We work with premium domains valued at minimum US$ 10,000 to Millions
For a pricing guidance on a particular name get in touch
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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What are you doing to ensure your brand is not fragmented?

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?

Google has on average 10 core updates per year

moz.com
1. SHORT AND MEMORABLE

Premium domain names are short as a rule.

Why it matters

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

You will lose all word of mouth marketing if you don’t have a good name. Most people choose their name because the domain is available. That’s a really bad idea. I spent 3 months and $182,000 negotiating for Mint.com, and it was the best purchase I ever made.

Aaron Patzer
Mint.com
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.

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.

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
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 not owning your perfect domain cost you?
PRICING GUIDANCE

Your valuation is determined by the domain's potential for your brand and the benefits it can provide to your business. The valuation is best conducted by you and the relevant members of your team. Click here for more information on this topic.

Based on our experience and research, the right domain name is worth roughly minimum 3% of the value of an established brand. For example:

An existing business with US$ 10M turnover can justify US$ 300K investment in the right domain name for their brand as will instantly pay back in brand equity, traffic, more effective marketing and gained trust with customers and business partners.

A startup with an idea that is worth at least US$ 1M can justify a US$ 30,000 investment in the right name as it will instantly result in strong and unique brand, credibility and trust with investors and first customers, easier market entry and lower advertising expenses.
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 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 open to new products, services and markets is your domain name?

59% of shoppers prefer to buy new products from a brand they trust. Invesp
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 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
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CLICK HERE TO BOOK AN INTRODUCTION CALL

Let's Talk