

# Companion.com

Time is limited to get this **GREAT DOMAIN NAME** at an **AUCTION PRICE!**

**Where:** DOMAINfest New York

**When:** Wednesday August 18 from 4:00pm to 7:00pm EST

**How:** Auction and Pre-bidding Hosted at [www.SnapNames.com](http://www.SnapNames.com)

## Snapshot:

**Category defining:** Holds a commanding position within the lucrative online dating industry

**Great position:** 44% of adult Americans are single and of that 44% use online dating services

**Strong recognition:** 3.35 million searches for exact term. Holds a great positioning platform in the mind of consumers

**Growth opportunity:** \$1 billion per year industry in the United States with only 1,400 current dating sites.

## Overview

With the ever expanding use of the internet, online dating has been an explosive industry seeing high revenue and exponential growth. Forrester Research reports that in 2008 the online dating industry earned \$957 million revenue and in 2009 and 2010 it has neared the \$1 billion mark. According to Hitwise there are about 1,400 online dating sites in North America which results in a significant opportunity for Companion.com to capitalize on within the market.

According to Nielsen, online dating sites generated 27.5 million unique visitors in June of 2009. These figures come from the nearly 40 million active American users of online dating services, which represent a staggering 40% of single adults in the United States. Finally 44% of the American population is single, accounting for over 100 million people.

The numbers simply tell the story here. Companion.com is a category killer in the dating industry allowing the opportunity to gain a significant competitive advantage relative to existing competition. This is one opportunity that cannot be missed.

## Call for Reserve Range

**Sales Rep. Information:** **Broker:** Patrick Rudell  
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**Email:** [patrickr@moniker.com](mailto:patrickr@moniker.com)



## Anatomy

- **Extension:** .COM
- **Age:** 9/13/1993
- **Length:** Nine Characters
- **Words/Word:** One

## Traffic Statistics

- **Google Page Rank:** 0
- **Alexa Traffic Rank:** 4,545,961
- **Links-In:** 15

## Traffic Potential\*

- **Estimated Visitors:** 5,051,598
- **Search for Related Terms:** 1,701,598
- **Search for exact terms:** 3,350,000

## Commerce Potential\*

- **Min-Max Google \$PPC and clicks:**  
companion/3,350,000/\$0.79  
singles/37,200,000/\$1.57  
dating/83,100,000/\$1.81

\* Figures represent monthly estimates



[www.Moniker.com](http://www.Moniker.com)