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# ESCROW.COM DOMAIN INVESTMENT INDEX

4th Quarter 2020

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# Escrow.com Domain Investment Index: Q4, 2020

*For the quarter ending December 31st 2020*

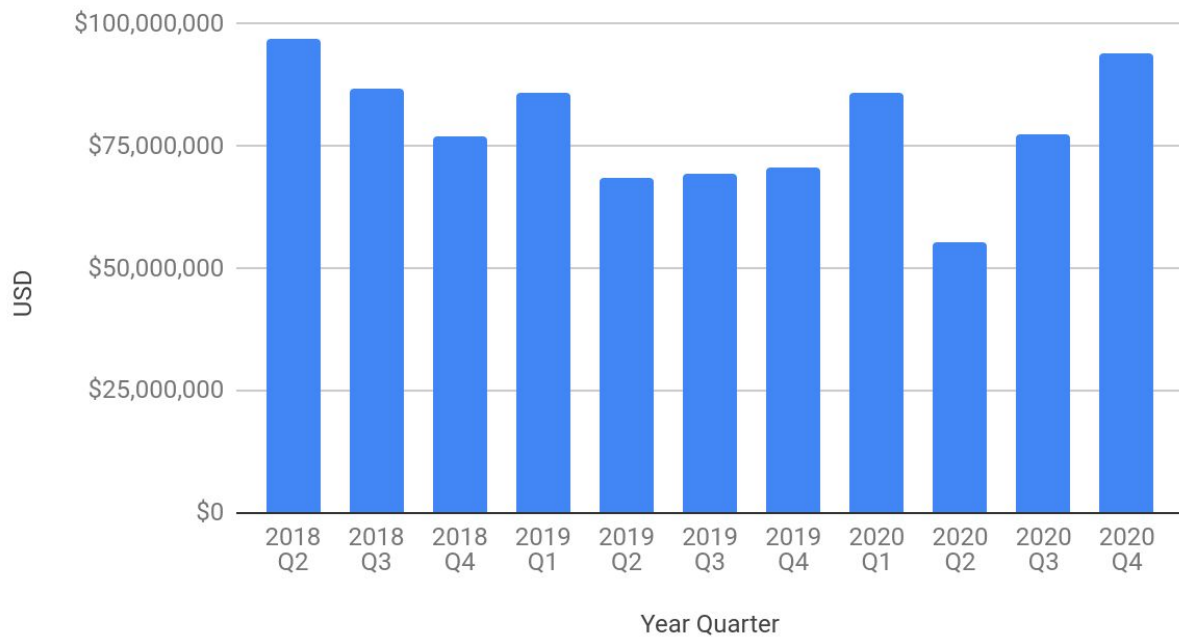
## Executive Summary

The Escrow.com Domain Investment Index for Q4 2020 provides insight into the domain name market compared to previous quarters.

The total transacted domain name amount continues to show signs of recovery from the impact of the pandemic - with a strong Q4 of \$93.8 million compared to \$77.5 million in Q3. Domain sales over \$50,000 increased as Fortune 500 companies relaxed controls on capital expenditure.

## Q4 Results

### Total Transacted Domain Name Amount

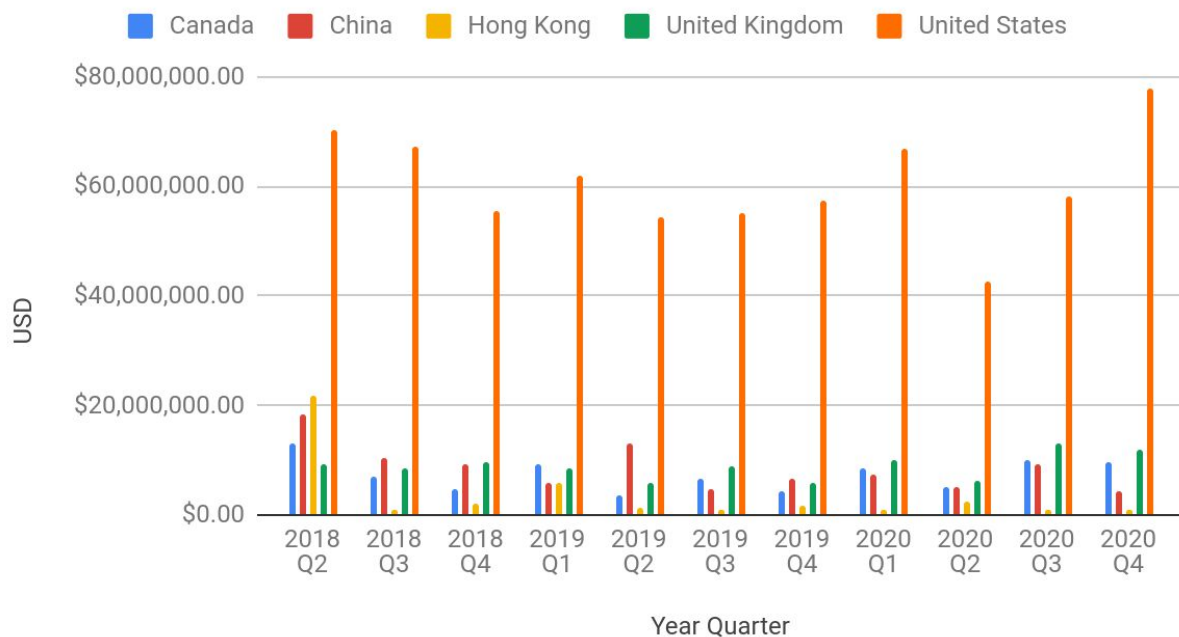


**Figure 1.0**

Total domain name transaction amount bounced back in the last two quarters after a slow Q2

Source: Data acquired from Escrow.com.

## Total Transaction Value in Top 5 Regions Quarterly Graph

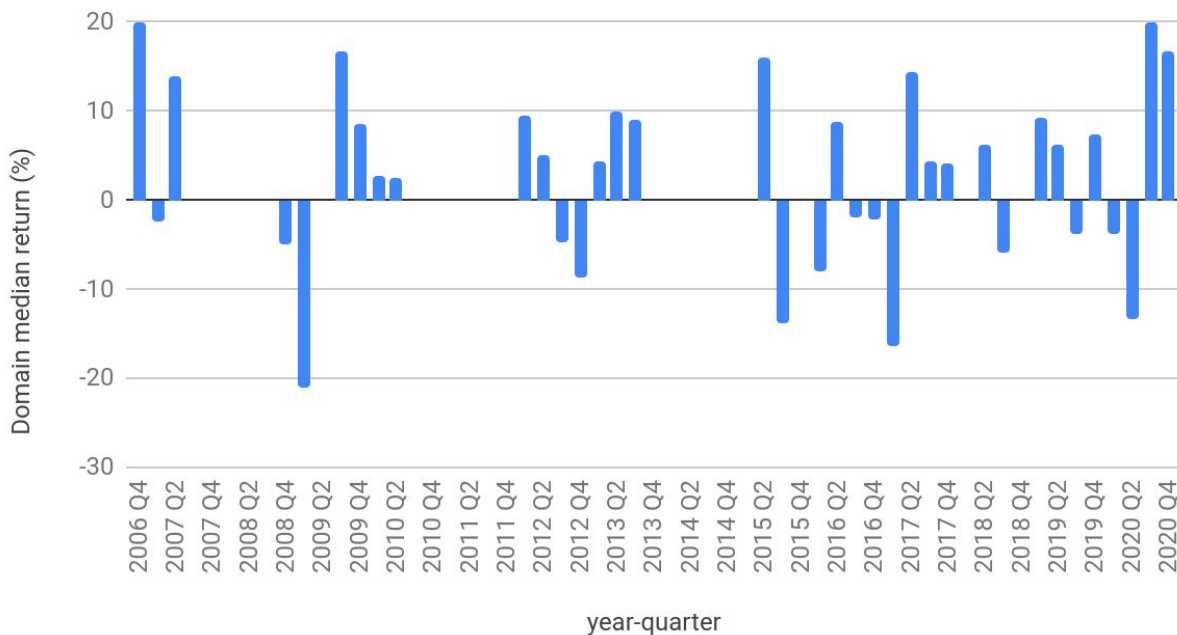


**Figure 1.1**

The majority of the increase in volume comes from the US where total transactions increased to from \$58 million in Q3 to \$77.9 million in Q4. China however has dropped from \$9.2 million to \$4.3 million.

Source: Data acquired from Escrow.com.

## Domain Median Price Return (%) vs Quarter

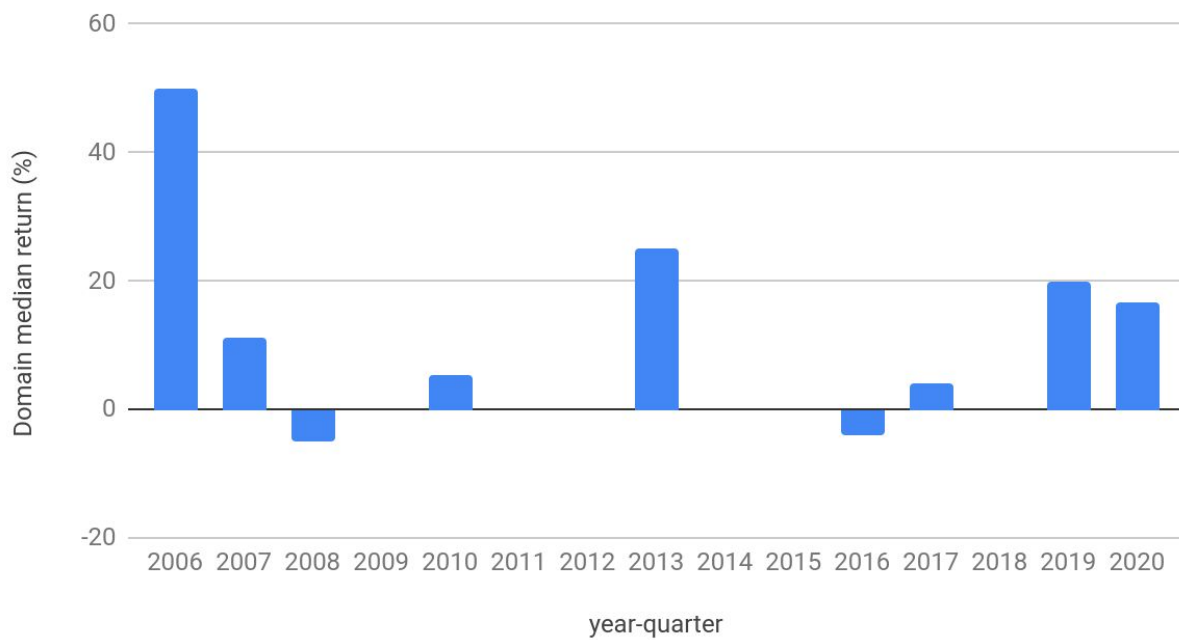


**Figure 1.2**

The median price return rate, while it remains positive, is slightly lower, decreasing from 20% in Q3 2020 to 16.67% in Q4 2020.

Source: Data acquired from Escrow.com.

## Domain Name Median Price YoY Q4 Return Rate

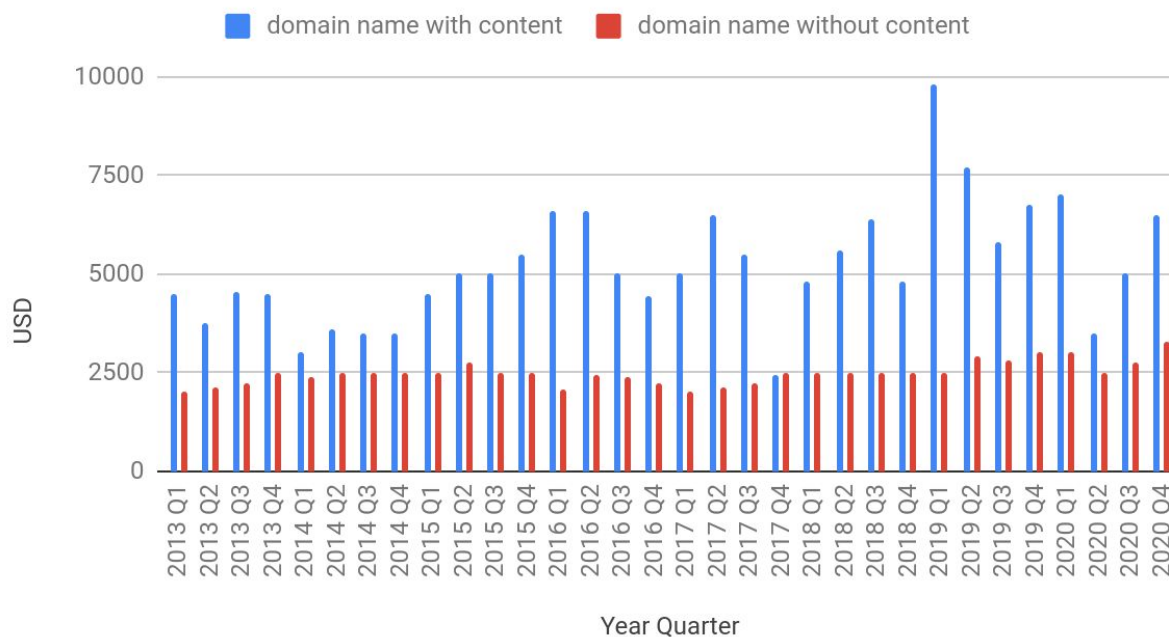


**Figure 1.3**

Similarly, compared to Q4 2019, the median price return rate was slightly lower at 16.67% in Q4 2020 compared to 20% in Q3.

Source: Data acquired from Escrow.com.

## Domain name with or without content median price graph

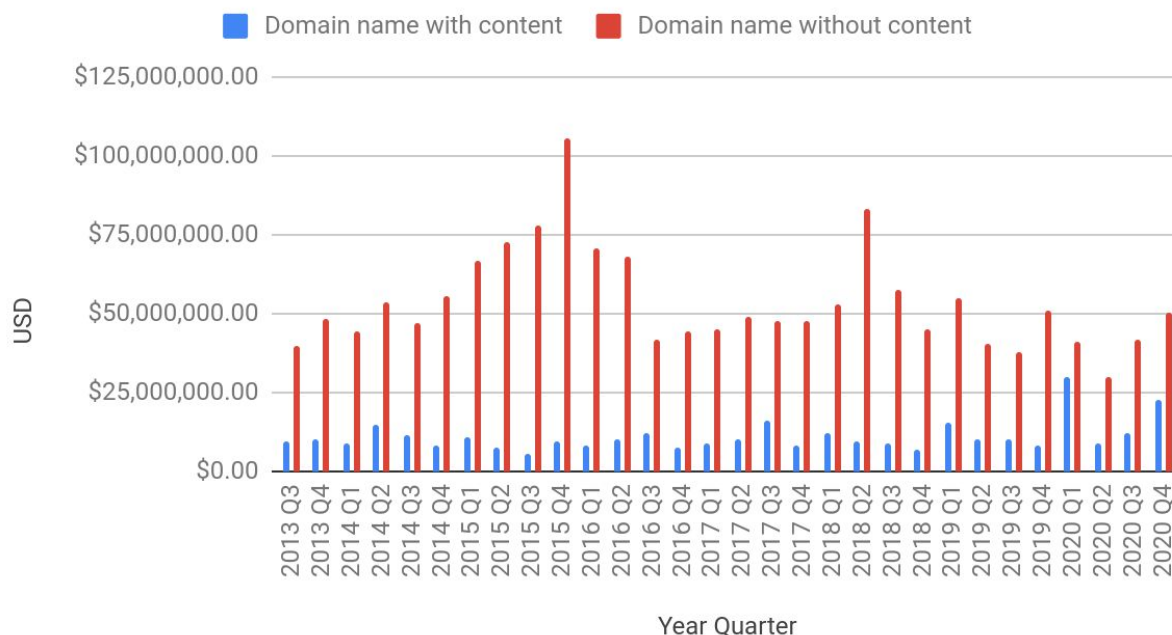


**Figure 1.4**

The median price of domain names with content increased from \$5,000 in Q3 2020 to \$6,500 in Q4 2020, while the median price of domain names without content increased from \$2,750 in Q3 2020 to \$3,296 in Q4 2020.

Source: Data acquired from Escrow.com.

## Domain Name with Content vs Domain Name without Content



**Figure 1.5**

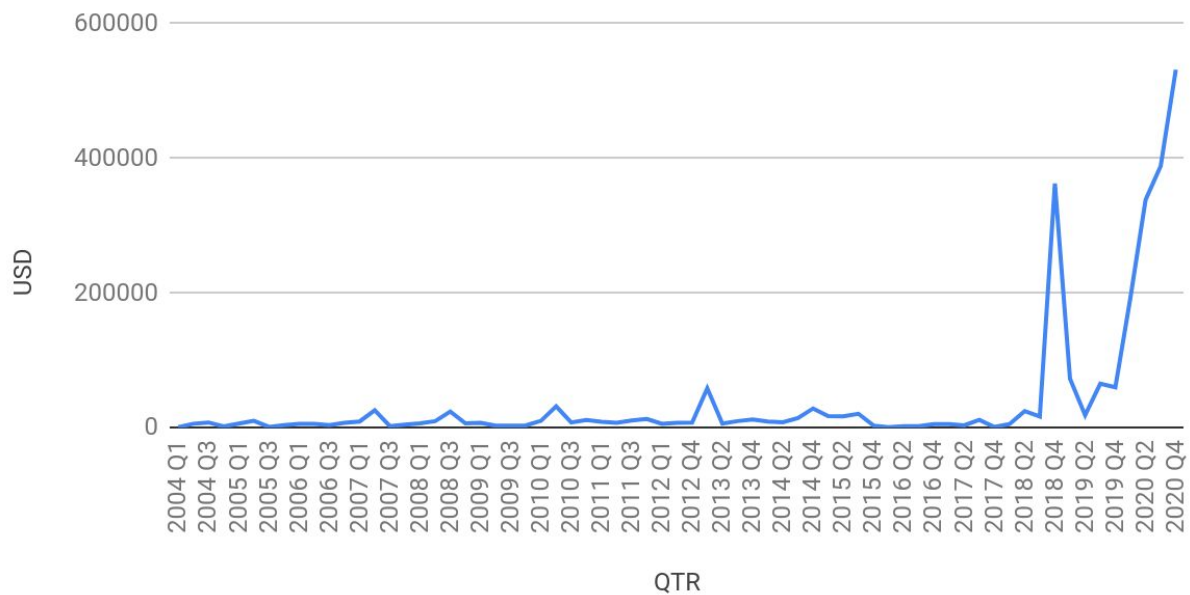
The total transacted volume for domain names with content almost doubled from \$12.3 million in Q3 to \$22.8 million in Q4 2020, while domain names without content increased from \$41.75 million in Q3 to nearly \$50 million in Q4 2020. Both domain names with and without content had individual high value transactions boosting total value.

Source: Data acquired from Escrow.com.

Two and three character .com domain name median price increased again in Q4 2020 with current median price at \$531.6k. This is mainly due to a large 2-letter domain transaction.



## 2/3 Character.com Domain Name Median Price Quarterly Graph

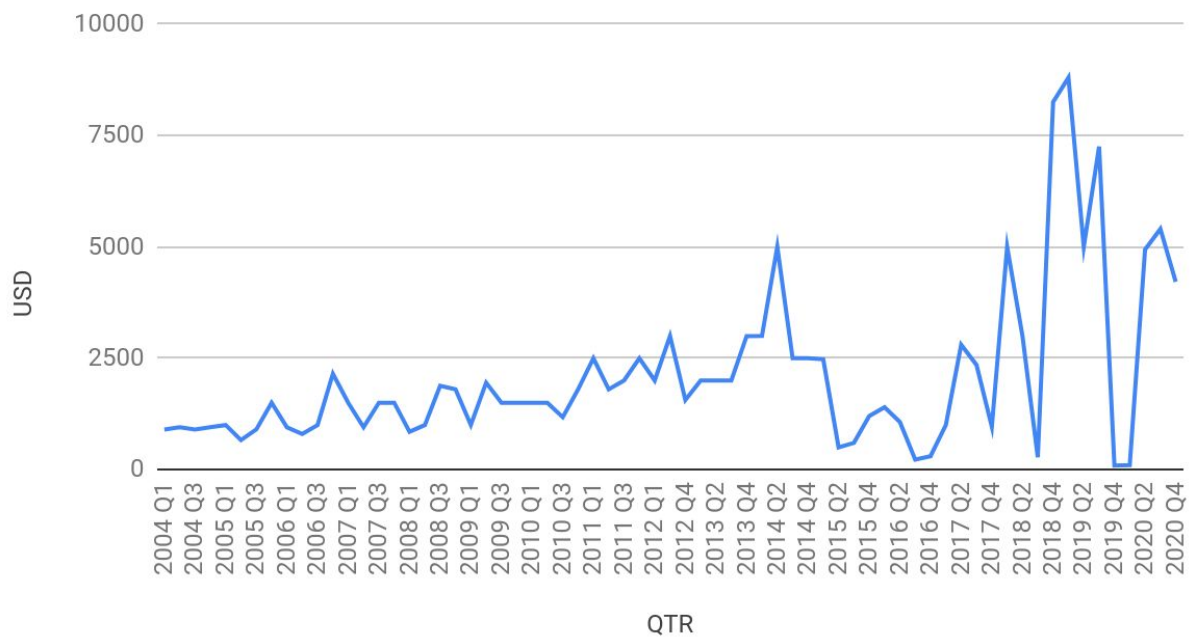


**Figure 2.0**

Two and three character .com domain name median price increased again in Q4 2020 with current median price at \$531.6k.

Source: Data acquired from Escrow.com.

## 4 Character.com Domain Name Median Price Quarterly Graph

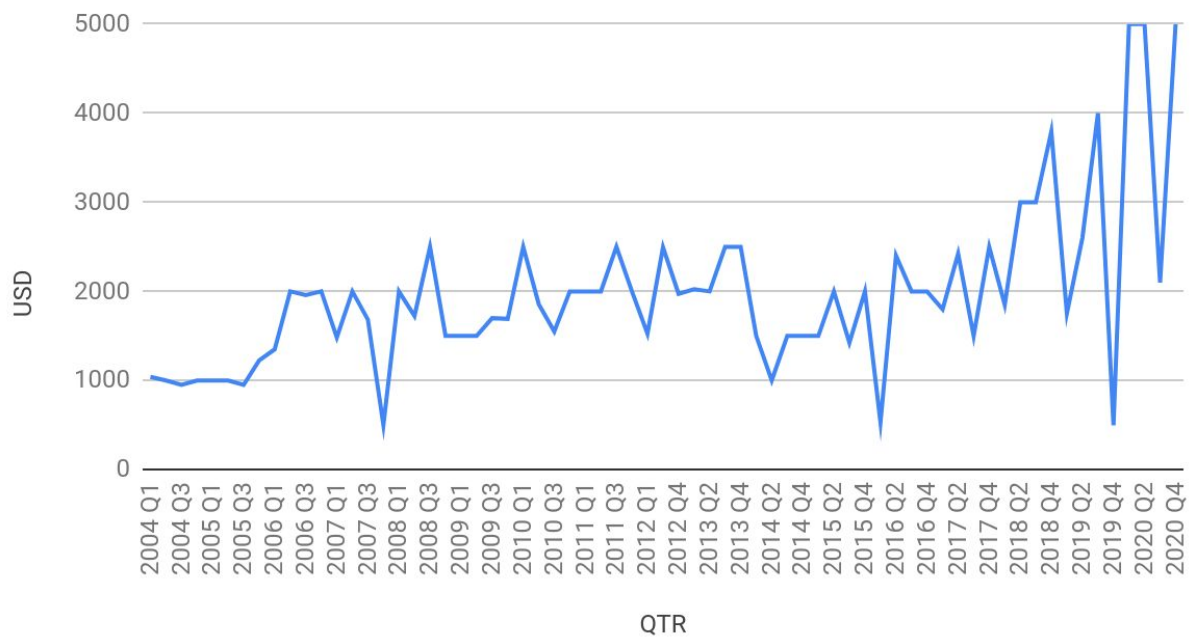


**Figure 2.1**

Four character .com median price takes a slight dip at \$4,215 from \$5,400.

Source: Data acquired from Escrow.com.

## 5 Character.com Domain Name Median Price Quarterly Graph

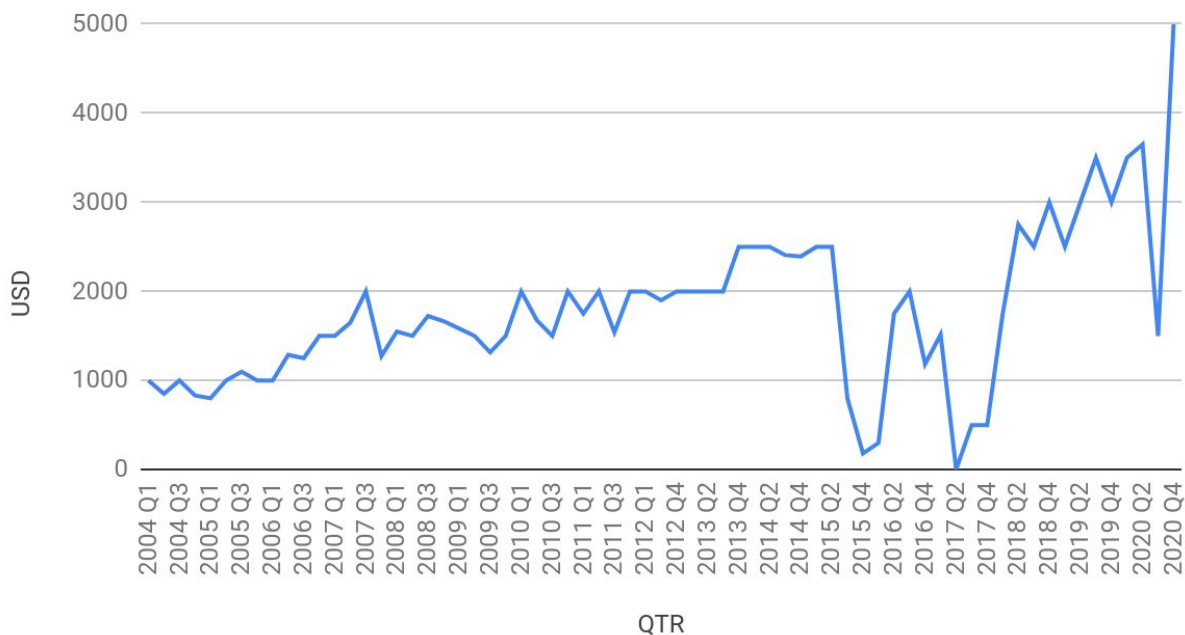


**Figure 2.2**

Five character .com domain name median price increased from \$2,100 back to \$5,000 on par with the first 2 quarters of the year.

Source: Data acquired from Escrow.com.

## 6 Character.com Domain Name Median Price Quarterly Graph

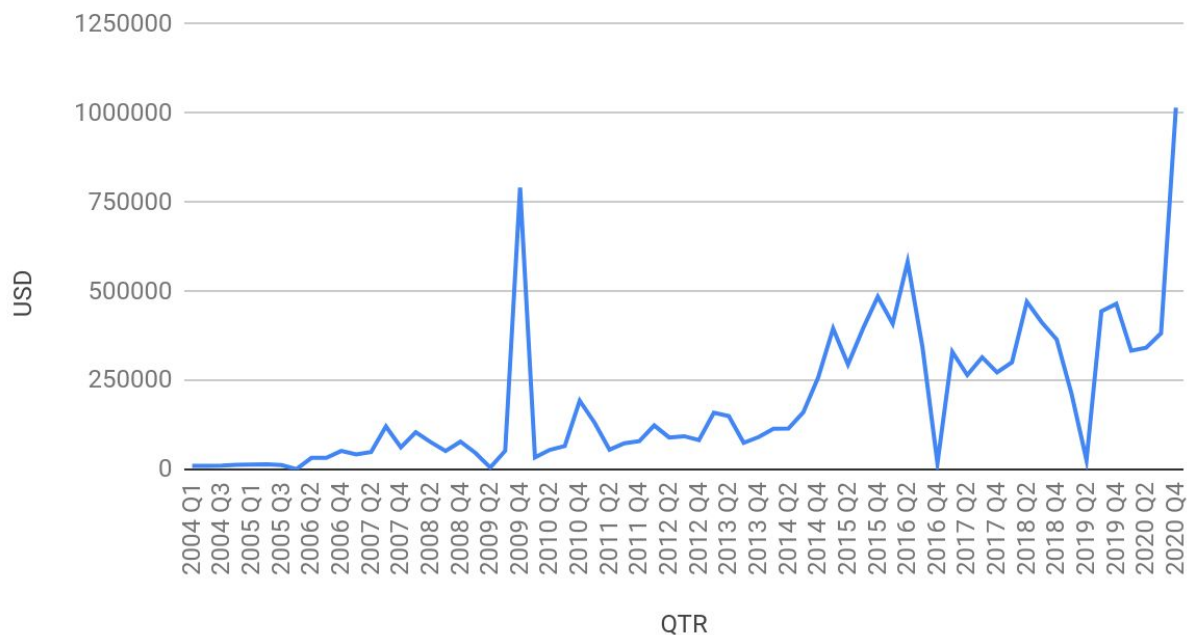


**Figure 2.3**

Six character .com domain names increased to \$5,000 after the median price was boosted by a handful of high value .com domain transactions.

Source: Data acquired from Escrow.com.

## LL / LLL.com Domain Name Median Price Quarterly Graph

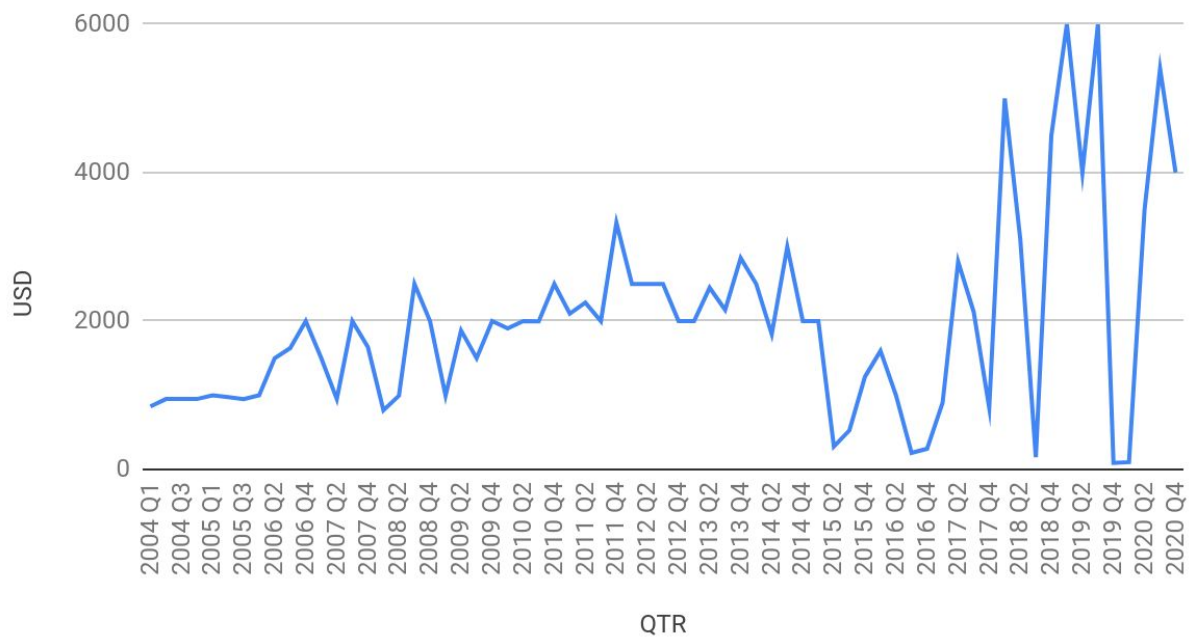


**Figure 3.0**

Moving onto two and three letter.com domain median price increased to \$101.5k. This is due to the same large 2 letter .com domain transaction.

Source: Data acquired from Escrow.com.

## LLLL.com Domain Name Median Price Quarterly Graph

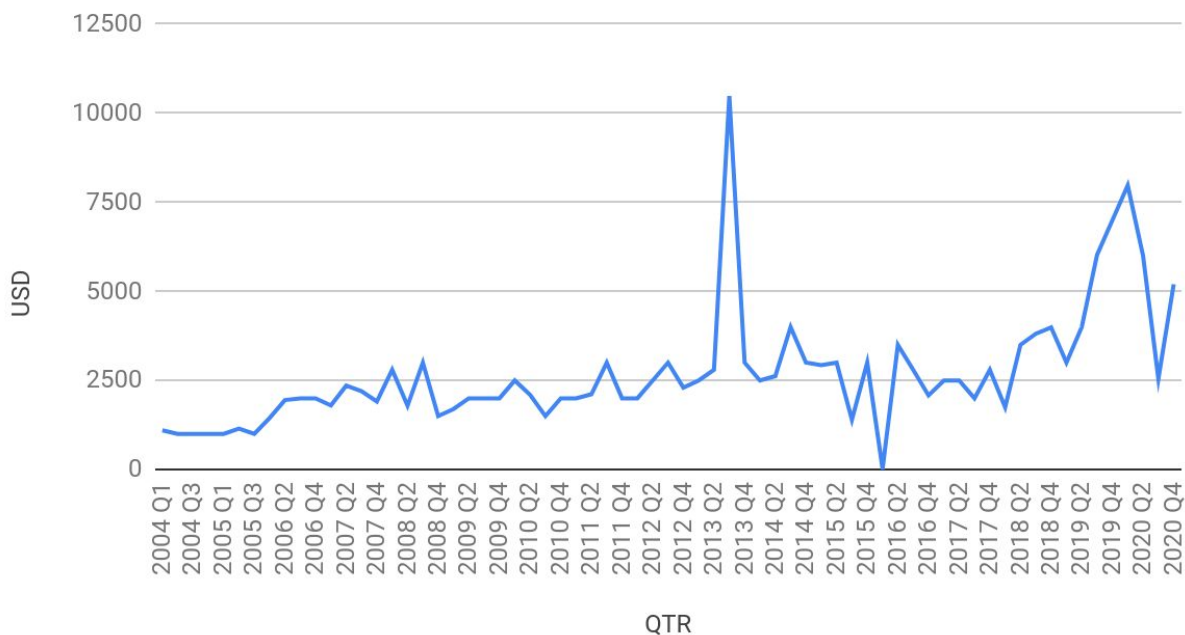


**Figure 3.1**

Four letter .com domain median price dropped slightly from \$5,400 to \$4,000.

Source: Data acquired from Escrow.com.

## LLLLL.com Domain Name Median Price Quarterly Graph

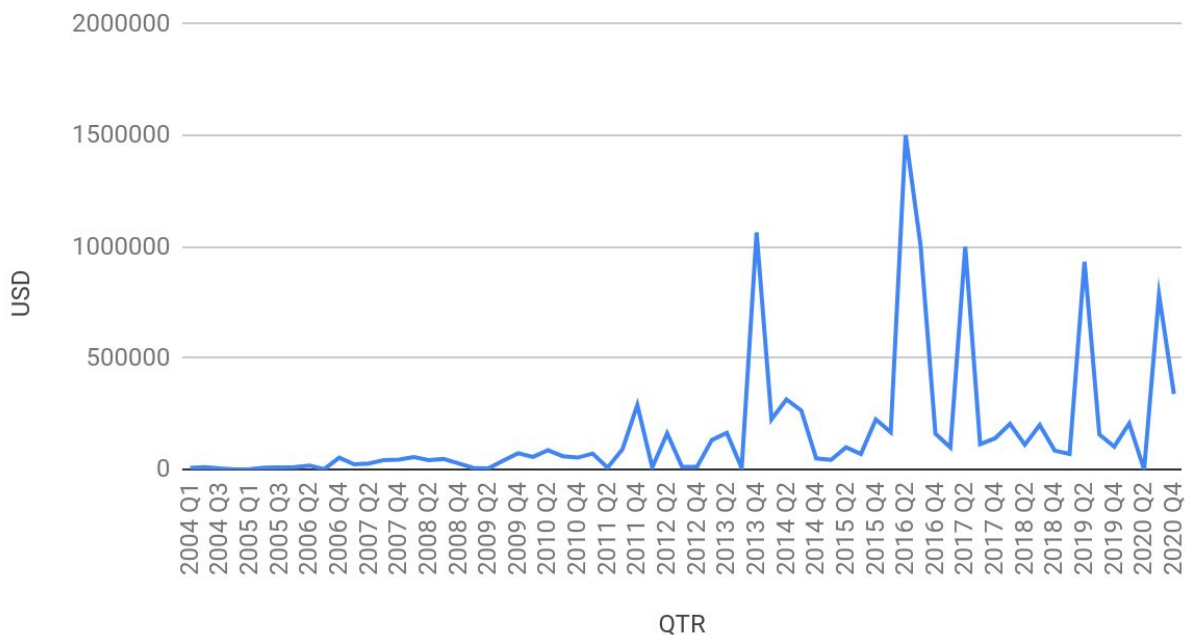


**Figure 3.2**

Five letter .com domain median price bounced back from last quarter's drop from \$2,550 in Q3 2020 to \$5,200 in Q4 2020.

Source: Data acquired from Escrow.com.

## NN / NNN.com Domain Name Median Price Quarterly Graph



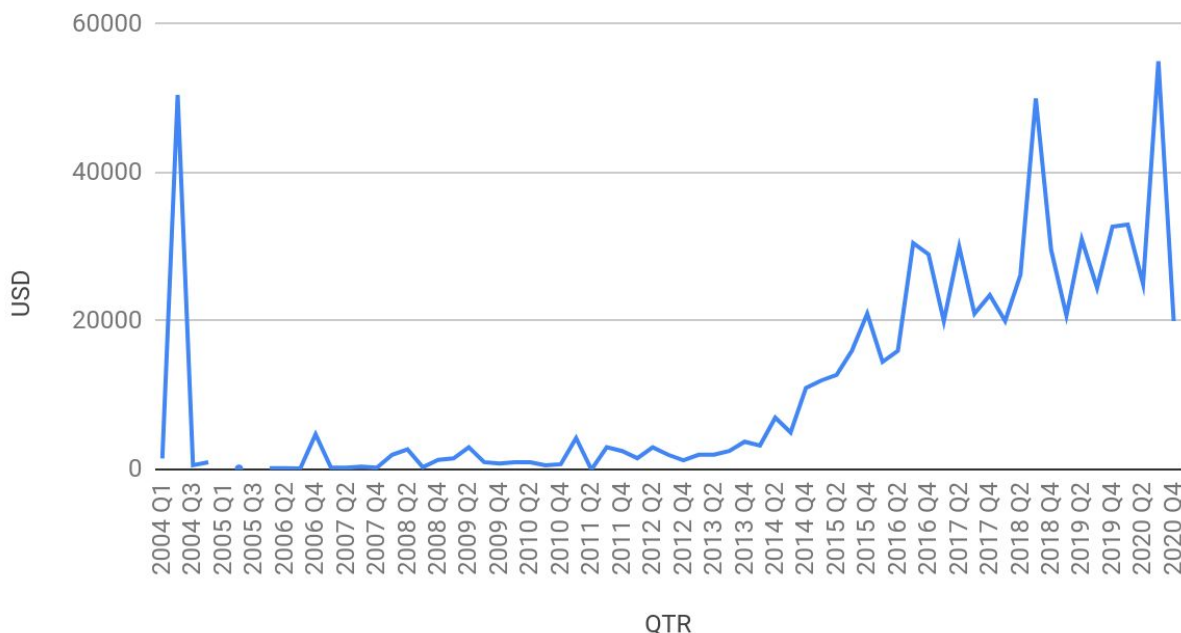
**Figure 3.3**

Two and three number .com domains dropped to \$339.7k in Q4 2020 after a spike in Q3.

Source: Data acquired from Escrow.com.



## NNNN.com Domain Name Median Price Quarterly Graph



**Figure 3.4**

Four number .com domains dropped to \$20k in Q4 2020 after a sharp increase in Q3. Overall, transaction medians and total value increased due to high value transactions throughout the quarter.

Source: Data acquired from 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\$4 billion in transactions.

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).



