



WHAT DO OWNERS OF PREMIUM DOMAINS SAY?

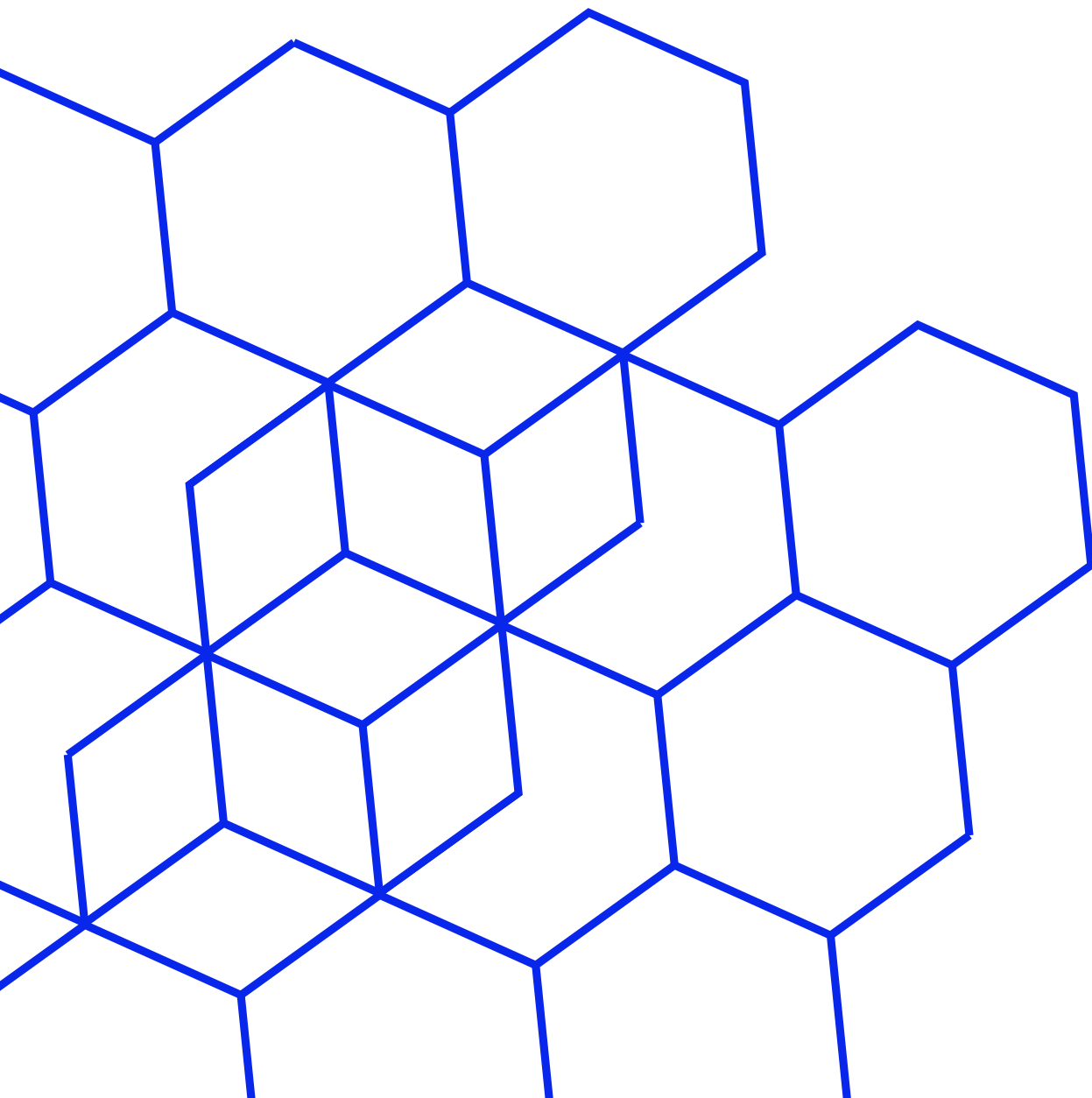
www.MarkUpgrade.com

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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. Below you will find some comments we have collected from entrepreneurs who have chosen to invest in a premium domain name for their business.

How does your domain name match your brand name?

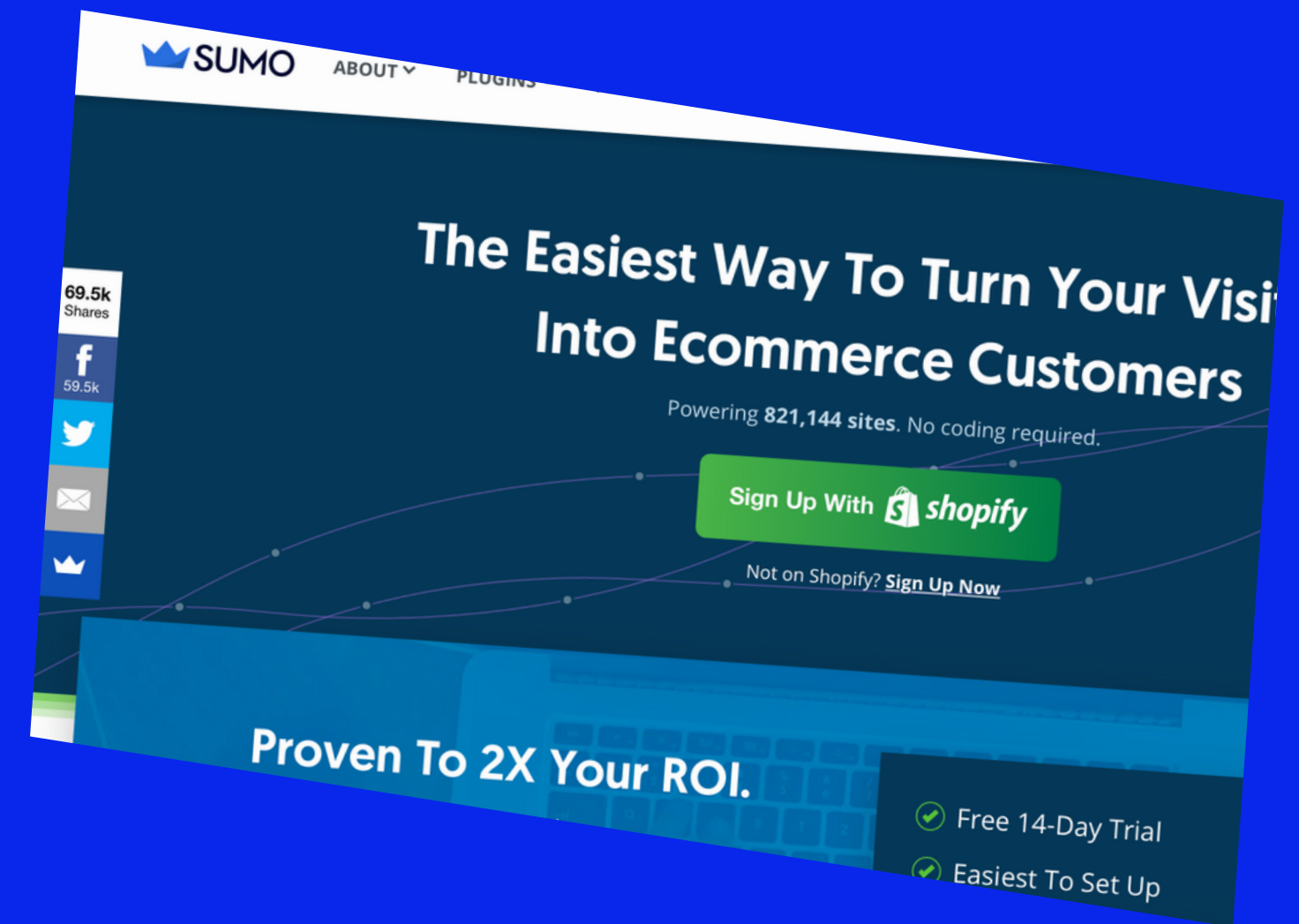
Consistent brand presentation increases revenue by up to 23%
Lucidpress & Demand Metric

SUMO.COM

Standing out just gets harder when people confuse you with other companies. That's why we went right to the source. There are many copycat Sumo names in the market but by owning Sumo.com, we're positioned as the original. We are the Sumo.com.

Noah Kagan
Co-Founder

SUMO.COM was acquired for US\$ 1,500,000



How consistent is your brand?



CLOSE.COM

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

CEO - Close.com

CLOSE.COM was acquired for an undisclosed amount



What does your domain say
about your business?



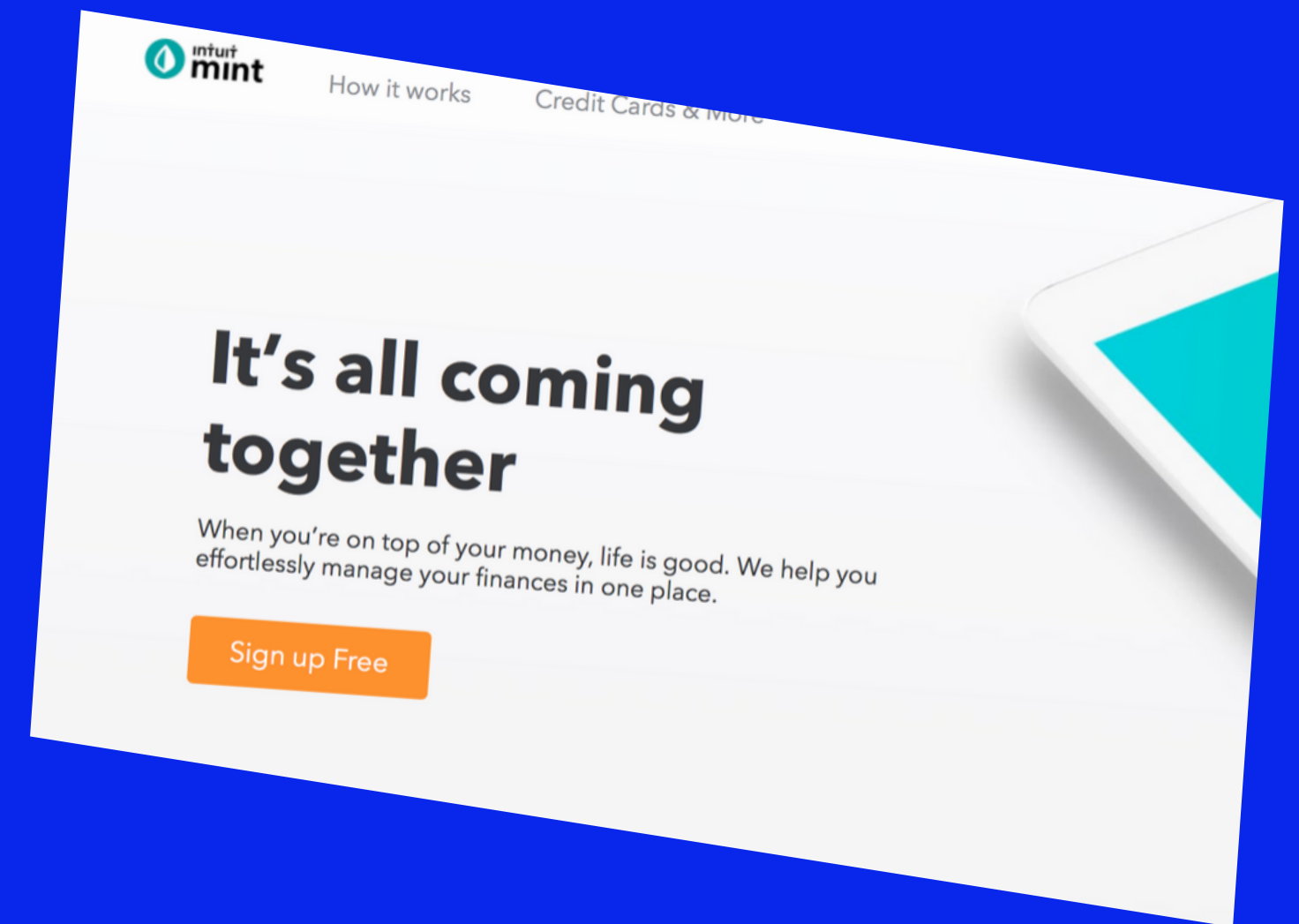
MINT.COM

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

MINT.COM was acquired for US\$ 8,000,000 (cash + equity deal)



How is your domain reflecting on
the effectiveness of your
marketing?



XA.COM

Compared to the earlier domain XAircraft.com, XA.com is simply more than a memorable, easily recognisable online identity. It undoubtedly better carries XAG's brand value and prospect to shape the future of sustainable agriculture for 7.6 billion people, by unceasingly exploring smart farming technology.

Chinese Agri-Tech Company XAG
XA.COM was acquired for US\$ 1,600,000



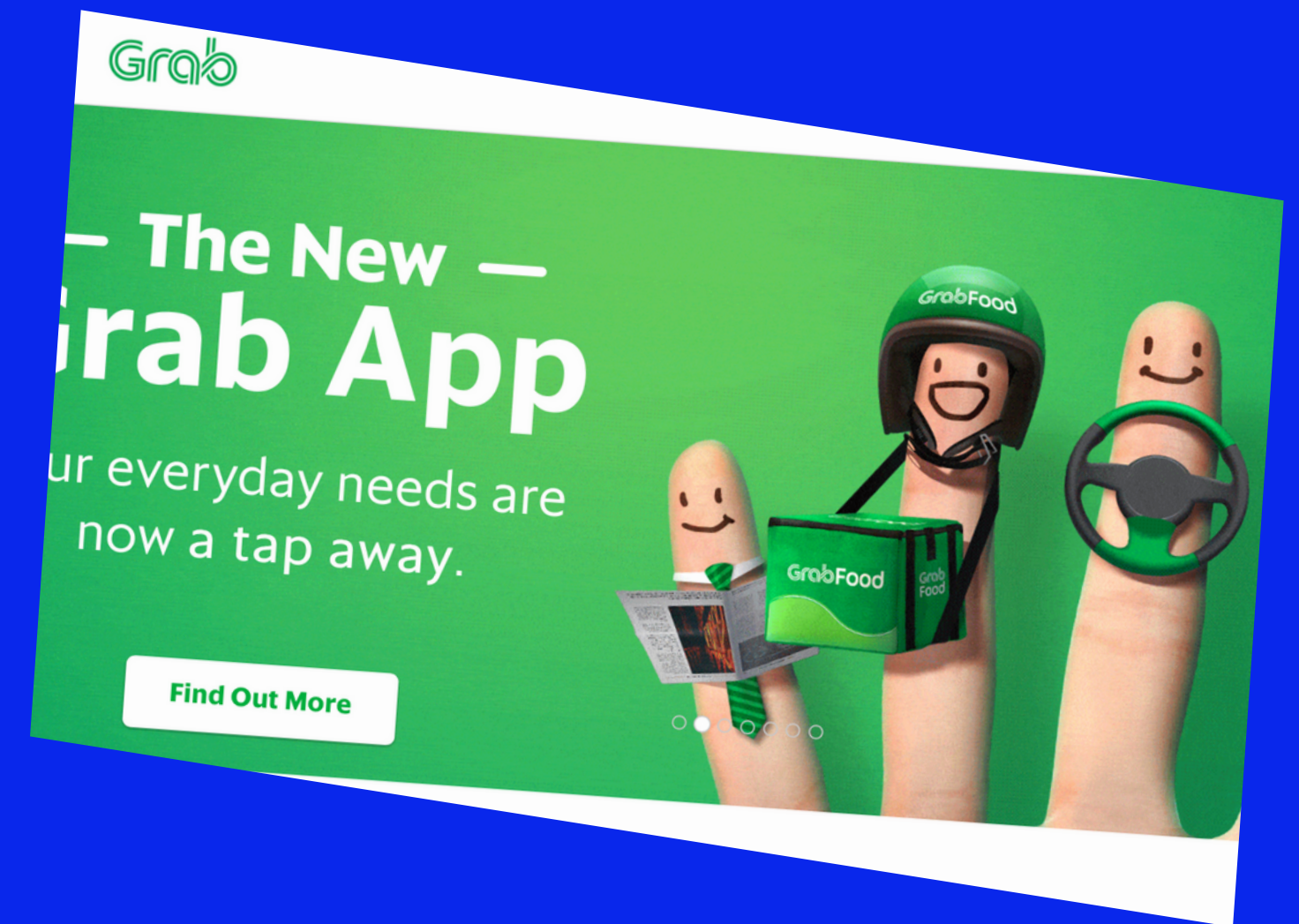
How memorable is your domain
name?



GRAB.COM

We've grown over the years – and we're now much more than a taxi app. This new brand is an important evolution that represents our goal to outserve our customers. We are not only providing passengers with a transport service, we are saving them time and ensuring they have a safe ride.

Anthony Tan, Group CEO and Co-Founder, Grab
GRAB.COM was acquired for an undisclosed amount



What opportunities for
development does your domain
open for your business?



PERCH.COM

We started with PerchHomes.co and then moved to Perch.com when we had an opportunity to get the domain. Ultimately, your website domain is a big part of your brand, particularly for a B2C company.

Phil DeGisi

Co-Founder at Perch.com

PERCH.COM was acquired for an undisclosed amount



How will your domain evolve with
the future of your brand?



RTS.COM

If we didn't own RTS.com we probably would have changed the company's name. It was very important for us to have a simple brand that has the ability to be recognized and understood globally.

Greg Lettieri

Recycle Track Systems co-founder and CEO

RTS.COM was acquired for an undisclosed amount



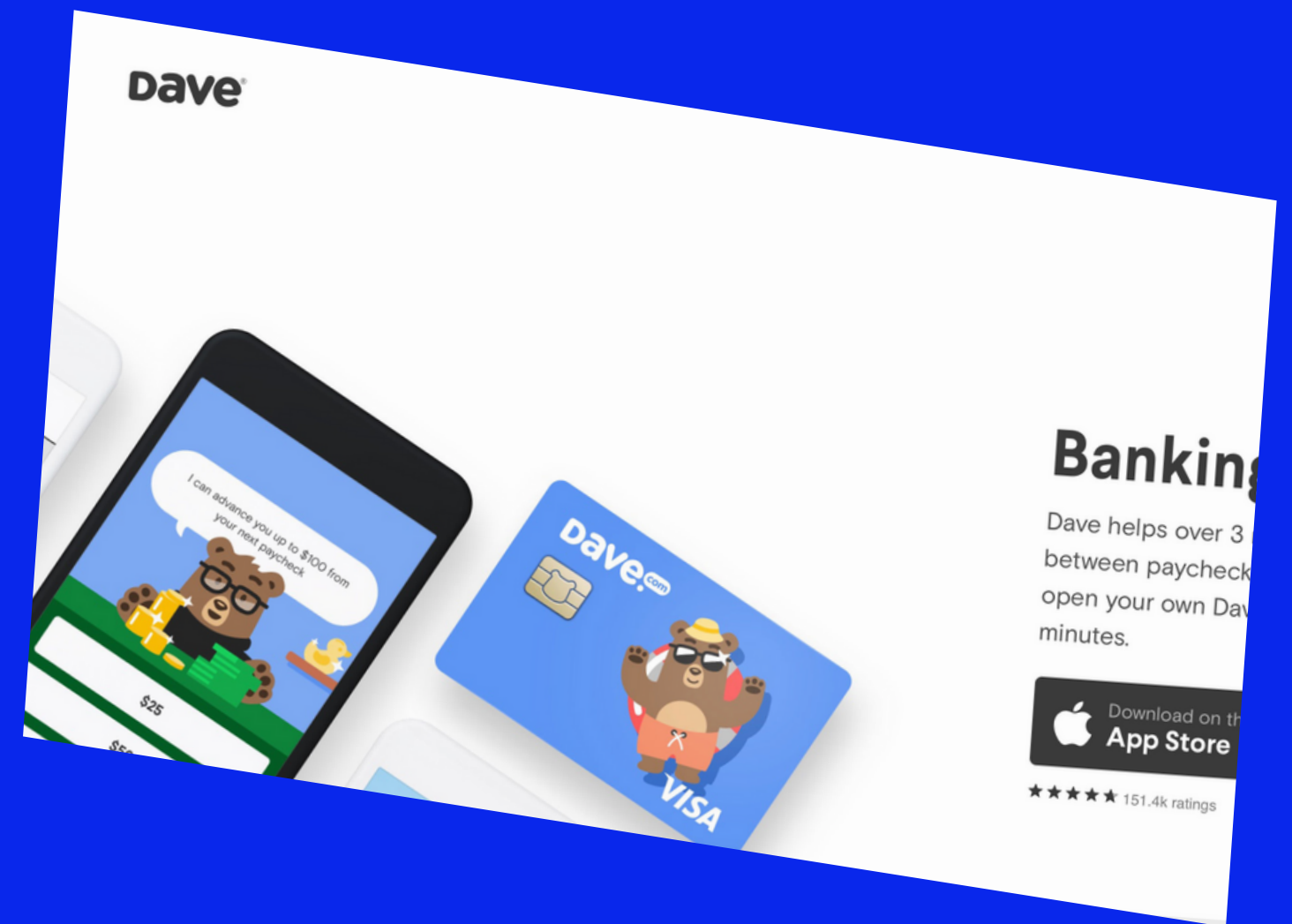
What are your global ambitions
for your business?



DAVE.COM

People are trusting us with their finances and
TryDave just didn't seem to give me the same
confidence as Dave.com

Jason Wilk
Co-founder, CEO, Dave
DAVE.COM was acquired for an undisclosed amount



How does your domain name
make your clients feel?



PILLOWS.COM

We saw a big growth with our repeat customers. We had an average return of repeat customers of over 200% from where it originally was and that was definitely attributable to the brand. When you are Pacific Pillows, you can stumble across a bunch of pillow sites, but when you are Pillows.com, its pretty clear that there is only one Pillows.com

Craig Clark
Pillows.com

PILLOWS.COM was acquired for six figures



What is 200% increase in repeat
customers worth to you?



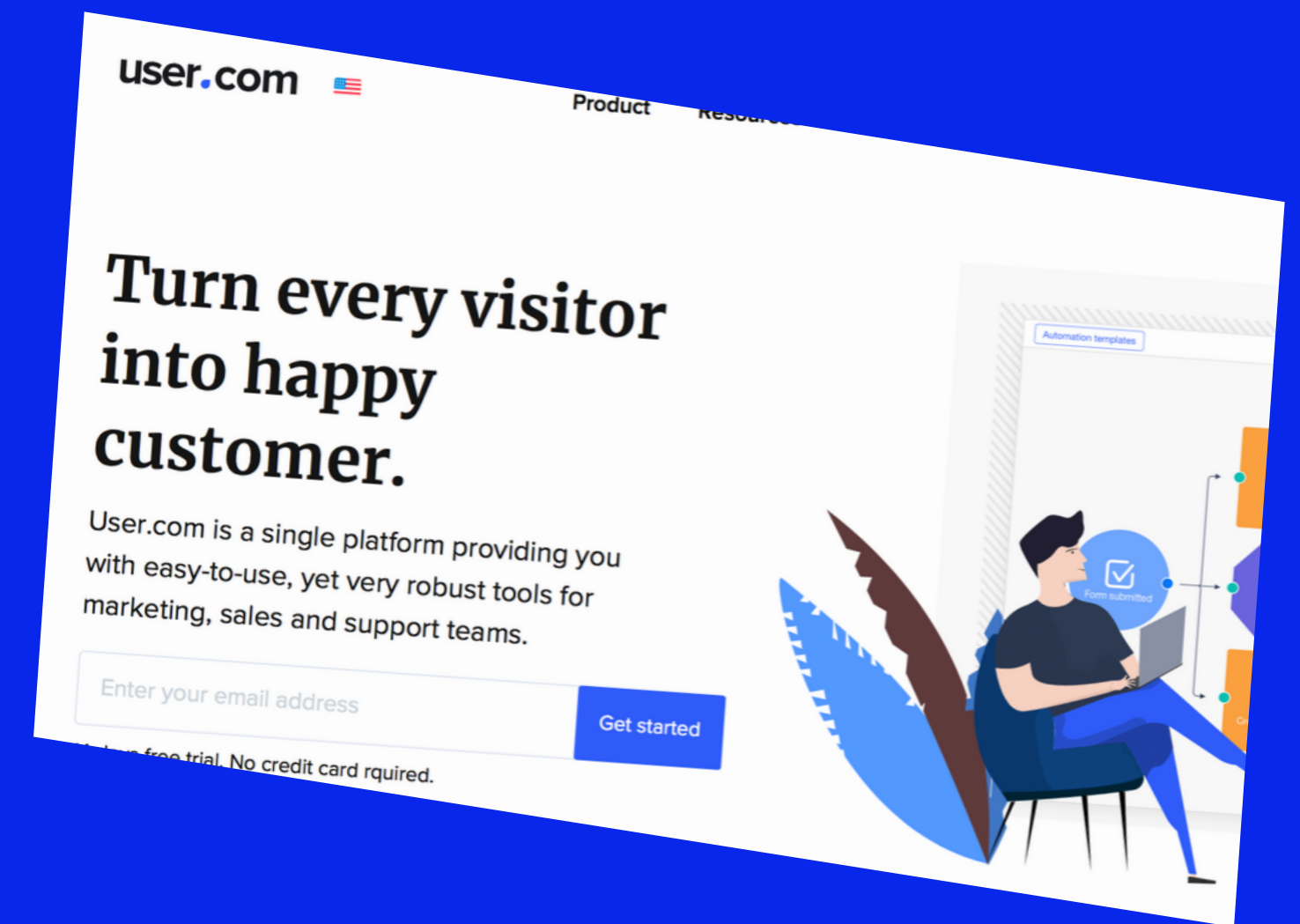
USER.COM

My mobile was ringing for three days. We've got a huge number of calls from people sitting in and out of our business, my mailbox was full of messages and congrats. Our marketing team received many emails from our clients saying we've made something huge.

Greg Warzecha

User.com

USER.COM was acquired for US\$ 150,000



What do your clients, business
partners, investors, think about
your domain?

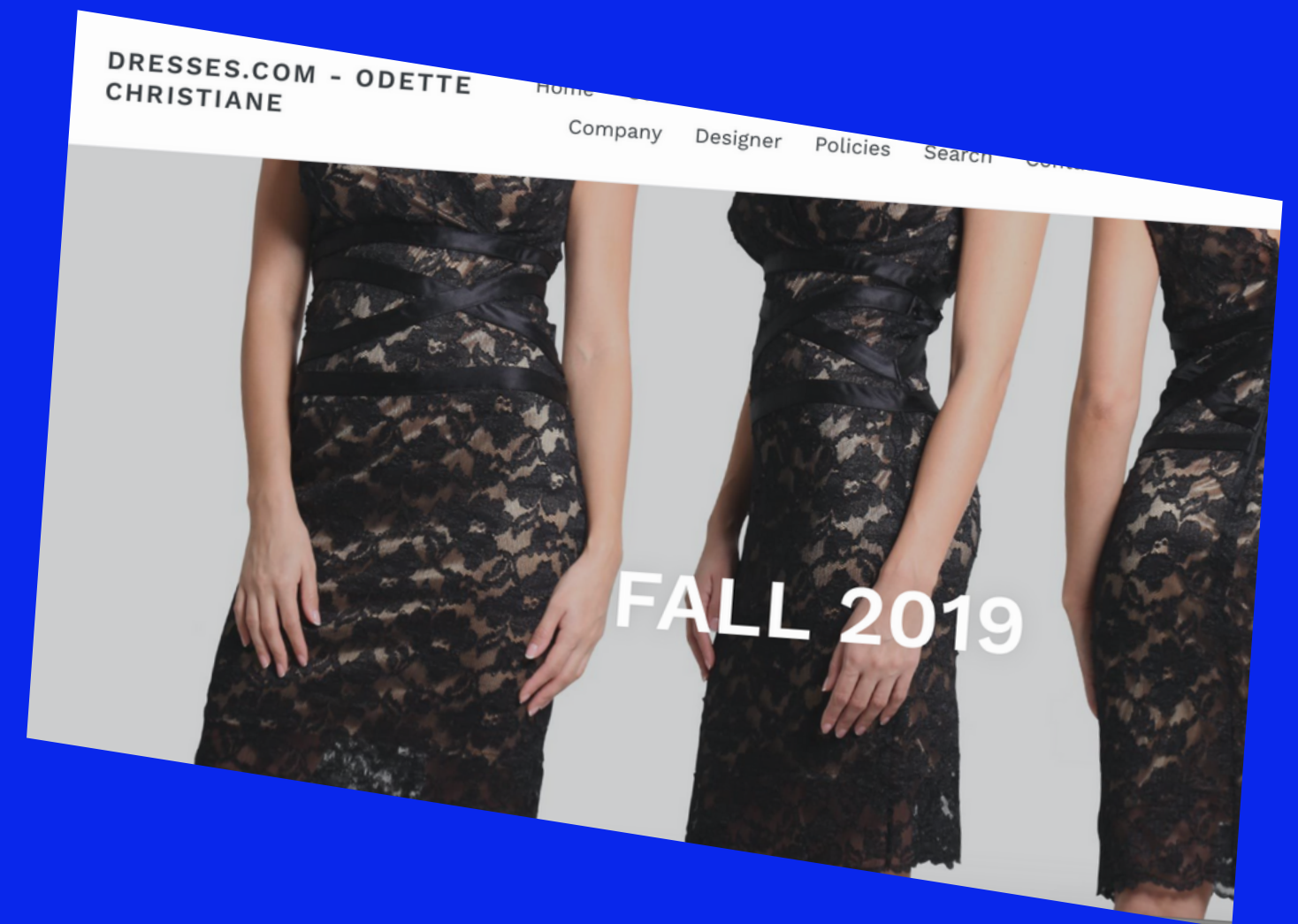


DRESSES.COM

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

DRESSES.COM was acquired for an undisclosed amount



How much do you spend on
getting traffic to your website?

—

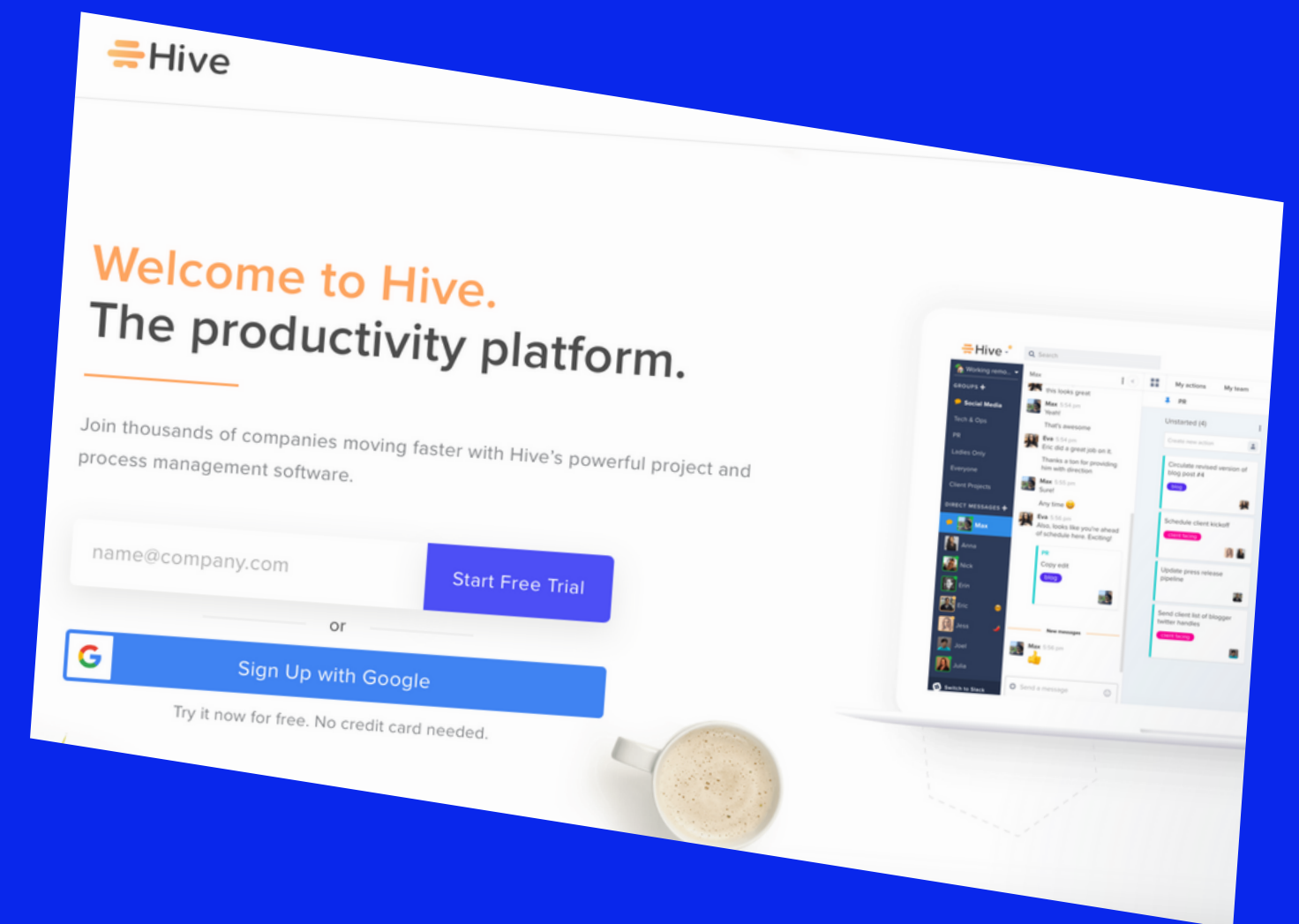
HIVE.COM

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

John Furneaux

Hive.com

HIVE.COM was acquired for an undisclosed amount in partnership with the domain owner



Would you rather invest in third parties or in your own brand?

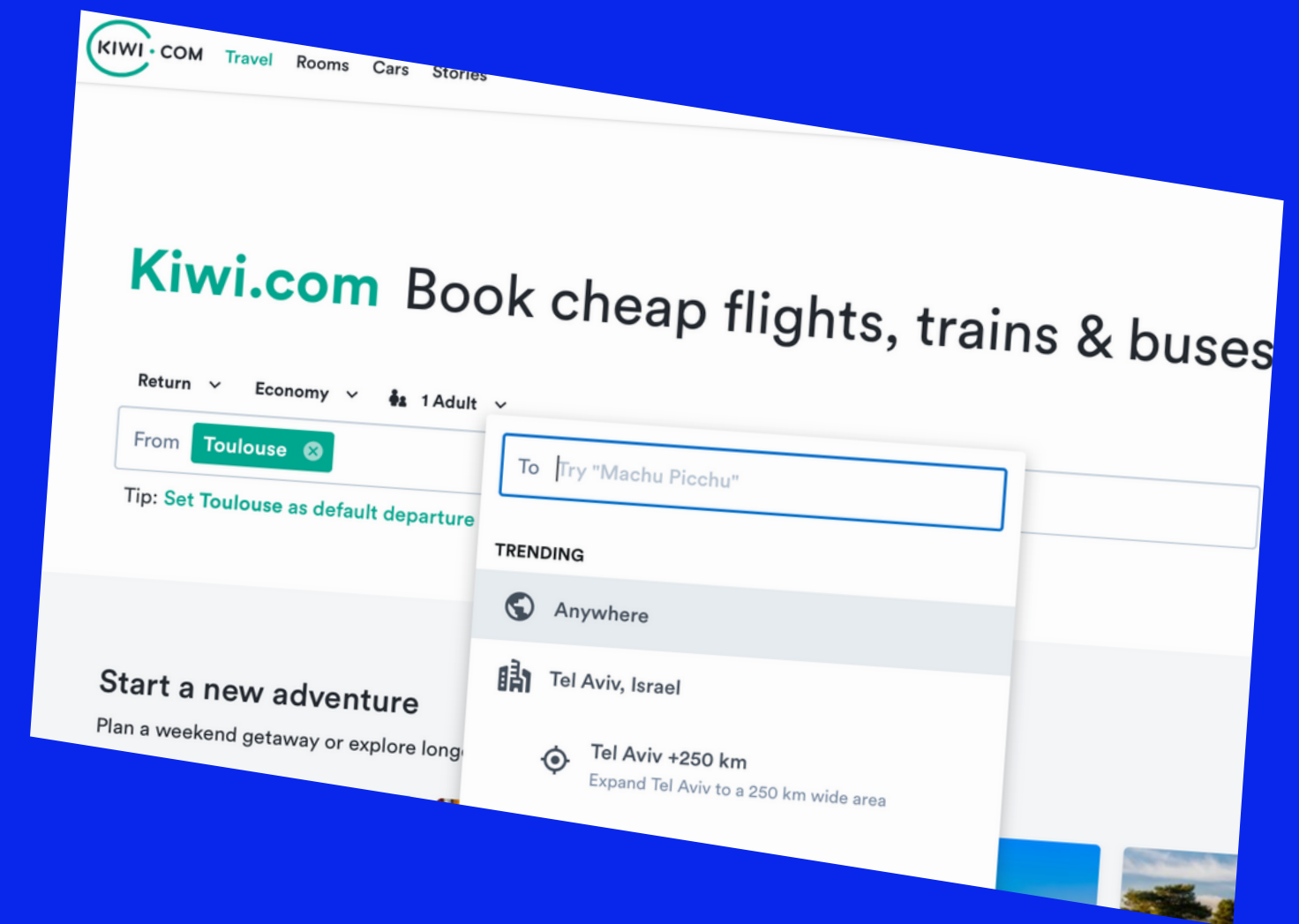


KIWI.COM

We saw our customers confusing us with some of the other companies in the industry, and wanted to remedy that issue. Our service is so different and unique in comparison with the competition that these confusions might cost us a lot of opportunities.

Oliver Dlouhy
CEO, Kiwi

KIWI.COM was acquired for US\$ 800,000



What opportunities do you miss
by not owning your perfect
domain name?



PHONE NUMBER

+1(209)250-3677

CLICK HERE TO
BOOK AN
INTRODUCTORY CALL

Let's Talk