PRESENTED BY
Tatiana Bonneau
Top-end premium domains starting at US$ 1,000,000
How does your domain name match your brand name?

Consistent brand presentation increases revenue by up to 23%

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

Google has on average 10 core updates per year
https://moz.com/google-algorithm-change
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.
Is your domain name voice search friendly?

By 2020, 50% of all searches across the internet will be voice-based.

comScore
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.

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

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.
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.

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.

Steli Efti
Close.com
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.

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

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

John Furneaux, Hive.com
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 important is your domain name to investors, partners and colleagues?

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

STEP 2
Submit an offer via email within 3 days after the call.

STEP 3
We get back to you within 2 working days and proceed according to feedback (offer accepted, rejected, counter, etc.).
How does your name communicate your values and vision?

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
Let's Talk