

# XXX.com "Triple-X"

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 EDT

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

## Snapshot:

**Category Defining:** Category-killer domain name that represents adult entertainment and products worldwide

**Great Positioning:** 235 million monthly estimated visitors; Ranked #3 in Google search results; Google page rank 5

**Strong Demand:** In the last 31 days there have been 3.7 million visits; \$12 billion industry in US alone

**Growth Opportunity:** Excellent branding opportunity as a result of global usage and SEO value – poised for upside growth

## Overview

XXX.com is without a doubt the most recognizable domain associated with the adult entertainment industry globally. The name recognition alone provides significant value for the purchase of this domain - combined with the market capitalization - it's easy to see why this is a prime internet real-estate investment.

With mainstream acceptance of the adult entertainment industry creating over a \$12 billion a year revenue stream in the United States alone according to [money.cnn.com](http://money.cnn.com), internet pornography generates a staggering \$3,075.64 in revenue with 28,258 viewers *every second*.

And with the upcoming launch of the .XXX domain extension, it is likely to be an even more valuable asset.

Any way you look at it, Triple-X spells opportunity.

Comparable sales: Porn.com-\$9,500,000; Sex.com- \$12,000,000

## Call for Reserve Range

**Sales Rep. Information:** **Broker:** John Mauriello  
**Phone:** 800-688-6311 Ext. 3536  
**Email:** [jmauriello@moniker.com](mailto:jmauriello@moniker.com)



## Anatomy

- **Extension:** .COM
- **Age:** 7/14/1994
- **Length:** Three Characters
- **Words/Word:** One

## Traffic Statistics

- **Google Page Rank:** 5
- **Alexa Traffic Rank:** 30,429
- **Google SERP:** 3/269,000,000
- **Links-In:** 2,520

## Traffic Potential\*

- **Estimated Visitors:** 235,312,200
- **Search for Related Terms:** 111,312,200
- **Search for Exact Terms:** 124,000,000

## Commerce Potential\*

- **Min-Max Google \$PPC and clicks:**  
XXX/55,600,000/\$0.14  
Adult/ 16,600,000/\$0.45  
Porno/124,000,000/\$0.41

\* Figures represent monthly estimates

