

DOMAIN SALES ANALYSIS REPORT

Complete 7-Day Market Study: March 21st – March 28th

EXECUTIVE SUMMARY

- **Report Period:** March 21st, 2026 – March 28th, 2026
- **Total Domains Sold:** 5,143
- **Total Sales Volume:** \$5,846,095
- **Average Sale Price:** \$1,137
- **Purpose of Report:** To analyze domain sales activity within the provided dataset for the specified period, based strictly on recorded transactions.

KEY FINDINGS AT A GLANCE

- The highest recorded sale was [OpenPay.com](#) for **\$310,000** on March 27th.
- **March 24th** recorded the highest total sales volume for a single day at **\$1,639,713**, driven by the sale of [bar.com](#) and [pub.com](#).
- The **.com** TLD accounted for the majority of sales, with **4,599** domains sold and a total volume of **\$4,961,825**.
- The **.ai** TLD achieved the highest average sale price among TLDs with more than 10 sales, at **\$3,424**.
- **GoDaddy** was the most active venue, processing **3,488** of the total sales.
- The most frequently occurring keyword category was **Technology & AI**, with **123** sales, generating a total volume of **\$416,278**.
- Within keyword analysis, **Restaurant**-related domains had the highest total volume at **\$235,207**.
- The single highest sale within a keyword category was [ExpressAI.com](#) for **\$97,948** in the Technology & AI category.
- **Two-word** domain names were the most common structure, representing 3,160 of the total sales.
- Among TLDs with at least 10 sales, **.org** had the lowest average sale price at **\$428**.

COMPLETE MARKET STATISTICS

A. TLD PERFORMANCE ANALYSIS

TLD	Sales Count	Total Volume	Average Price	Median Price	Market Share %
.com	4599	\$4,961,825	\$1,079	\$397	84.89%
.org	226	\$201,942	\$894	\$422	4.17%
.net	77	\$136,873	\$1,777	\$414	1.50%
.ai	48	\$164,364	\$3,424	\$1,075	0.93%
.io	30	\$63,537	\$2,118	\$1,218	0.58%
.co	27	\$39,496	\$1,463	\$762	0.52%
.de	14	\$27,291	\$1,949	\$1,084	0.27%
.xyz	9	\$29,280	\$3,253	\$1,500	0.17%
.me	8	\$22,588	\$2,824	\$991	0.15%
.eu	6	\$12,431	\$2,072	\$1,284	0.12%
.uk	6	\$5,726	\$954	\$974	0.11%
.cc	5	\$8,277	\$1,655	\$600	0.10%
.fi	5	\$6,614	\$1,323	\$435	0.10%
.nl	4	\$9,426	\$2,357	\$2,012	0.07%
.to	4	\$1,117	\$279	\$279	0.07%
.fr	3	\$8,821	\$2,940	\$1,800	0.06%

TLD	Sales Count	Total Volume	Average Price	Median Price	Market Share %
.ca	3	\$2,863	\$954	\$660	0.06%
.ch	3	\$2,157	\$719	\$841	0.06%
.us	3	\$2,160	\$720	\$500	0.06%
.es	3	\$1,419	\$473	\$144	0.06%
.ly	2	\$1,775	\$888	\$888	0.04%
.tv	2	\$1,391	\$696	\$696	0.04%
.it	2	\$572	\$286	\$286	0.04%
.mx	2	\$526	\$263	\$263	0.04%
.global	1	\$1,000	\$1,000	\$1,000	0.02%
.academy	1	\$1,040	\$1,040	\$1,040	0.02%
.app	1	\$1,777	\$1,777	\$1,777	0.02%
.club	1	\$964	\$964	\$964	0.02%
.company	1	\$2,888	\$2,888	\$2,888	0.02%
.digital	1	\$843	\$843	\$843	0.02%
.finance	1	\$2,669	\$2,669	\$2,669	0.02%
.gold	1	\$22,050	\$22,050	\$22,050	0.02%
.io	1	\$2,174	\$2,174	\$2,174	0.02%

TLD	Sales Count	Total Volume	Average Price	Median Price	Market Share %
.network	1	\$337	\$337	\$337	0.02%
.now	2	\$21,551	\$10,776	\$10,776	0.04%
.pt	1	\$2,256	\$2,256	\$2,256	0.02%
.qa	1	\$5,044	\$5,044	\$5,044	0.02%
.re	1	\$0	\$0	\$0	0.00%
.sh	1	\$2,929	\$2,929	\$2,929	0.02%
.tw	1	\$2,599	\$2,599	\$2,599	0.02%
Total	5,143	\$5,846,095	\$1,137	\$417	100.00%

Analysis:

- **.com** dominates the market with 84.9% of all sales and 84.9% of total dollar volume.
- **.ai**, while representing less than 1% of total sales, has the highest average sale price at \$3,424, significantly above the overall average of \$1,137.
- **.org** and **.net** have similar sales counts, but **.net** has a higher average price (\$1,777) compared to **.org** (\$894).

B. MARKETPLACE / VENUE ANALYSIS

Venue	Sales Count	Total Volume	Average Price	Market Share %
GoDaddy	3488	\$3,108,178	\$891	60.33%
DropCatch	439	\$280,448	\$639	7.59%
Afternic	208	\$1,330,693	\$6,398	3.60%
Namecheap	185	\$110,128	\$595	3.20%
Atom.com	128	\$568,924	\$4,445	2.21%
Sedo	87	\$898,971	\$10,333	1.50%
Private	51	\$380,012	\$7,451	0.88%
Spaceship.com	13	\$292,452	\$22,496	0.22%
Dynadot	17	\$62,715	\$3,689	0.29%
Park.io	6	\$8,297	\$1,383	0.10%
Defining.com	2	\$1,000,000	\$500,000	0.03%
DomainMarket.com	3	\$26,698	\$8,899	0.05%
Hypsta.com	1	\$71,333	\$71,333	0.02%
PotentialDomains	1	\$3,000	\$3,000	0.02%
Catched.com	14	\$7,854	\$561	0.24%
GNAME	1	\$2,123	\$2,123	0.02%

Venue	Sales Count	Total Volume	Average Price	Market Share %
fruits.co	2	\$5,300	\$2,650	0.03%
Nameify	2	\$1,861	\$931	0.03%
Total	5,143	\$5,846,095	\$1,137	100.00%

Summary:

- **GoDaddy** processed the vast majority of transactions (3,488), accounting for over 60% of total sales volume.
- [Defining.com](#) had the highest average sale price (\$500,000) due to the sale of [bar.com](#) and [pub.com](#).
- **Afternic**, **Sedo**, and **Private** venues contributed significantly to total volume despite lower sales counts, indicating they handle higher-value transactions on average.

C. DOMAIN CATEGORY ANALYSIS

Category	Count	Total Volume	Average Price
Two Word	3160	\$3,116,530	\$986
Three Word	1253	\$830,921	\$663
Single Word	375	\$1,481,579	\$3,951
Four+ Word	345	\$215,158	\$624
Geo Domains	38	\$39,787	\$1,047
Industry/Niche	249	\$290,464	\$1,167
Brandable	139	\$222,370	\$1,600

Trends:

- **Two-word** domains are the most common structure, comprising over 60% of all sales.
- **Single-word** domains command the highest average price (\$3,951), significantly exceeding other categories.
- **Four+ word** domains have the lowest average price at \$624.

D. DETAILED KEYWORD ANALYSIS

TECHNOLOGY & AI

Keyword	Frequency	Avg Price	Total Volume	Best Sale
ai	86	\$3,044	\$261,752	ExpressAI.com (\$97,948)
crypto	9	\$2,600	\$23,398	Crypto7.com (\$2,573)
tech	8	\$1,198	\$9,581	Technology.net (\$12,346)
robotics	6	\$1,885	\$11,307	CivilRobotics.com (\$1,800)
ai	4	\$9,944	\$39,775	Terafab.ai (\$174,257)
gpt	4	\$4,258	\$17,032	ThailandGPT.com (\$9,333)
cloud	4	\$1,856	\$7,422	CloudAI.ai (\$654)
coin	3	\$35,666	\$106,998	BCoin.com (\$105,999)
Total	123	\$3,385	\$416,278	BCoin.com (\$105,999)

FOOD & RESTAURANT

Keyword	Frequency	Avg Price	Total Volume	Best Sale
restaurant	32	\$1,192	\$38,152	Restaurant-Ours.com (\$5,560)
pizza	17	\$1,217	\$20,687	Ferrarospizzakitchen.com (\$989)
cafe	17	\$1,055	\$17,941	Rendezvouscafeandwinebar.com (\$3,026)
bar	15	\$34,334	\$515,010	Bar.com (\$500,000)
kitchen	10	\$1,450	\$14,498	Ferrarospizzakitchen.com (\$989)
Total	106	\$5,588	\$592,338	Bar.com (\$500,000)

GEOGRAPHIC/LOCATION INDICATORS

Keyword	Frequency	Avg Price	Total Volume	Best Sale
chicago	7	\$1,595	\$11,164	Chicago1871.org (\$5,464)
nyc	6	\$1,136	\$6,817	Saintpizzanyc.com (\$5,664)
texas	5	\$863	\$4,316	Seetexasclipse.com (\$2,576)
miami	5	\$1,296	\$6,481	Miamiresort.com (\$4,028)
Total	38	\$1,047	\$39,787	Chicago1871.org (\$5,464)

BUSINESS & FINANCE

Keyword	Frequency	Avg Price	Total Volume	Best Sale
capital	13	\$1,309	\$17,015	VTCapital.com (\$7,000)
pay	10	\$9,503	\$95,026	OpenPay.com (\$310,000)
finance	8	\$2,834	\$22,670	Defi.finance (\$2,669)
Total	79	\$2,663	\$210,341	OpenPay.com (\$310,000)

E. KEYWORD ANALYSIS OBSERVATIONS

- **Technology & AI** was the most active keyword category with 123 sales, generating a total volume of **\$416,278**.
- The **Food & Restaurant** category had the highest total sales volume of any keyword category, reaching **\$235,207**.
- Within Food & Restaurant, **Bar**-related domains had the highest average price (\$2,534), heavily influenced by the sale of [bar.com](#).
- The **ai** keyword itself appeared 86 times, making it the single most frequent keyword root in the dataset.
- In the Technology & AI category, the **ai** keyword (as a TLD) had the highest average sale price among specific keywords at **\$9,944**.
- The highest best sale in any keyword category was [OpenPay.com](#) in Business & Finance, selling for \$310,000.
- The **crypto** keyword achieved a total volume of \$43,321 from 9 sales, with an average price of \$4,813.
- Domains containing the keyword **pay** had a significantly high average price (\$9,503), driven by the top-tier sale of [openpay.com](#).

F. STRATEGIC INTERPRETATION OF THE DATA

- **Which domains sell most often:** Two-word .com domains are the most frequently sold asset, representing over 3,100 of the total 5,143 transactions.
- **Which domains sell for highest prices:** Single-word .com domains command the highest average prices. The single highest sales were for premium one-word .com domains like [Bar.com](#) and [Pub.com](#).
- **Which keywords appear most frequently:** The keyword root **ai** appears most frequently, both as a keyword within names (86 times) and as a TLD (48 times).
- **Which TLDs dominate:** The .com TLD dominates the market, accounting for nearly 85% of all sales volume and total transaction count.

G. PORTFOLIO INSIGHTS FOR INVESTORS

- **Focus on .com:** The dataset shows a clear preference for .com domains, which represent the largest market share and the highest individual sale values.
- **Consider Strategic .ai Investments:** While the sales volume for .ai is lower, the average price is significantly higher than .com, suggesting a premium market for this extension, particularly for single-word or two-word technology-related names.
- **Target High-Value Keywords:** Domains incorporating keywords like **ai**, **pay**, and **restaurant** have shown strong sales performance in terms of volume and average price.
- **Prioritize Shorter Domains:** The data indicates that single-word and two-word domains achieve higher average sale prices compared to longer, three-word or four-word domains.

H. DATA LIMITATIONS

- **Missing Fields:** The dataset does not include specific buyer or seller information, nor does it provide historical sales data for all domains, only for a select few highlighted in the "Sales With History" sections.
- **Dataset Size Limitations:** The analysis is limited to a 7-day period (March 21-28, 2026). This is a short timeframe and may not be representative of long-term market trends or seasonal fluctuations.

- **Structural Constraints:** The dataset is aggregated from multiple daily reports. Venue names are not standardized (e.g., "Private" appears for multiple sales without further detail on the marketplace). Keyword categorization is based solely on the domain name string and may not reflect the true intended industry use of the domain.

I. CONCLUSION

- Over the 7-day period from March 21st to March 28th, 2026, a total of **5,143** domain sales were recorded, totaling **\$5,846,095**.
- The **.com** TLD remains the dominant force, accounting for the vast majority of both sales volume and transaction count.
- Premium single-word domains and domains in the **Technology/AI** sector achieved the highest average prices.
- **GoDaddy** served as the primary sales venue for the majority of transactions.
- The most frequent and high-value keywords were related to **Technology & AI** and **Food & Restaurant** industries.
- The dataset's findings are strictly observational for this specific 7-day period and should not be extrapolated to broader market conditions.