



ESCROW.COM DOMAIN INVESTMENT INDEX

2nd Quarter 2022

Escrow.com Domain Investment Index: Q2, 2022

For the quarter ending June 30th 2022

Executive Summary

Escrow.com has continued to facilitate more than \$100 million in domain name transactions for the sixth consecutive quarter, as we continue to prove to be the world's most trusted and preferred online licensed escrow payment service for buying or selling premium domain names.

In Q2 2022, five-character, six-character, and five-letter domain names were the categories where we've seen most growth. The median price for five-character domain names went up to \$7,000 in Q2 2022 from \$6,250 in Q1 2022. The median price for six-character domain names saw the biggest increase from \$774.45 in Q1 2022 to \$6,900 in Q2 2022. Lastly, the median price for five-letter domain names increased to \$7,250 in Q2 2022 from \$5,480 in Q1 2022.

We continue to have a strong volume of domain name transactions in Q2 2022 as we closed the quarter with \$125 million in transactions.

Q2 Results

Total transaction value for all domains combined, by quarter

The total transaction value for all domains combined has dropped in Q2 2022 to \$125M, from \$130M in Q1 2022.

Total transaction value for all domains combined, by quarter

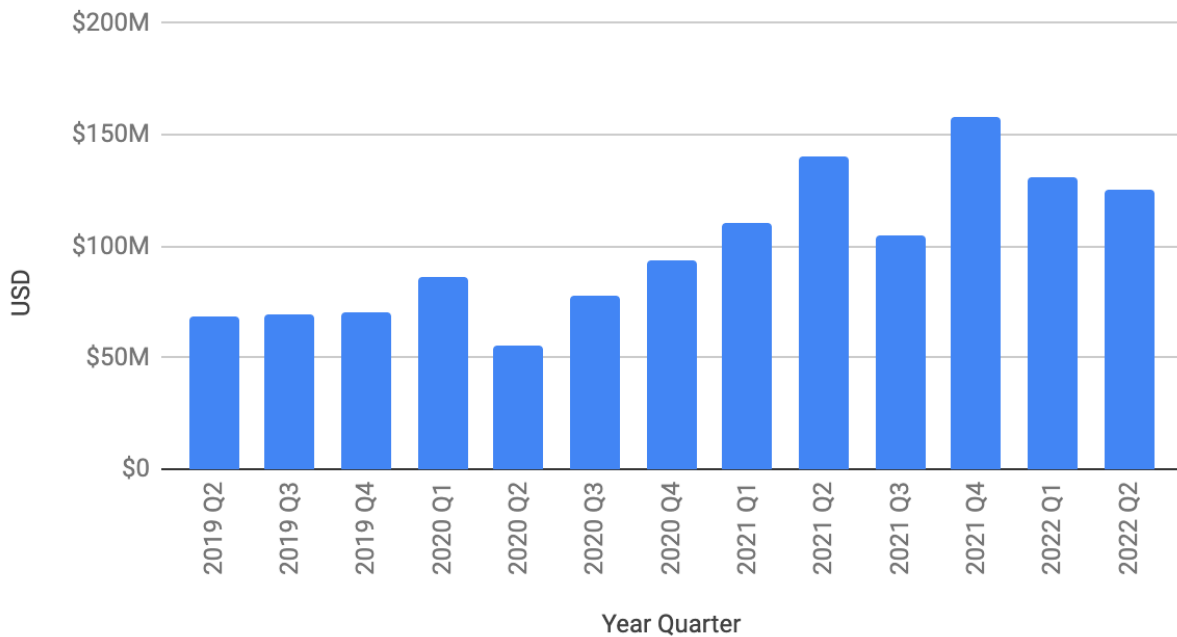


Figure 1.0, source: Escrow.com.

Total transaction value, by region

The total value of transactions involving at least one party from the United States dropped from \$105M to \$95M in Q2. Looking at other regions, the total value of transactions involving at least one party from Canada increased from \$9.1M to \$18.1M, and Hong Kong increased from \$643k to \$5.5M.

Total transaction value, by region

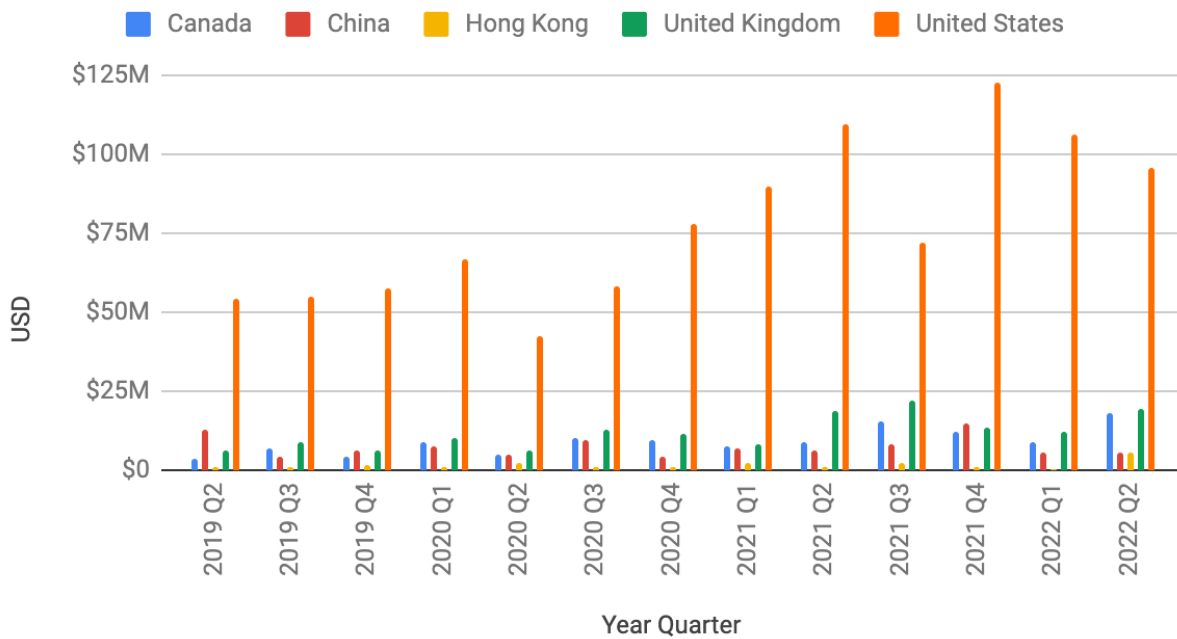


Figure 1.1, source: Escrow.com.

Median return on investment, by quarter

Median return-on-investment for Q2 2022 is flat at 0% with median price the same as Q1 2022.

Median return on investment, by quarter

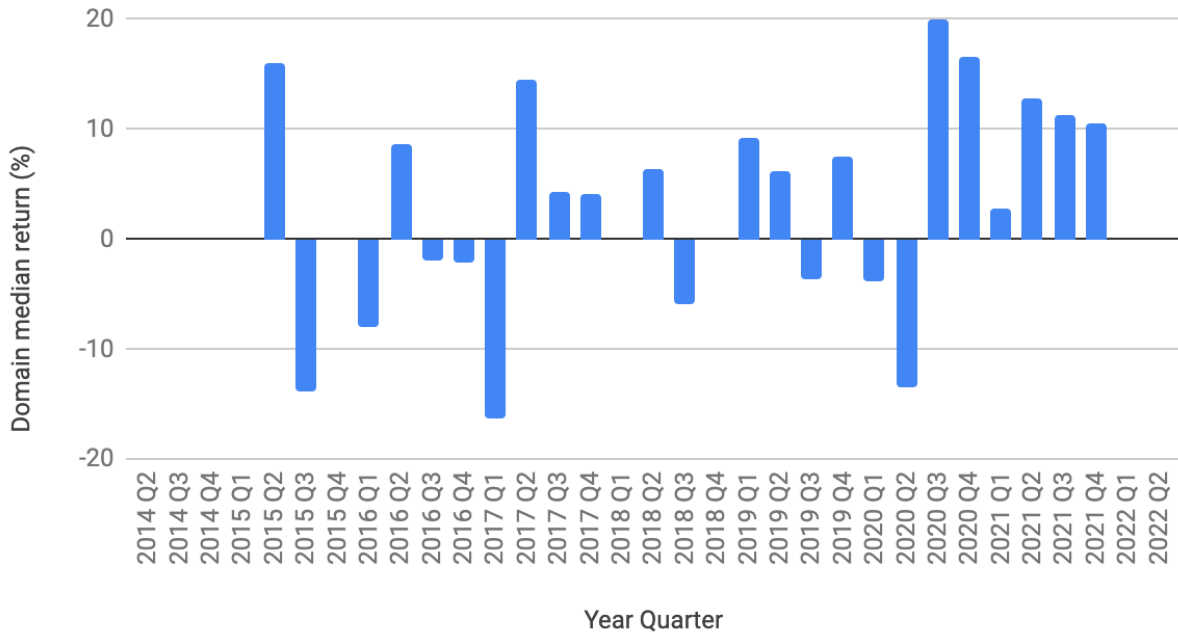


Figure 1.2, source: Escrow.com.

Median return on investment, Q2 year-on-year

Compared to Q2 last year, the median return on investment in Q2 of this year is at 23%.

Median return on investment, Q2 year-on-year

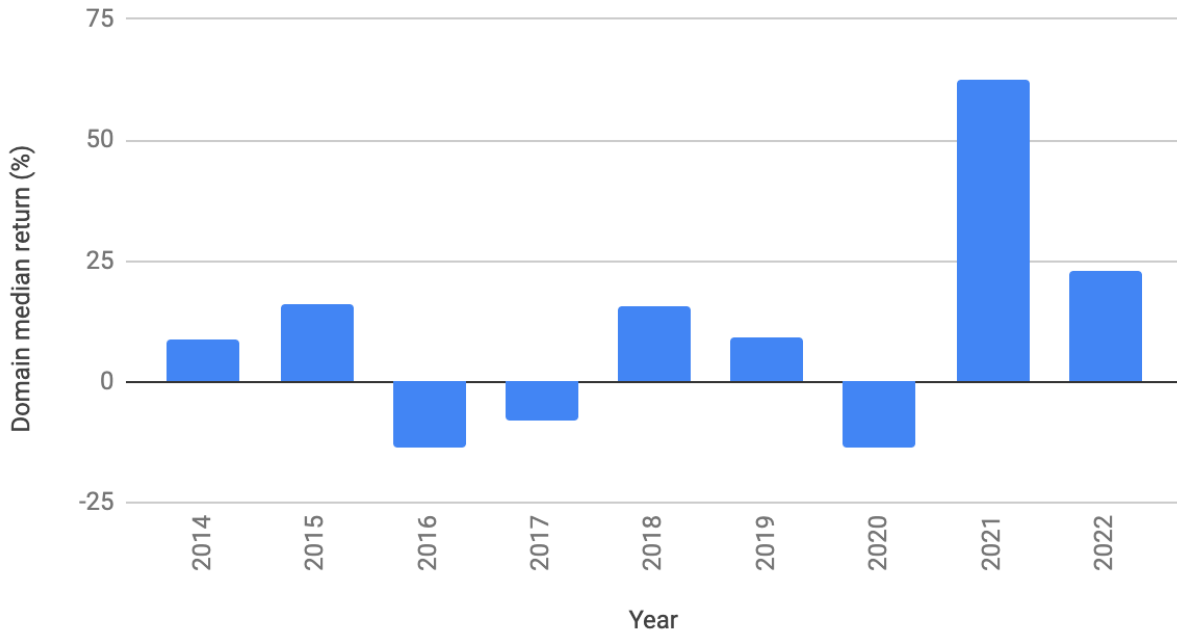


Figure 1.3, source: Escrow.com.

The impact of content on median domain-name price, by quarter

The median price of domain names bundled with webpage content went back up from \$7,948 in Q1 2022 to \$8,000 in Q2 2022. Median price of domain names *without* content dropped from \$5,000 in Q1 2022 to \$4,500 in Q2 2022.

The impact of content on median domain name price, by quarter

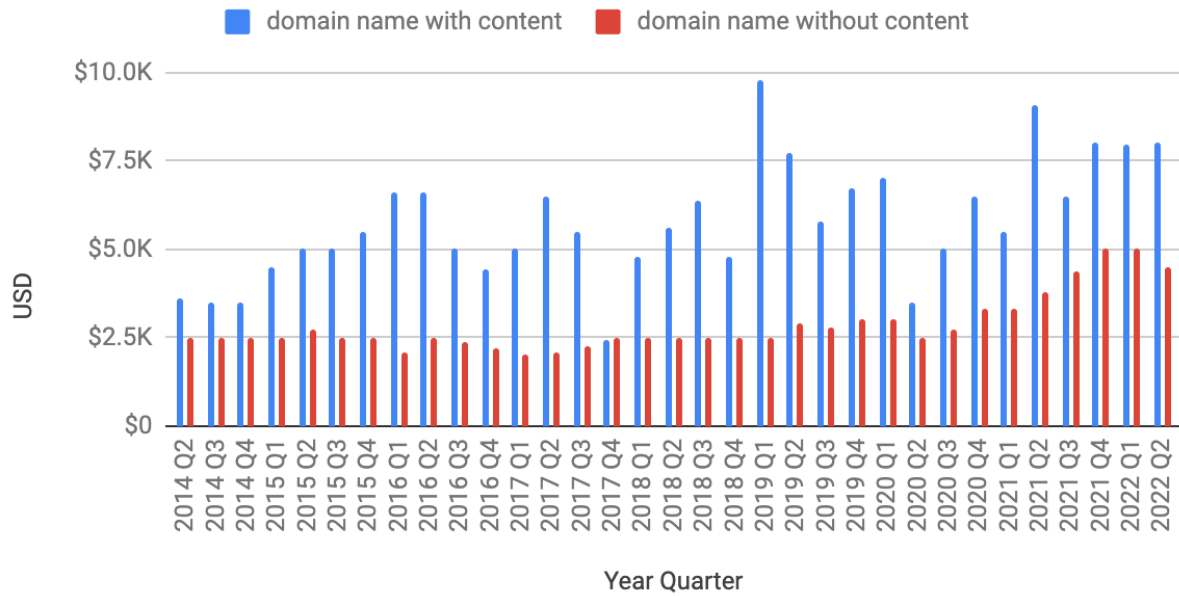


Figure 1.4, source: Escrow.com.

The impact of content on total transaction value for all domains combined, by quarter

The total combined transaction value for all domains *without* content is at \$81M slightly down from Q1 2021, where last quarter was down due to a tracking issue. The total combined transaction value for all domains *with* content dropped from \$25.17M in Q1 2022 to \$20.56M in Q2 2022.

The impact of content on total transaction value for all domains combined, by quarter

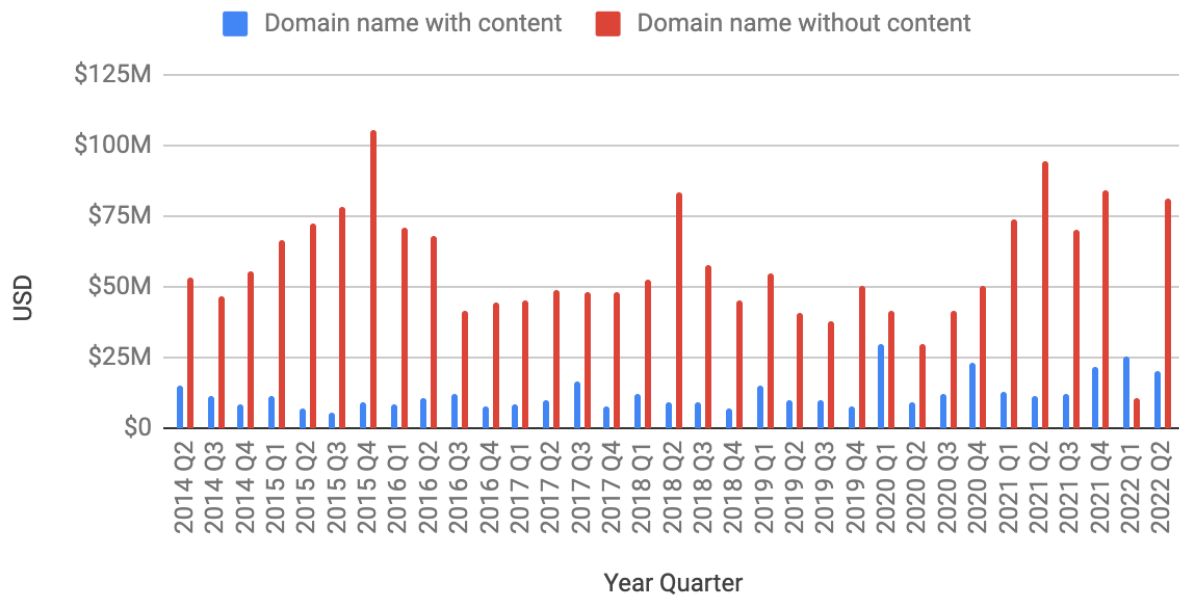


Figure 1.5, source: Escrow.com.

Total transaction value of all domain names containing a hyphen '-', by quarter

The total combined transaction value for all domains containing a hyphen '-' is up from \$1.8M in Q1 2022 to \$2M in Q2 2022.

Total transaction value of all domain names containing a hyphen '-', by quarter

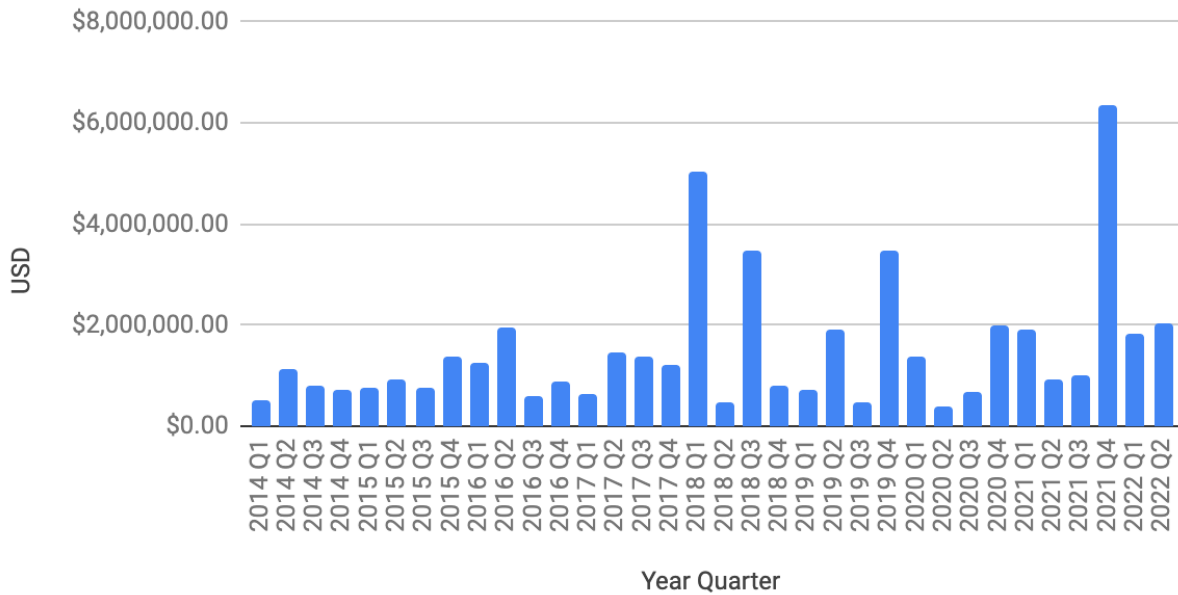


Figure 1.7, source: Escrow.com.

Median price of two- and three-character domain names, by quarter

The median price of two- and three-character .com domain names has dropped from \$450k in Q1 2022 to \$168.9k in Q2 2022.

Median price of two- and three-character domain names, by quarter

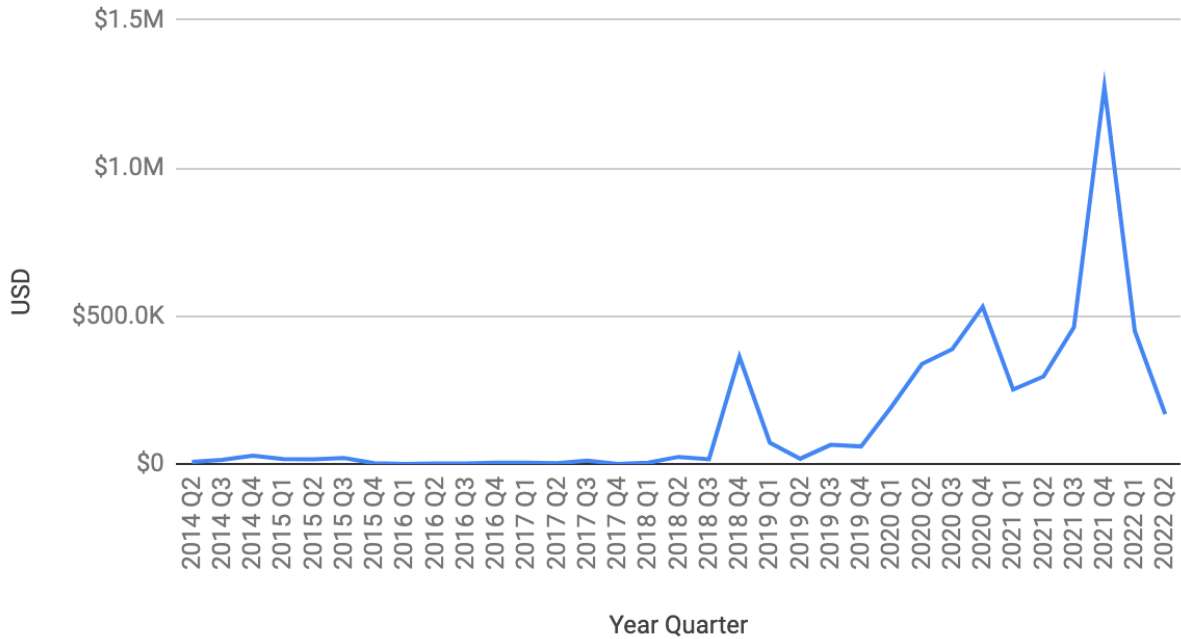


Figure 2.0, source: Escrow.com.

Median price of four-character domain names, by quarter

The median price of four-character .com domain names dropped slightly from \$11,225 in Q1 2022 to \$10,000 in Q2 2022.

Median price of four-character domain names, by quarter

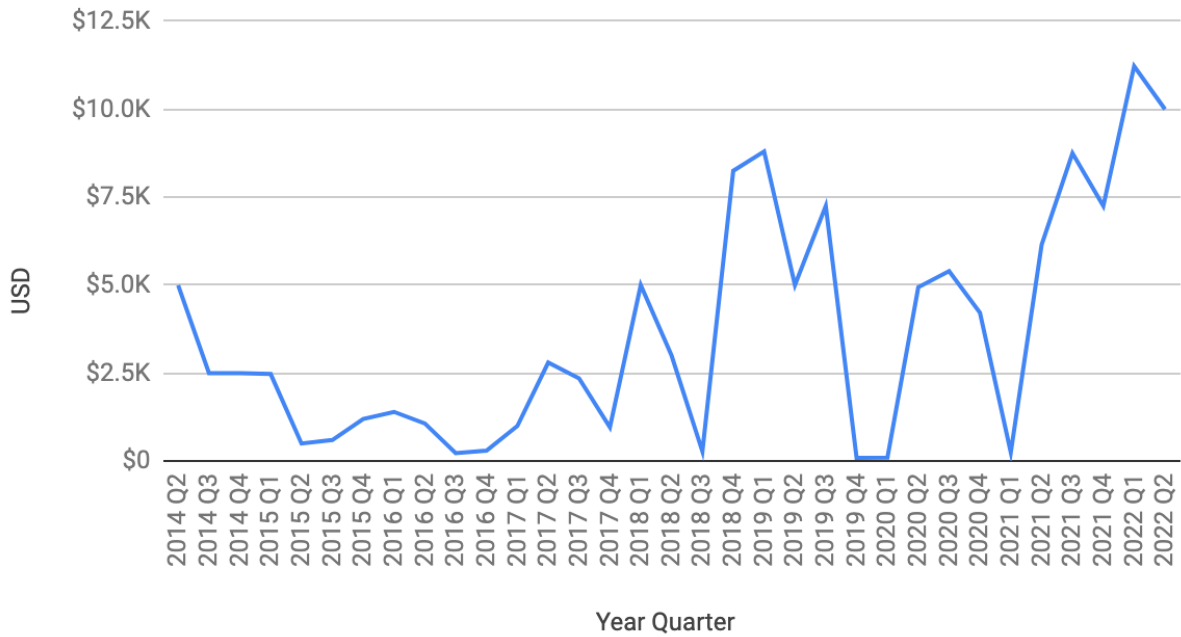


Figure 2.1, source: Escrow.com.

Median price of five-character domain names, by quarter

The median price of five-character .com domain names increased to \$7,000 in Q2 2022 from \$6,250 in Q1 2022.

Median price of five-character domain names, by quarter

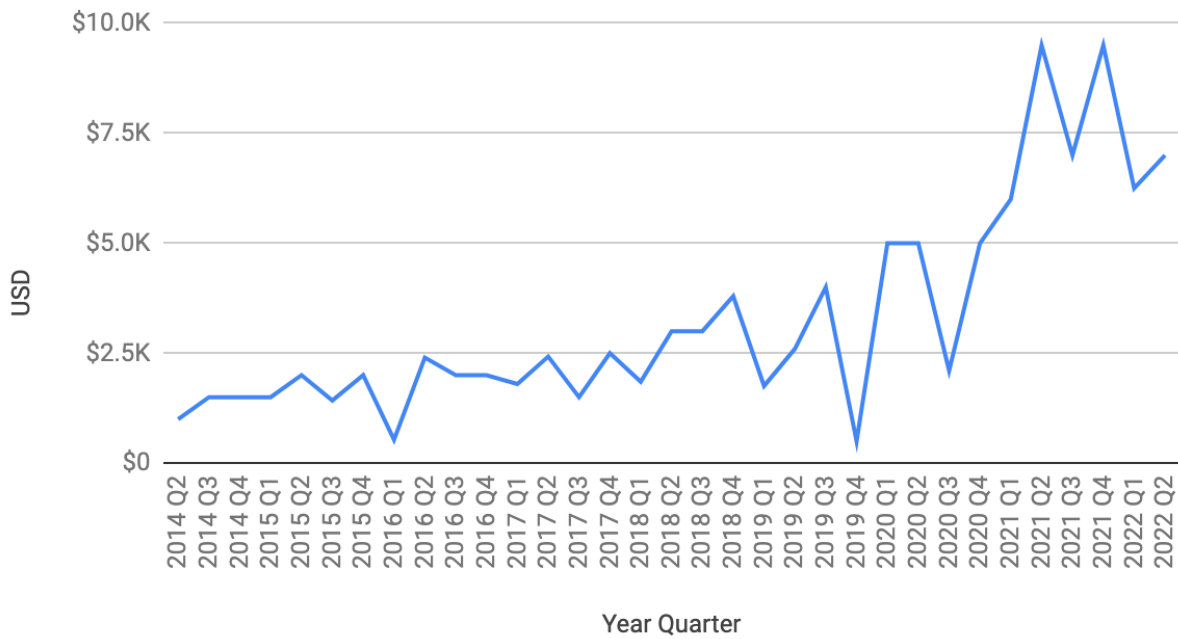


Figure 2.2, source: Escrow.com.

Median price of six-character domain names, by quarter

The median price of six-character .com domain names bounced back from \$774.45 in Q1 2022, which was down mainly due to wholesale pricing, to \$6,900 in Q2 2022.

Median price of six-character domain names, by quarter

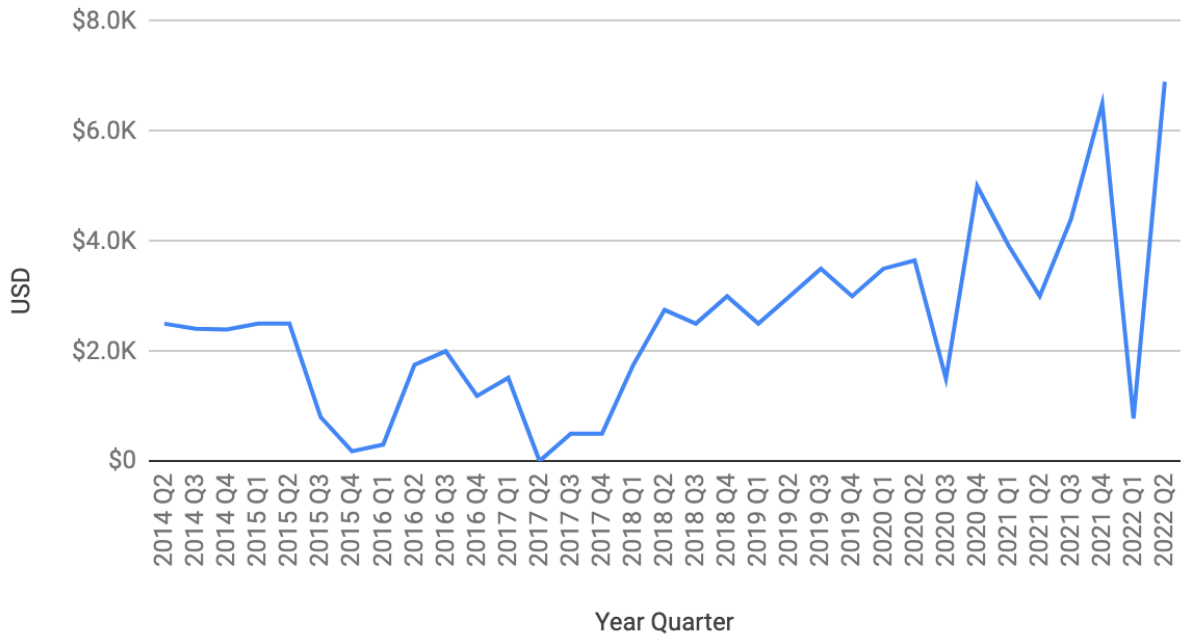


Figure 2.3, source: Escrow.com.

Median price of two- and three-letter domain names, by quarter

The median price of two- and three-letter .com domain names drops from \$1.38M in Q1 2022, to \$298k in Q2 2022.

Median price of two- and three-letter domain names, by quarter

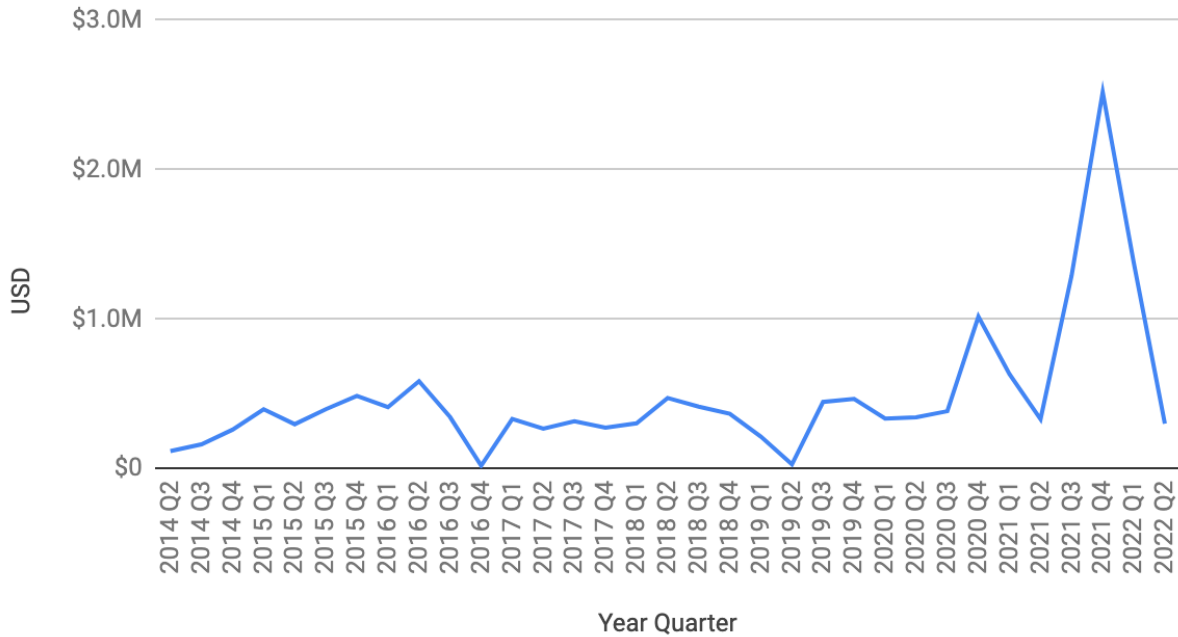


Figure 3.0, source: Escrow.com.

Median price of four-letter domain names, by quarter

The median price of four-letter .com domain names drop from \$12,000 in Q1 2022 to \$10,000 in Q2 2022.

Median price of four-letter domain names, by quarter

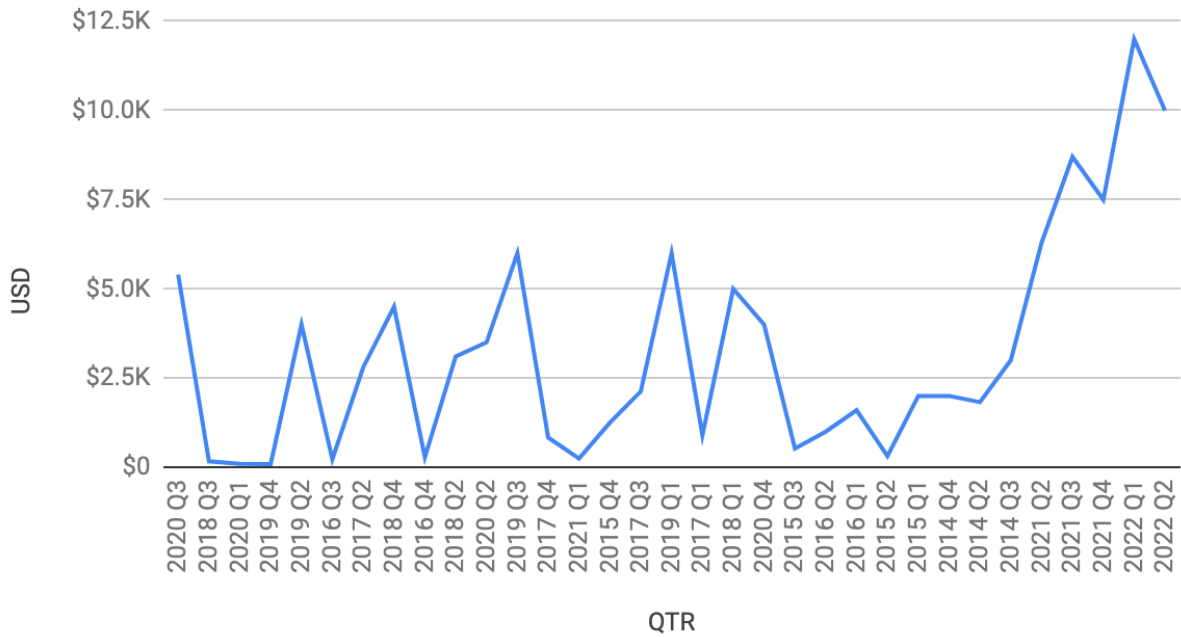


Figure 3.1, source: Escrow.com.

Median price of five-letter domain names, by quarter

The median price of five-letter .com domain names increased to \$7,250 in Q2 2022 from \$5,480 in Q1 2022.

Median price of five-letter domain names, by quarter

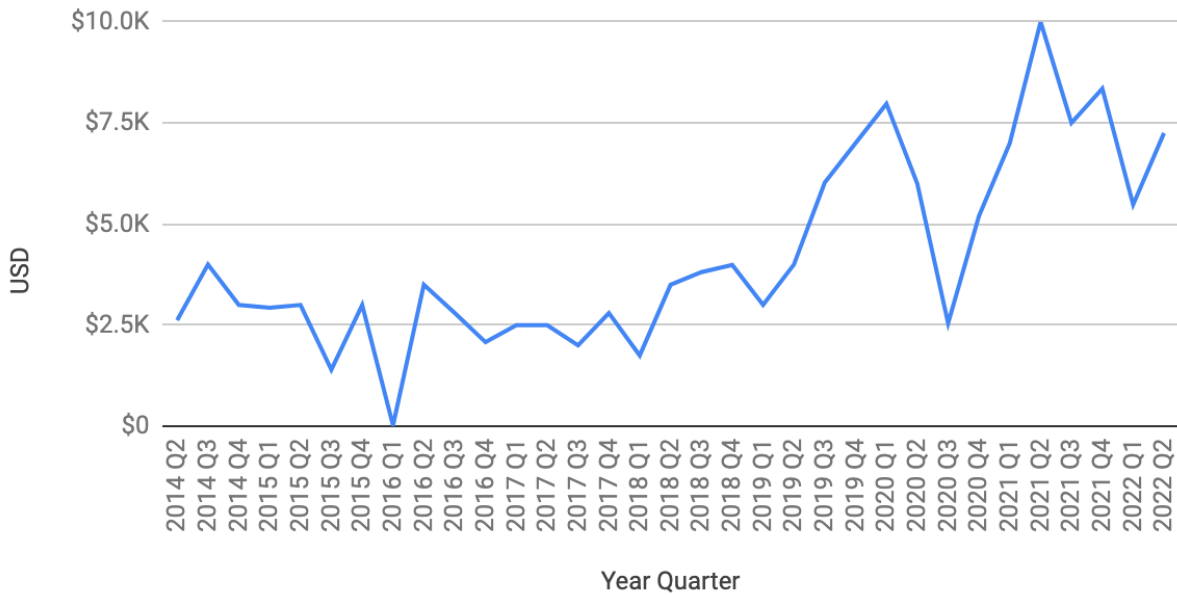


Figure 3.2, source: Escrow.com.

Median price of two- and three-number domain names, by quarter

Two- and three-number .com domain names continue to have no transactions in Q2 2022.

Median price of two- and three-number domain names, by quarter

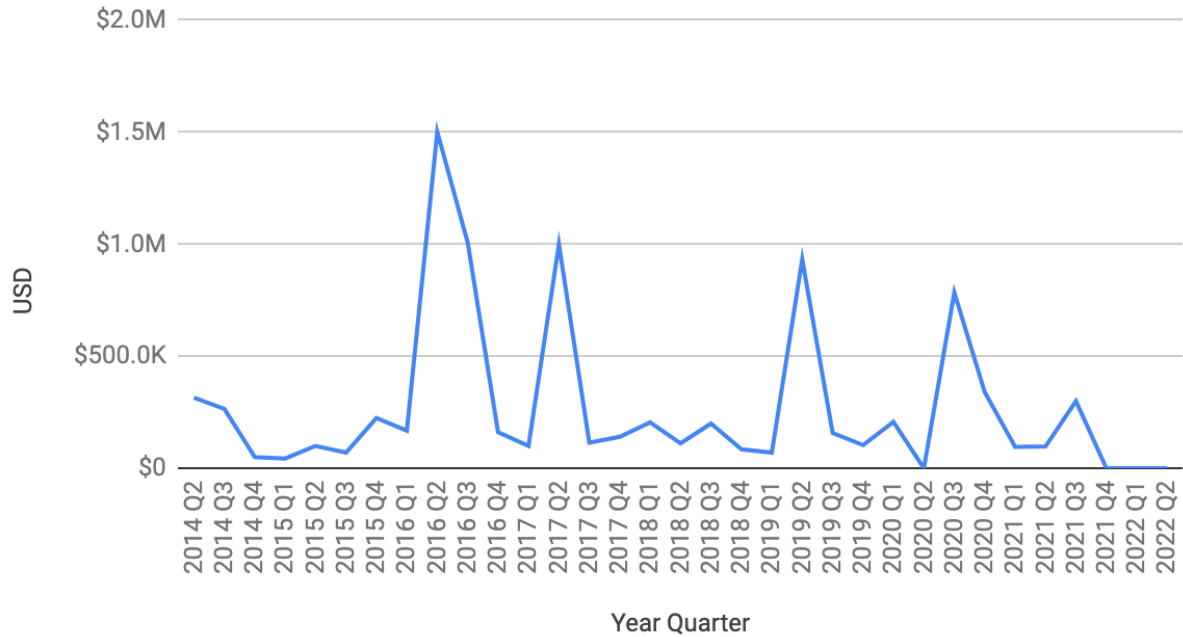


Figure 3.3, source: Escrow.com.

Median price of four-number domain names, by quarter

Similar to two- and three- number .com domain name transactions, there were no four-number .com domain name transactions in Q2 2022.

Median price of four-number domain names, by quarter

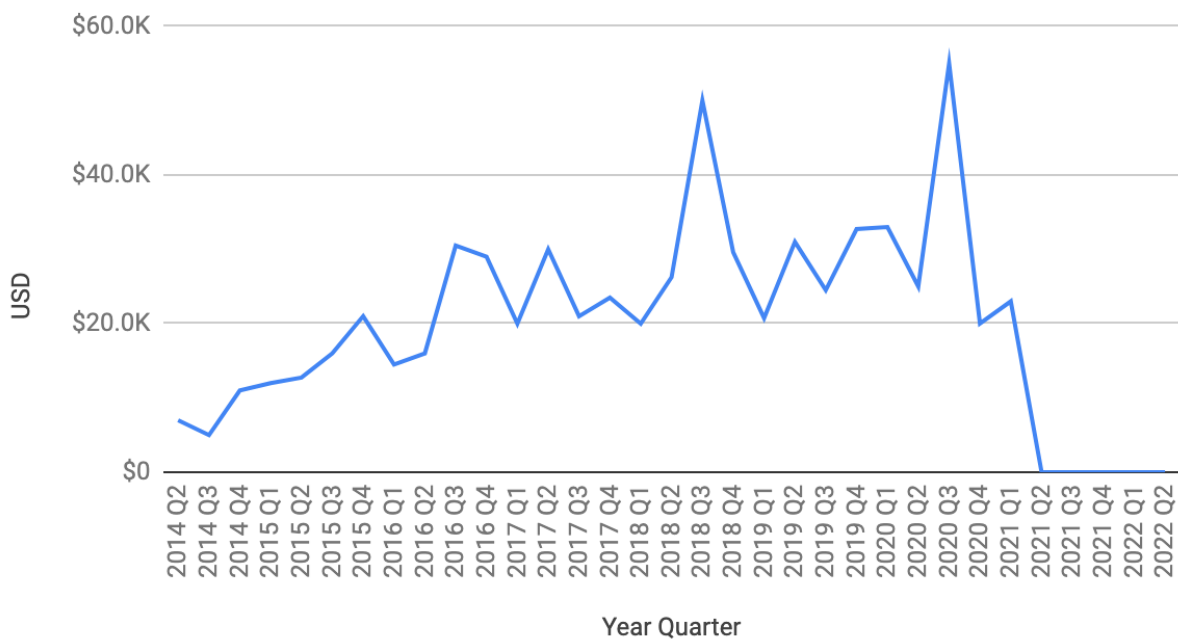


Figure 3.4, source: Escrow.com.

About Escrow.com

Escrow.com is the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet. Founded by Fidelity in 1999, Escrow.com reduces the risk of fraud by acting as a trusted third party that collects, holds and disburses funds according to buyer and seller instructions. Escrow.com has safely processed over US\$5 billion in transactions to date.

Escrow.com is a subsidiary of twelve-time Webby Award winning Freelancer.com, the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

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

