

PILLAR

ROI ANALYSIS

Premium Domain ROI: The Math Behind \$49M Names

CarInsurance.com at \$49.7M. Voice.com at \$30M. Cars.com at \$872M. Not lottery tickets — calculated investments with quantifiable returns.

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CarInsurance.com sold for **\$49.7 million**. **Voice.com** commanded **\$30 million**. **Cars.com** is valued at **\$872 million**. These are not lottery tickets. They are calculated investments with quantifiable returns — built on traffic, conversion, authority, and appreciation.

01 — The four return drivers

Click-through advantage: +25% organic clicks at equal search position

Conversion lift: 14–40% improvement over generic domains

Direct type-in traffic: 50–70% of total visits, zero acquisition cost

Asset appreciation: 12–15% historical annual returns

02 — 1. The click-through advantage

Domains containing relevant category terms receive up to **25% more clicks** at the same search position. The mechanism is trust.

CTR Lift Value = Annual Organic Clicks × 25% × Customer Value

Example: 100,000 annual organic clicks × 25% lift × \$50 customer value = **\$1.25M in additional annual value**, before any other return driver compounds.

03 — 2. The conversion lift

Premium domains reduce buyer hesitation. Documented conversion improvements range from **14% to 40%**. On a site doing 50,000 monthly visitors at a 2.0% baseline conversion:

Premium domain conversion rate: 2.5% (+25% lift)

Additional monthly conversions: +250

At \$100 AOV: **+\$25,000 per month**

Annualized: **\$300,000** from conversion lift alone

04 — 3. Direct type-in traffic

Free. Zero customer acquisition cost.

High-intent. The user searched their memory for exactly the category you sell.

Durable. Independent of search algorithm changes.

Compounding. Authority grows with every citation, every editorial mention.

Insurance.com reportedly receives millions of direct visitors annually. At an average insurance lead value of \$15–50, direct traffic alone can produce tens of millions in annual gross value.

05 — 4. Asset appreciation

Premium .com domains have produced **12–15% average annual returns** over the past decade. Supply is fixed at 159M .coms total, with single-word and category-defining names effectively at zero new supply. Demand is global, multilingual, and growing.

06 — Anatomy of a \$49.7M sale

Estimated monthly search volume: 450,000+

Average CPC for car insurance keywords: \$50–150

Organic traffic value: \$5–15M monthly

Direct type-in traffic: 100,000+ monthly

Insurance lead value: \$15–75 per lead

Annual revenue potential: \$50–100M+

At \$49.7M, the domain pays for itself in under a year when properly operated.

07 — What this means for Pillar

Pillar Media & Entertainment manages or is actively acquiring more than **100,000 premium domain properties** across English, Spanish, French, and Portuguese. We underwrite every property in the portfolio against the same four-factor model — layered with the editorial coverage and citations that build durable category authority.

The reason CarInsurance.com sold for \$49.7M is the same reason our launch inventory of 6,608 domains exists: premium names compound returns that generic alternatives cannot.

Frequently asked questions.

Why did CarInsurance.com sell for \$49.7M?

Underwritten against estimated annual revenue of \$50–100M from organic traffic, direct type-in visits, and high-value insurance leads at a CPC of \$50–150. The domain pays back in under a year when operated properly.

Is the 12–15% annual appreciation rate reliable?

It reflects average premium .com performance over the past decade, documented by Sedo, NameBio, and DNJournal sale records.

How does the conversion lift actually work?

Premium domains reduce buyer hesitation by signaling authority. Industry research documents 14–40% conversion improvements when businesses upgrade from generic to category-defining domains.

Why is direct type-in traffic so valuable?

It carries zero acquisition cost, comes from users with the highest possible intent, is independent of search algorithm changes, and compounds as brand and editorial authority grow.

How does Pillar evaluate premium domains at portfolio scale?

Pillar underwrites every property against the four-factor model and pairs each domain with editorial coverage and citations that build durable category authority across our 100,000+ property network.
