

A hand holding a tablet with a globe and network overlay. The background is a solid blue color with a faint, glowing globe and network pattern. In the top right corner, there is a white hexagonal grid pattern.

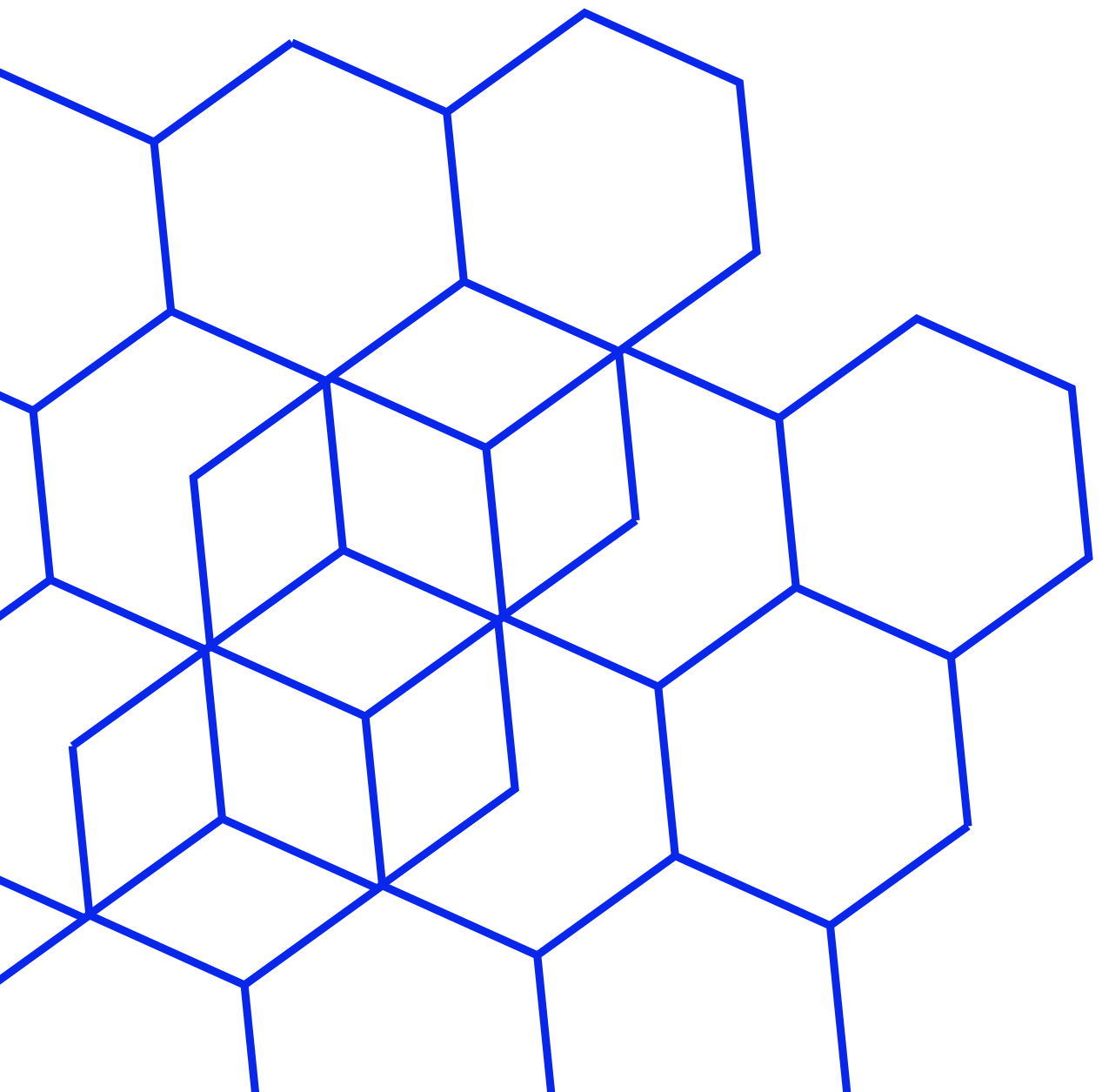
# **PREMIUM DOMAIN NAMES INTRO**

Presented by Tatiana Bonneau  
Top-end premium domains starting at US\$ 1,000,000

How does your domain name  
match your brand name?

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Consistent brand presentation increases revenue by up to 23%  
Lucidpress & Demand Metric



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What are you doing to ensure  
your brand is not fragmented?

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The fragmentation of brands is a massive risk, and you see it all as consumers.  
Keith Weed, Unilever CMO

# WHAT IS A PREMIUM DOMAIN NAME?



There are a number of characteristics of a premium domain name that make it more valuable than other domain names.

Here is a list of the most common ones and why they matter to your business.

Would you rather invest in third parties changing algorithms or in a strong brand that you own?

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Google has on average 10 core updates per year  
<https://moz.com/google-algorithm-change>

# 1.SHORT AND MEMORABLE

Premium domain names are short as a rule.

Ultimately, \$1.5 million is a lot to spend on a domain. But Sumo is a brand we will have forever. I've come around on the importance of branding because it shows our customers, future employees and competition that we're serious and here to stay.

Noah Kagan  
SUMO.COM

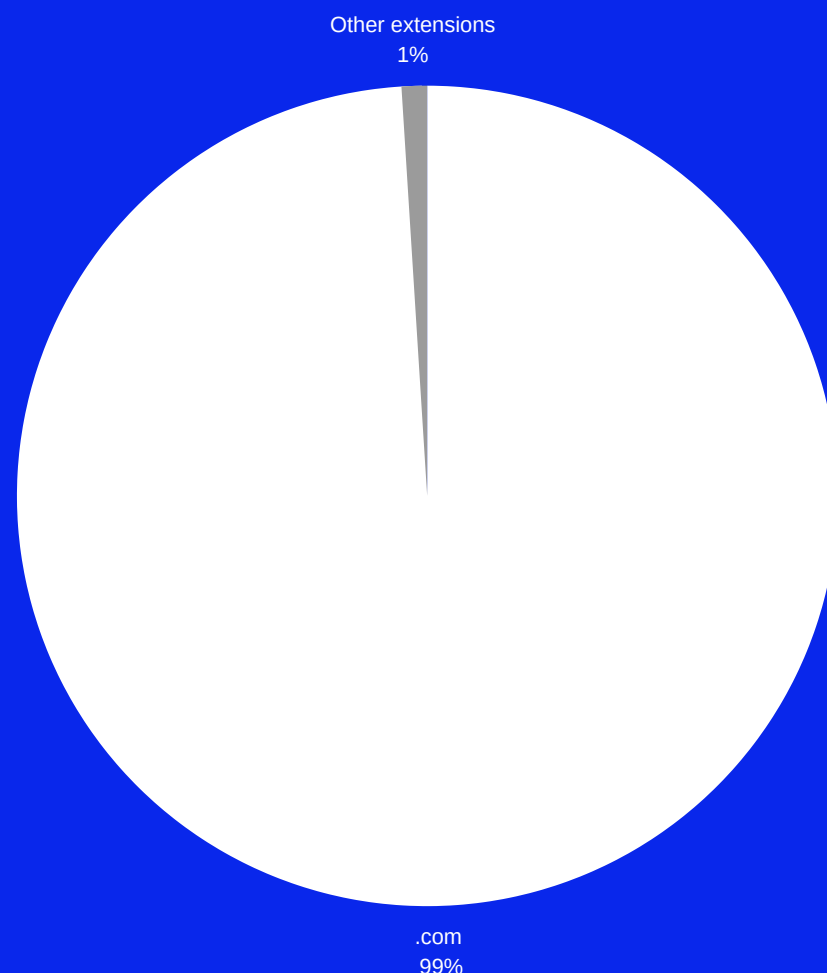
## WHY IT MATTERS

Short names are memorable. That instantly results in easier client conversions, word of mouth, lower advertising cost, more effective marketing campaigns.

# 2. TRUSTED EXTENSION

Premium domain names are most often .com. Like it or not, this is the most common and known domain name extension worldwide.

494 out of the Fortune 500 companies, which roughly represent 99%, use domains with .com extensions.



## WHY IT MATTERS

People instinctively put .com after the name they type in in their browser. If you don't own your .com match, you can be sure you are losing type in traffic, emails sent to the .com equivalent of your domain name and money spent on advertising. People have to put effort to remember your domain extension. Your staff has to make sure they repeat it every time they mention your web address.



# 3.EASY TO SPELL AND PRONOUNCE

Premium domains pass the « radio test », meaning they are easy to spell and grasp by the audience, without further clarification needed.

Another thing to consider - by 2020, 50% of all searches across the internet will be voice-based.

## WHY IT MATTERS

If you have to explain your domain name in any way, if spelling it is not clear by hearing it once, you will have to invest more in advertising, just to clarify and make sure your name is communicated correctly. This also kills off direct traffic, word of mouth and repeat customers - the harder you make your clients work to remember your web address, the more expensive each client becomes for you.

# 4. KEYWORDS

Sometimes (but not as a rule), premium domains consist of one or more keywords - terms that are popular in online searches.

## WHY IT MATTERS

Keyword domain names will greatly benefit your traffic for the given keyword. This can represent a fortune saved in paid advertising campaigns.

About 70% of traffic comes from the domain directly - we don't have to purchase the keywords as much any longer. The domain name is pretty valuable in and of itself.

Tor Sweeney  
Dresses.com

# 5. CREDIBILITY & TRUST

Most worldwide known brands operate on their exact brand match, .com domain names.

Beyond just the benefits of properly aligning our brand with the .com name, we knew that owning this domain would illustrate to future customers that we're here to stay for the long haul.

Steli Efti  
Close.com

## WHY IT MATTERS

Having a premium domain name signifies stability, confidence that you are serious about your intentions and you will be there tomorrow. Trust is crucial, especially for a startup. Customers, investors, business partners are all influenced by that.

# 6. LONG TERM ASSET

Premium domain names hold and increase value over time making them a long term asset for your business.

Unlike other investment instruments such as bitcoin, stocks and bonds, the vast majority of domain name returns over the past 17 years has been positive.

ALTERNATIVE INVESTING: A COMPARISON  
BETWEEN TRADITIONAL INSTRUMENTS AND WEB DOMAINS,  
Escrow.com

## WHY IT MATTERS

Your investment is safe in all cases. Nobody wishes for their business to fail but even in the worst case scenario, a premium domain name retains its value, giving you a peace of mind.

# WHO IS THIS NAME FOR?

We only work with quality, in-demand inventory of .Com domain names, that have the power to elevate a brand to new heights, resulting in significant measurable growth to the right buyer.

Investing in a premium domain is likely a good fit for you if you are in one of the following categories:

- Established brand who wants to expand and grow
- Funded startup looking to enter the market with a solid, authoritative brand
- Solid business launching a new product/service or rebranding an existing one

Creative financing can be discussed for particular cases.

If you are in the very early stages of development or/and are running a side/hobby project, a premium domain name may not be a viable investment for you.

What does it cost you not  
owning your perfect domain  
~~name~~?

# PRICING GUIDANCE

Top-end premium domain names have the power to elevate a brand to new heights, resulting in significant measurable growth for the right buyer.

Our inventory contains some of the oldest and most valuable top-end premium domain names globally. The pricing for those starts at US\$ 1,000,000 (one million USD) and goes up to 8 figures (US\$ xx,xxx,xxx). Creative financing, equity + cash are available for the right candidates.

Top-end premium domain names are not suitable for side/hobby projects, ideas that are not well tested, small businesses. If you have serious intentions for a top-end premium domain name we represent, feel free to book a call and discuss in more detail.

How would 40% increase in  
direct traffic reflect on your  
marketing budget?

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"We saw a 40% increase in traffic immediately after securing our preferred domain"

John Furneaux, Hive.com



# RELATIONSHIPS

We are here to have meaningful conversations with entrepreneurs about their brands online. To build strong, lasting relationships and see our partners prosper by doing business with us.

New partnerships are always welcome. If you wish to discuss an existing or future project or have some questions about how we can help elevate your brand, please get in touch. We'd love to hear from you.

How important is your domain name to investors, partners and colleagues?

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82% of investors say name recognition is an important factor guiding them in their investment decisions.

Global Banking & Finance Review

# OUR PROCESS OF WORK



## STEP 1

Book an introduction call.  
No offer is required at this stage, we just discuss details and answer questions.



## STEP 2

Submit an offer via email. Your offer may be accepted, declined or countered.



## STEP 3

We get back to you within 7 working days and discuss feedback on a call.

# How does your name communicate your values and vision?

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77% of customers make purchases based on a brand name.  
90% of them make purchasing decisions subconsciously, choosing products by brand names that evoke positive emotions.

Crowdspring

PHONE NUMBER

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[CLICK HERE TO  
BOOK AN  
INTRODUCTION CALL](#)

# Let's Talk