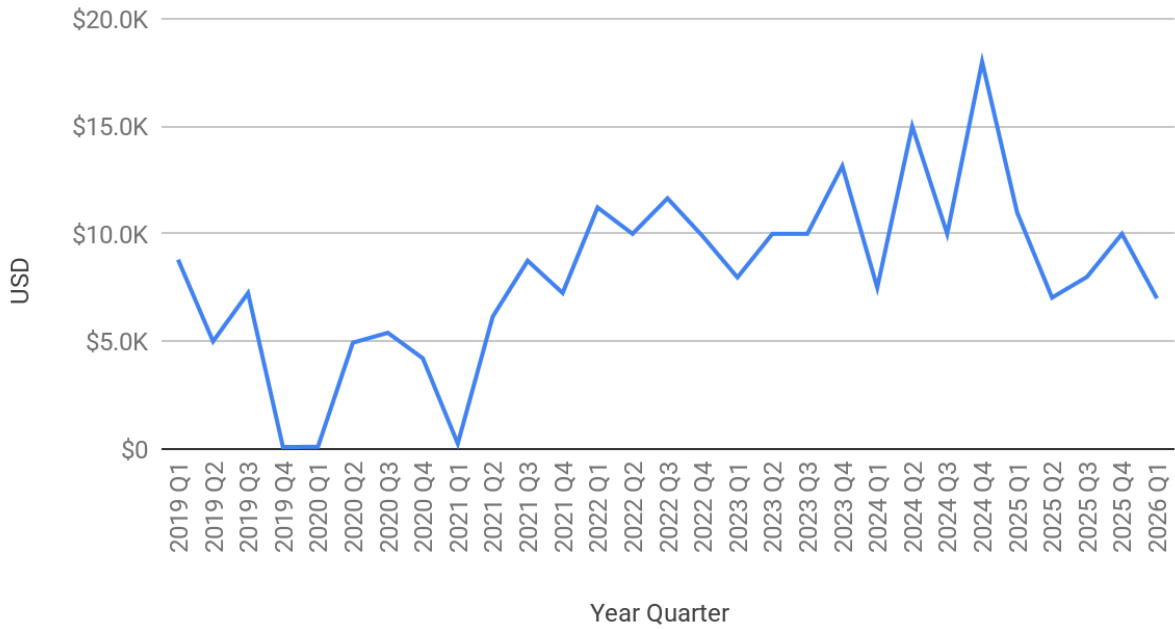


Figure 15: Median price of four character domain names (CCCC.com) (Escrow.com)

Five-character .com (CCCCC.com)

In the category of character domains, five-character .coms showed the strongest move. The median moved from \$5.3k to \$8.4k, starting a solid position for 2026.

Median price of five character domain names

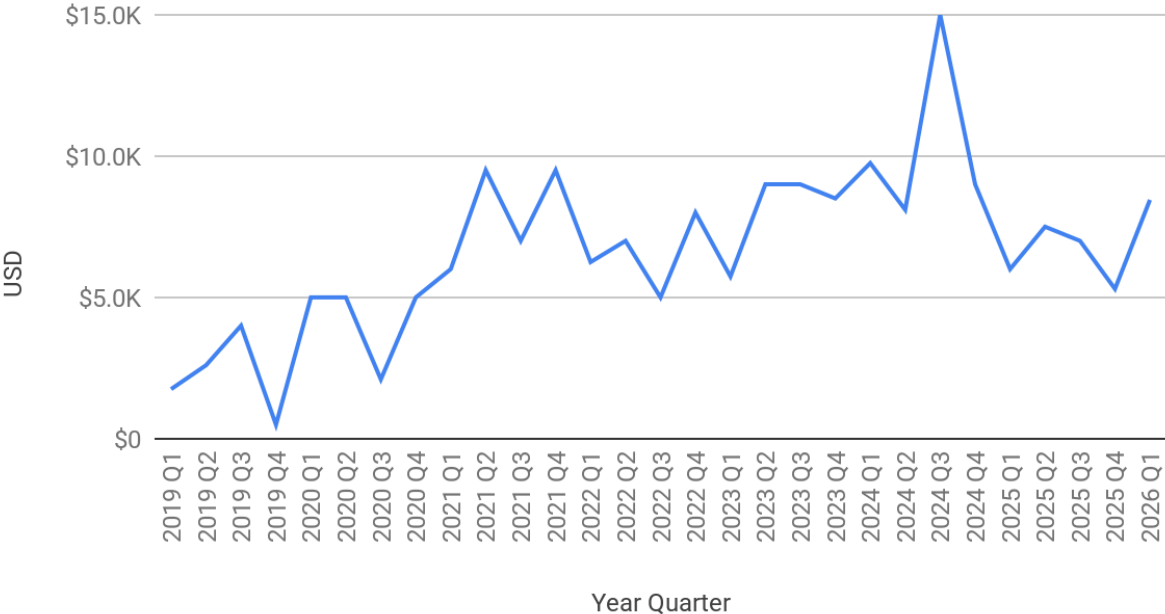


Figure 16: Median price of five character domain names (CCCCC.com) (Escrow.com)

Six-character .com (CCCCCC.com)

Following the trend on most character domains, six-character .coms eased from \$9.8k to \$6.4k. We've seen this category as the noisiest for years; one quarter does not dictate a specific trend.

Median price of six character domain names

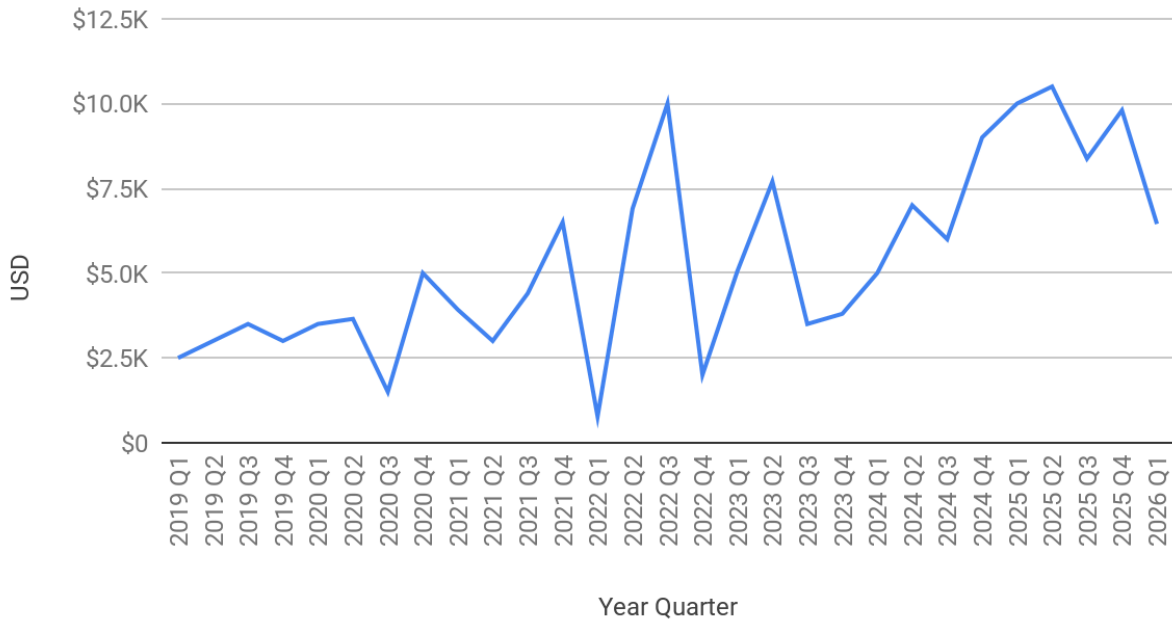


Figure 17: Median price of six-character domain names (CCCCCC.com) (Escrow.com)

Number .com Watch

NNNN.com: a quiet quarter

There were no four-number .com transactions in Q1 2026, a rare zero print we haven't seen for the past 5 years.

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

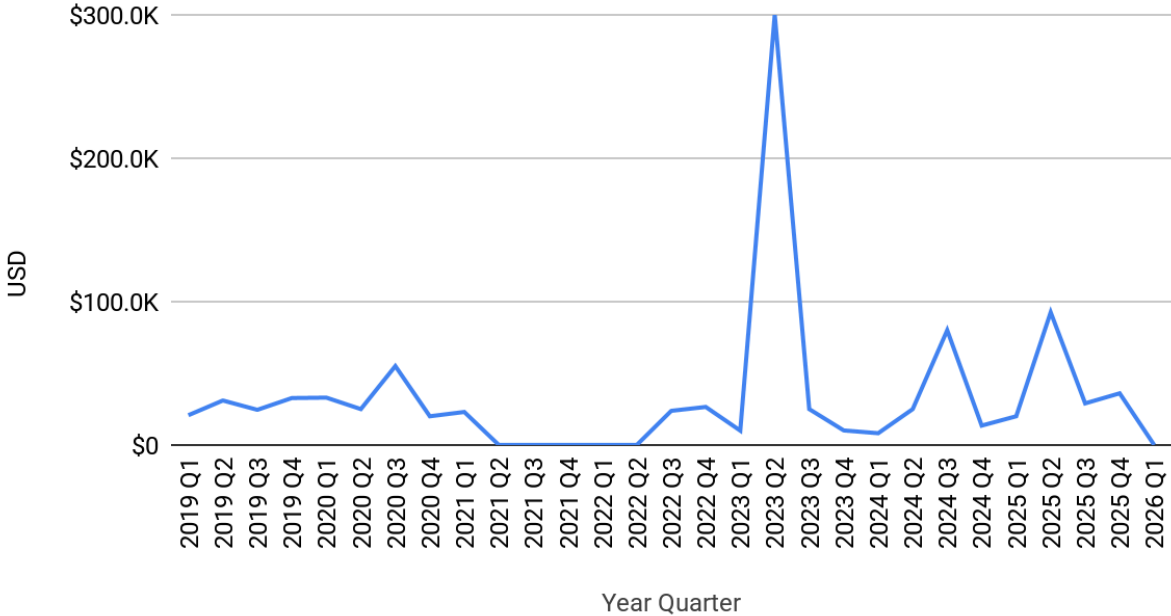


Figure 18: Median price of four number .com domain names (NNNN.com) (Escrow.com)

Hyphenated .com Watch

Hyphenated names: a small but real recovery

We see a slow build-up in the volume of hyphenated domains, with its 4th consecutive quarter of stability. Volume rose from \$595k to \$1.0M, nearly doubling quarter on quarter.

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

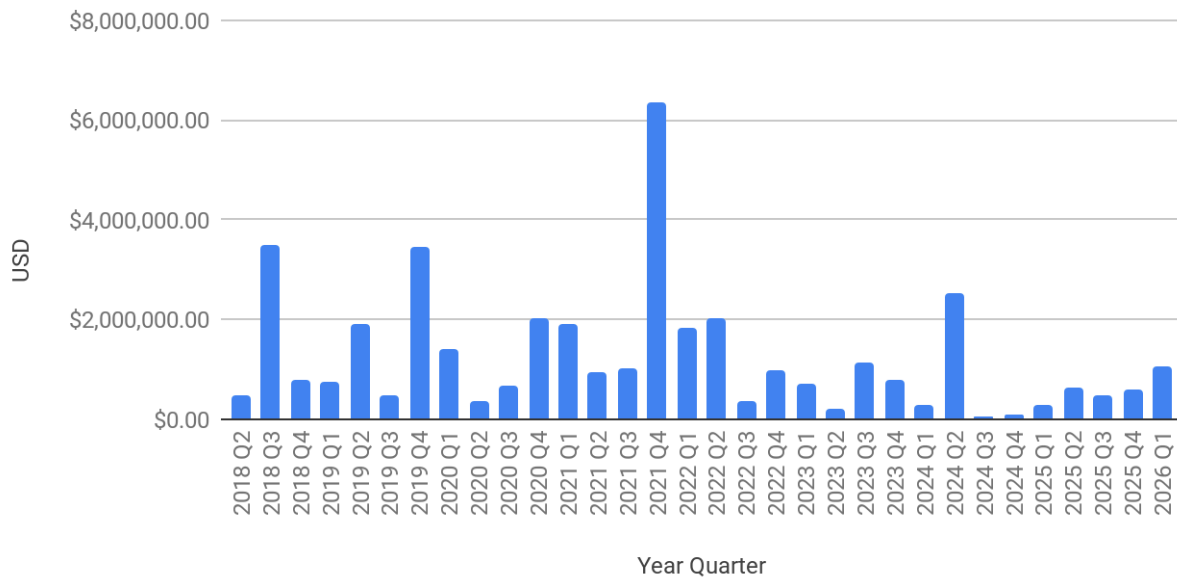


Figure 19: Total transaction volume of domain names containing a hyphen '-' (Escrow.com)

gTLDs vs. ccTLDs

gTLD volume **rose from \$74.7M to \$91.8M**, almost entirely on the strength of .com.

ccTLDs grew from \$14.6M to \$17.1M, with .ai once again the dominant contributor. The ratio between the two has been stable for years, and Q1 2026 did not see any change.

The impact of TLD on total transaction volume for domains combined, by quarter

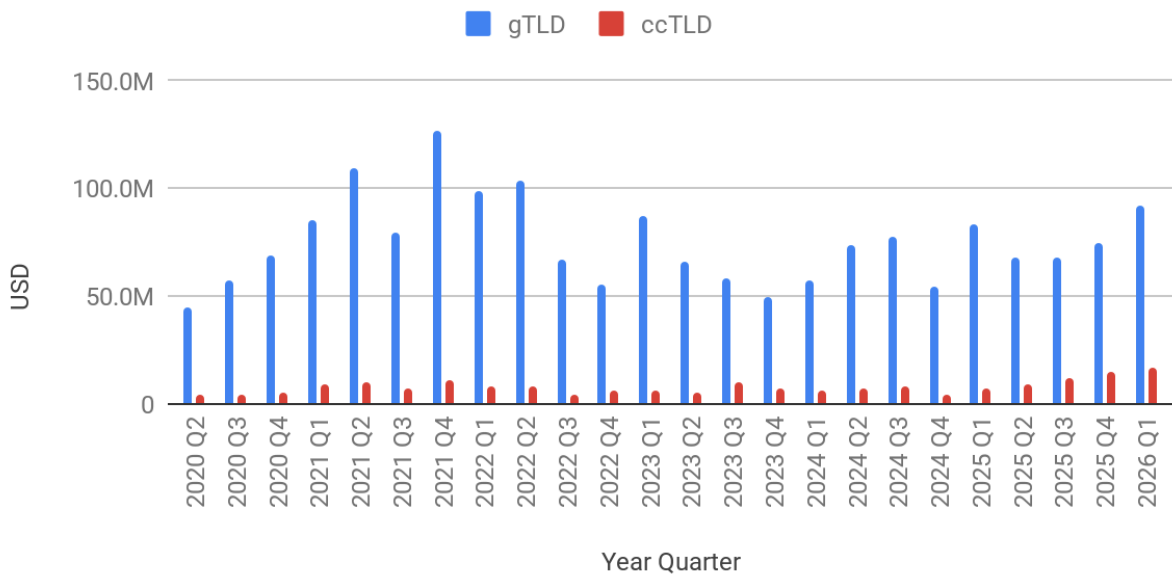


Figure 20: Total transaction volume of gTLD vs ccTLD domain names

Top 5 ccTLDs at a glance

- **.ai** \$10.3M → \$10.0M (slight pullback after a record Q4)
- **.io** \$450k → \$560k (modest gain)
- **.co** \$435k → \$748k (the quarter's standout among smaller ccTLDs)
- **.co.uk** \$674k → \$121k (sharp pullback off a strong Q4)
- **.it** \$240k → \$185k (softer)

Total domain name transaction volume of top 5 ccTLDs by quarter

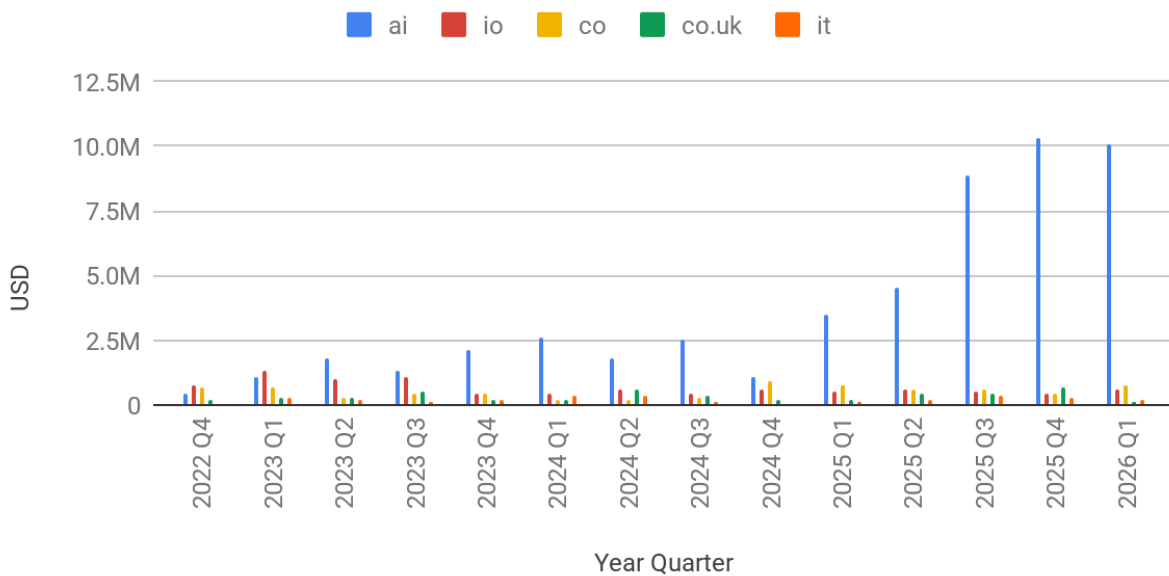


Figure 21: Total transaction volume of top 5 ccTLD domain names

What It All Means

1. .com at its strongest

Three years after the overall market's all-time high, .com domains make their way back to the headlines. In Q1 2026, .com set a new all-time high at \$89M.

2. .ai is consolidating, not collapsing

A \$10M quarter would have been an all-time high as recently as Q2 2025. What we are watching might be base-building for the future volume of .ai.

3. The market is focused on buying inventory, not audiences

Domains without content accounted for roughly 94% of the transaction volume, the strongest signal that digital real estate ahead is where most investments are being allocated.

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\$8.0 billion in transactions have been secured from over 3.3 million customers. The company is now a division of Freelancer Limited (ASX:FLN, OTCQX: FLNCF). Escrow.com's headquarters is in San Francisco, California, the United States.

For more information, visit [Escrow.com](https://www.escrow.com)