



For every website, everywhere®

Reasons to buy a .xyz domain

Popularity in Vertical market

- Artists & designers choose .xyz because it refers to the x, y, and z axes!
- Thousands of tech start-ups from around the world use .xyz domains.
- Thousands of small businesses from around the world choose .xyz!
- Many entrepreneurs prefer .xyz for their new start-ups & projects.
- Bloggers around the world use .xyz for their personal blogs
- Online stores often choose .xyz as their go-to domain ending
- Artists choose .xyz to showcase their projects & personal portfolios
- Gamers choose .xyz domains for their clans and game websites
- Crypto enthusiasts choose .xyz for their ICOs, exchanges, and other websites
- App developers choose .xyz for their app websites
- Companies around the world register CompanyName.xyz for their website
- Real estate agents & property managers choose .xyz domains
- The fashion industry loves .xyz for fabulous, next generation websites
- Musicians and music fans choose .xyz domains for their websites

Popularity of TLD

- .xyz domains are used in more than 230 countries and territories around the world!
- Over 1.5 million .xyz domains have been registered!
- Since 2014 .xyz has been one of the most popular new domains, with millions of domains registered.
- .xyz is one of the most popular low-cost domains in the world!

- According to WIRED magazine ".xyz will be ending .com dominance".
- According to Yahoo Small Business ".xyz is the most popular of the new breed of Internet addresses".
- "Can't find a .com domain for your business? Try .xyz" -Los Angeles Business Journal.
- "XYZ. It's universal yet abstract. And catchy." -NPR's David Kestenbaum.
- Did you know Hooli.xyz was featured in the HBO show, Silicon Valley?
- Did you know Google's parent company, Alphabet, has their website on abc.xyz?

TLD relevance / synonyms

- .xyz connects Generations X, Y, & Z!
- We end the alphabet with xyz and we should end domains the same way with .xyz!
- .xyz is for every website, everywhere.
- .xyz combines Generations X, Y, & Z to create a global community.
- .xyz is a bold, fresh choice for internet users who crave creativity.
- .xyz is short & memorable without the limitations of a label or language barrier.
- .xyz is instinctive, natural, and makes sense!

Popular patterns

- YourBrand.xyz is a popular choice for entrepreneurs & start-ups!
- YourName.xyz is a popular domain pattern for personal blogs & portfolios.
- YourName.xyz is a great choice for your blog or personal portfolio website.
- YourCompany.xyz is a popular choice for start-ups and companies
- YourBusiness.xyz is a popular choice for small businesses & start ups

Business intent

- .xyz is a generic domain, meaning the brand of your business is the focus of your domain name.
- Use .xyz for your eCommerce website!
- Some of the best .xyz names are still available!
- Stand out from the crowd and reserve a memorable domain ending in .xyz now!

Brand protection

- Protect your brand with YourBrand.xyz - thousands of brands own .xyz domains in addition to .com!
- Thousands of brands have registered TheirNames.xyz in addition to their .com domains.
- Companies around the world register CompanyName.xyz to protect their brands

Popularity in a geographic region*

- In China, .xyz means “Little Universe” (小宇宙).
- .xyz is the most popular new domain ending in Asia!
- .xyz is sold in more than 230 countries and territories around the globe!
- .xyz is the most popular new domain ending in India!
- .xyz is the most popular new domain ending in Indonesia!
- .xyz is the most popular new domain ending in Mexico!
- .xyz is the most popular new domain ending in South Korea!
- .xyz is the most popular new domain ending in Vietnam!
- .xyz is the most popular new domain ending in the USA!
- .xyz is the most popular new domain ending in Canada!
- .xyz is the most popular new domain ending in France!

* All stats from nTLDstats.com, May 2018