BRANDERS UNION

BrandBucket Search Evaluation

Winter, 2021

"I do want to [place] emphasis on the fact that we do not favor certain owners' or our own domain names over others'."

—Julia, BrandBucket Staff, January 3rd, 2021

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I. Introduction

BrandBucket has consistently said it does not favor anyone in its marketplace search results.

The seller community has long thought otherwise.

Any casual examination of domain ownership in a BrandBucket search mysteriously shows some sellers at the top of the results, again and again.

Further, unlike the other major marketplaces, the BrandBucket search is static. Its order never changes. On a marketplace of nearly 100,000 domains, whoever holds the top positions in the search results for a given keyword has a crushing advantage.

No matter how good a domain might be, if it is buried on page 47 of the search results, it is not likely to be discovered on the marketplace.

Following our mission to advocate for fairness on brandable marketplaces, Branders Union decided to take a closer look at the BrandBucket search.

After reviewing the ownership of the top 5 results across 100 popular keywords, the conclusion is unequivocal: **the BrandBucket search heavily favors a small group of sellers.**

This report details our study and calls for immediate changes to the BrandBucket search to ensure a fair, equal, and unbiased marketplace search.

II. Methodology

Our data sample consists of the top five domain results across 100 of the most popular keywords on BrandBucket, totaling 500 domains sampled.

The data was sampled on December 15, 2020.

Keywords

The top 5 search results were taken from the following 100 keywords:

> Ad, Big, Bit, Blitz, Block, Blue, Bold, Boost, Bright, Capital, Cart, Central, Coin, Cosmic, Crowd, Crypto, Cyber, Defense, Double, Eco, Electric, Equity, Ever, Farm, First, Fiscal, Fuel, Fund, Funding, Go, Gold, Golden, Good, Grand, Great, Grow, Growth, Happy, Health, Healthy, Hello, Hey, Honest, Hype, Hyper, Joe, Launch, Lend, Logic, Love, Lux, Luxe, Magic, Major, Metric, Metro, Mighty, Miss, Mister, Modern, Neo, New, Next, On, Pep, Perfect, Pop, Primary, Profit, Pure, Ready, Red, Right, Secret, Share, Signal, Snap, Social, Sound, Special, Stack, Start, Startup, Stat, Steady, Stealth, Super, Sure, Swift, Swipe, Tech, Two, Ultra, Up, Urban, Venture, Web, Wild, Work, Zen.

These 100 keywords were chosen because they are some of the most popular keywords on the BrandBucket marketplace. To ensure an objective study, no ownership information for these domains was known prior to selecting the keywords.

The top five domains in the search results for these 100 keywords can be found in Section A of the *Appendix*.

Once all 500 domains were collected, we reviewed the ownership information for each domain to the best of our ability.

103 (21%) of these domains are private and the ownership is undiscoverable, meaning that the bias we uncovered is likely more pronounced than the results show.

III. Results

In our 500-domain sample of the top five search results across 100 popular keywords, five sellers had far more results than anyone else.

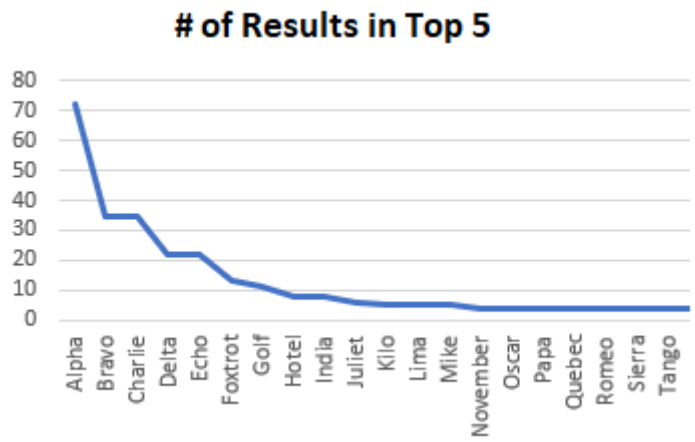
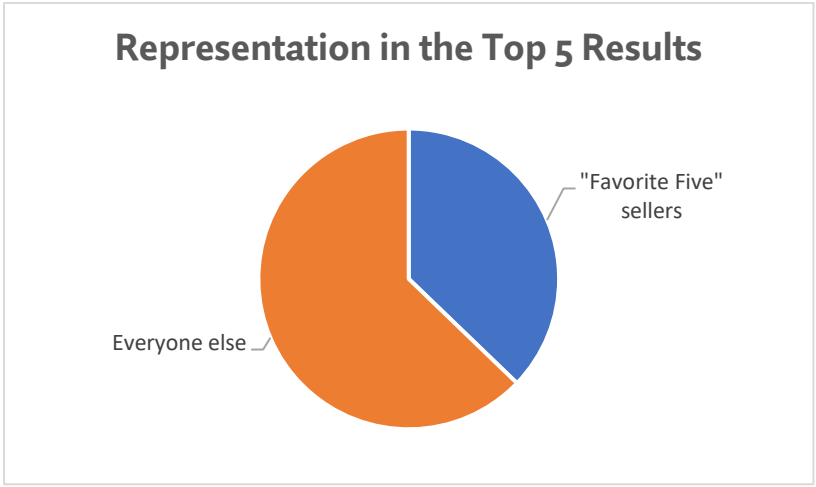


Figure 1. Five sellers stand above all others in the BB search results.

We do not name the sellers here but give them handles: Alpha, Bravo, Charlie, Delta, and Echo.

These “Favorite Five” sellers together own at least 186 of 500, or 37.2%, of the 500 premium positions examined.



Section B of the *Appendix* features a color chart, illustrating the domains each of these 5 sellers own across the 500 domains reviewed. This chart is a dramatic illustration of the substantial advantage these 5 sellers have in the search.

Portfolio Size

One might think that the five sellers who have the greatest representation in the top 5 positions in our sample might have these favored positions simply because they own a large number of domains on the marketplace. If the outsized representation was directly proportionate to the size of these portfolios, then the search could still be unbiased.

This is not the case, however. In at least some of these cases, where we know the portfolio size of the seller, the favoritism is substantially *disproportionate* to portfolio size.

For example:

At the time the sample was taken, Alpha had a very large portfolio of 8,407 domains, representing 8.9% of total marketplace domains. While Alpha had 8.9% of domains on the marketplace, 14.4% of Alpha's domains were listed in the top 5 results in our sample data. 14.4% of domains in the top 5 is substantially greater than Alpha's 8.9% of holdings in the marketplace.

By contrast, Foxtrot, a seller who is not among the five favorites, had a portfolio of 4,472 domains when the sample was taken. Foxtrot had 4.74% of the total domains on the marketplace, yet only 2.6% of Foxtrot's domains were listed in the top 5 results in our sample data.

Alpha had 8.9% of all domains, yet 14.4% of Alpha's domains were in the top 5 results.

Foxtrot had 4.74% of all domains, and only 2.6% of Foxtrot's domains were in the top 5 results.

The example of Alpha (a favorite) vs. Foxtrot (not a favorite) suggests the top 5 favorites are heavily favored over all other sellers, regardless of portfolio size.

Quality

Some might say, "maybe these portfolios have high quality domains, and that is why they are at the top of the results."

Except for Echo's domains, the domains in the top 5 results are generally not of higher quality than the other results.

In fact, at times it is highly questionable why certain domains appear in the top 5 results for a given keyword at all:

Keyword	Top Result	Owner
Class	Verderi.com	"Charlie"
Gold	Fezora.com	"Charlie"
Green	Verdexo.com	"Charlie"
Pets	Gatly.com	"Charlie"

Red	Rozero.com	“Charlie”
Speed	Mercalix.com	“Charlie”
Star	Novatta.com	“Charlie”

The above domains are not particularly exceptional or relevant, nor of such quality that the top result seems justified.

Only when we look at the owner of each domain, “Charlie”, a Favorite Five, does it begin to make sense why these domains are listed in the first position.

Pricing

Some might say, “maybe these domains have higher prices and that is why they are in the top 5 of the search”.

The following chart breaks down the average price of the Favorite Five’s listings in our 500-keyword sample:

Alpha	$5,114
Bravo	$3,248
Charlie	$4,757
Delta	$4,483
Echo	$36,860

Echo’s pricing stands out as substantially higher, which could justify preferential positioning.

Alpha, Bravo, Charlie, and Delta’s average pricing is in line with average pricing for other names on the marketplace. At the time this sample was taken, the average price of a BrandBucket domain was approximately $4,162.

Complete pricing data for the 500-name sample is included in Section C of the *Appendix*.

Other Notable Facts

The 5 favorite sellers (Alpha, Bravo, Charlie, Delta, and Echo) had at least 1 result in the top 5 positions of 83 of the 100 keywords reviewed.

# of Top 5 Results Held by Top 5 Sellers	Out of 100 Keywords
0 of 5	17
1 of 5	29
2 of 5	23
3 of 5	16
4 of 5	12
5 of 5	3

In 12 of 100 keywords, “Capital”, “Cyber”, “Farm”, “Hello”, “On”, “Profit”, “Red”, “Share”, “Social”, “Sound”, “Stack”, and “Start”, members of the 5 favorite sellers owned 4 out of 5 of the top results.

In 3 of 100 keywords, “Cart”, “Two”, and “Work”, members of the 5 favorite sellers owned all 5 of the top 5 results.

In 1 of the 100 keywords, “Two”, *the same seller* (who we call “Charlie”) owns all 5 of the top 5 results.

IV. BrandBucket's Response

Before publishing this report, we reached out to BrandBucket for comment. We include an unedited copy of the company response below:

> *1. The keywords you chose are "popular" not because a) they sell well or b) because buyers are looking for them. For truly popular words that sell and that buyers want you can look at what public sales data there is from around the web.*
>
> *Your definition of "popular" in many cases is because one particular seller really likes that keyword, and has a very large percentage of the names of that keyword, and all other sellers that have names of that keyword are copycats trying to follow a style.*
>
> *Seller Alpha for example grew up on a farm and their current occupation is farming. Logically, knowing anything about the internet in general, do you think we sell a lot of farm names? Or that we have a lot of farm buyers? Most are good names and long holds, but we wouldn't consider them "popular" by any measure of buyer interest.*
>
> *Seller Delta started the whole trend of Miss and Mister...happens to own most of those names, and also happens to have the best taste in those names. Do they sell well? Not particularly. A very large portion of BrandBucket's inventory is driven by the taste of few and a whole lot of copycats. We accept all decent names, but sometimes the amount of a certain keyword becomes very lopsided compared to its popularity with buyers because of this trend. It is why we are constantly pushing sellers to find their own style and voice.*

2. As a couple of people on Namepros have hypothesized in the past, the BrandBucket age of each domain does come into play, but does not take priority over other meta data that is more relevant to the buyer's query. This is a subtle reward for long-time, loyal sellers, and also works to somewhat counteract the fact that All Names and categories are ordered newest->oldest.

The BrandBucket age can be seen for each name in the backend . When a name is removed its age resets to zero.

The boost of a name is search results is per name and does not take into effect who the owner is. A new seller could purchase and old name and it would retain the same boost. So if you were to purchase adesca.com from Alpha seller at some point in the future, I can assure you that it would still show up first in the search results when looking for 'ad'.

Again, we appreciate the overall findings in the results, and we are already underway with some changes that you have pointed out -- including more dynamic results based on each unique visitor --that will hopefully clear up everyone's doubts about BrandBucket search feature. However, we feel it will be much more accurate and less fear-mongering if the report is redone with keywords that are actually popular with buyers and not derived from what keywords BrandBucket's inventory is heavy on.

After reviewing this response, our members offer the following observations:

BrandBucket writes: *"Your definition of "popular" in many cases is because one particular seller really likes that keyword, and has a very large percentage of the names of that keyword, and all other sellers that have names of that keyword are copycats trying to follow a style."*

BrandBucket suggests the bias found in the report is due only to the fact that the keywords included are popular only among certain sellers.

We do not agree that keywords being popular among certain sellers explains the bias uncovered. There might be a few instances of this, but we think the sample size of 100 keywords demonstrates a bias not just among a few favorite keywords but across the entire BrandBucket marketplace.

It is also important to note again that the bias uncovered only favors five sellers. We're sure that many other sellers have listed multiple domains under a favorite keyword, yet we do not observe a similar top-loading of results for anyone outside of the "Favorite Five" sellers.

BrandBucket writes: *Seller Alpha for example grew up on a farm and their current occupation is farming.*

In our 100-word study, seller Alpha is not just favorited for "farm" results. Alpha has multiple names in the top 5 positions for the following words:

Capital, Cart, Coin, Fund, Grow, Hello, Joe, Logic, On, Profit, Share, Stack, Start, Venture, and Web.

The favoritism in the results for these keywords cannot be explained away by any idiosyncrasies in Seller Alpha's personal background. Most of these keywords are commonly valued among domain investors because they sell.

BrandBucket writes: *The BrandBucket age of each domain does come into play, but does not take priority over other meta data that is more relevant to the buyer's query.*

We appreciate that BrandBucket has disclosed that a domain's BrandBucket age plays a role in search rank, and it is possible that some of the uncovered bias is a result of BrandBucket-aged domains.

We maintain that—regardless of the cause of the bias—there should be no bias.

In our view, the BrandBucket search algorithm should focus on helping buyers find the best possible name for their business. It should not, in our view, reward certain loyal sellers at the expense of others.

BrandBucket writes: *"We appreciate the overall findings in the results, and we are already underway with some changes that you have pointed out – including more dynamic results based on each unique visitor – that will hopefully clear up everyone's doubts about [the] BrandBucket search feature."*

For years, BrandBucket has been promising the seller community that it will update its search algorithm. Year after year, BrandBucket has postponed these updates in favor of other priorities.

We hope this report helps to bring about a fair and balanced search in the very near future.

BrandBucket writes: "We feel it will be much more accurate and less fear-mongering if the report is redone with keywords that are actually popular with buyers."

This report is not intended to be "fear-mongering." It sheds light on what the seller community has long perceived as a problem and suggests a positive way forward.

Regarding the comment that the report does not cover keywords that are “actually popular with buyers”:

1) Most of the keywords covered in this report are popular with buyers. To demonstrate this, we reviewed the number of reported sales for each keyword on NameBio. The results are logged in Section D of the *Appendix*.

2) Even if the keywords we covered were less popular with buyers, we maintain there should be no favoritism in the BrandBucket search, period. If the favoritism existed only on less popular keywords, this would still be a cause for concern.

V. Conclusion

We believe this evaluation demonstrates clear favoritism toward five sellers (Alpha, Bravo, Charlie, Delta, and Echo) in the BrandBucket search.

We cannot say why this favoritism exists, or whether it is deliberate or unintentional.

The favoritism inevitably results in a higher sell-through-rate for these five sellers because these five sellers' domains have much greater visibility on the marketplace.

Given this disappointing conclusion, we, the members of Branders Union, call for immediate action to ensure a fair, equal, and unbiased marketplace search.

The new search should be *relevant*, featuring keyword matches first, and *dynamic*, so that different relevant results appear at the top each time.

Some of us are also concerned that the favoritism uncovered in the BrandBucket search extends to other parts of the marketplace. If there is favoritism in the search, these members wonder if there is also favoritism in marketing, reviews, appeals, sales inquiries, and more.

It has recently come to light, for example, that some sellers have been permitted to list their BrandBucket inventory on Afternic, while the majority are still prohibited from doing so.

The potential for favoritism in many areas of the marketplace is particularly concerning as BrandBucket itself is amassing a large percentage of domains on the marketplace by purchasing them through seller liquidation.

BrandBucket is a treasured institution in the domain community. Many of us have had great success with BrandBucket, and we are grateful for the opportunities the marketplace gives us.

In light of the results of this report, we believe it is vital for BrandBucket to immediately address the favoritism in its search as well as pledging to the seller community that, moving forward, no sellers will be given special treatment in any way.

We look forward to BrandBucket's swift response.

Sincerely,

Branders Union

Appendix

A. Top 5 Results from 100 Keywords

Note: Results were captured December 15, 2020 and may differ today, depending on names sold or moved off market.

Word	1	2	3	4	5
Ad	adesca.com	adza.com	adxe.com	addriven.com	adye.com
Big	bigplex.com	bigandbeautiful.com	bigeats.com	bigbargain.com	bigmonkey.com
Bit	bitnifty.com	bitsly.com	bitpence.com	bitrific.com	bitaza.com
Blitz	blitzmode.com	jumblitz.com	blitzshock.com	blitzton.com	blitzblast.com
Block	blockavo.com	blockconsortium.com	blockthread.com	urbanblock.com	cryptoblock.com
Blue	bluy.com	infinityblue.com	auzur.com	blueville.com	blueflume.com
Bold	boldproposal.com	tenaxor.com	supervizo.com	larixa.com	braveva.com
Boost	boostricity.com	boostmotion.com	boostwise.com	boostfully.com	boostovo.com
Bright	brightio.com	bazio.com	tiasy.com	britesy.com	brightzo.com
Capital	capitalround.com	capitalnote.com	capitalbell.com	wantcapital.com	capitalchip.com
Cart	targetcart.com	cartbug.com	mixcart.com	cartize.com	premiumcart.com

Central	centraso.com	centrevo.com	centrola.com	centrasio.com	centralle.com
Coin	cointrics.com	coinalicious.com	coincoach.com	coincartel.com	coincounting.com
Cosmic	cosmic.ly	cosmicville.com	cosmiccrunch.com	cosmiclevel.com	cosmiczone.com
Crowd	crowdza.com	hypecrowd.com	amazingcrowd.com	sweetcrowd.com	crowdoid.com
Crypto	cryptonomize.com	cryptoinvestment.com	cryptofans.com	cryptoincome.com	cryptorex.com
Cyber	cyberbump.com	cyberbail.com	cyberpink.com	cyberq.com	cyberlinx.com
Defense	defensetrack.com	defenselens.com	defensestack.com	defensecircle.com	defensebee.com
Double	doubledesk.com	doubledemand.com	doubletempo.com	doubleleverage.com	doublearmor.com
Eco	ecomarket.io	ecoblvd.com	ecocoil.com	ecohouse.io	ecobury.com
Electric	ulectric.com	cartric.com	electricdocs.com	steadyelectric.com	electricfriendly.com
Equity	everequity.com	equizy.com	equitsy.com	instaequity.com	equitygram.com
Ever	everlina.com	ever.ly	evergene.com	evermart.com	everstudent.com
Farm	farmsilo.com	farmgirl.com	farmlovers.com	organicfarming.com	farmsecret.com
First	firstscan.com	firstwinter.com	firstthis.com	firstchimp.com	firstgone.com
Fiscal	fiscalfuel.com	fiscaltips.com	fiscalrebel.com	fisqal.com	fiscalcompass.com
Fuel	fuelen.com	vroomfuel.com	tankfuel.com	tidalfuel.com	greenfuel.io
Fund	acrofund.com	boldfunds.com	seedingfund.com	fundlance.com	fundvu.com
Funding	fundico.com	fundingbit.com	fundnomic.com	fundingdoor.com	fundingpartners.com
Go	gojango.com	allesto.com	socigo.com	goforia.com	goingthrough.com
Gold	fezora.com	stillgold.com	goldfuse.com	goldio.com	golden.ly

Golden	goldenopen.com	goldenczar.com	goldenaide.com	goldenvue.com	goldenpixie.com
Good	bonevia.com	bonaxa.com	serabon.com	ghud.com	goodmarket.com
Grand	granduro.com	cubitia.com	altamaxa.com	grandembassy.com	grandias.com
Great	heygreat.com	greatgrove.com	greatadventure.com	greatvalley.com	greatshop.com
Grow	growcycle.com	growsly.com	cresina.com	growblossom.com	growalla.com
Growth	growthvalve.com	growthville.com	nicegrowth.com	spotgrowth.com	growthappeal.com
Happy	happyzen.com	happyman.com	ebzu.com	happydrunk.com	happytroop.com
Health	healthza.com	healthprophet.com	healthcub.com	healthbotic.com	jethealth.com
Healthy	healthymentality.com	healthyfriend.com	healthyforever.com	gethealthier.com	healthyjoe.com
Hello	hellomoi.com	helloroo.com	thrello.com	ouibonjour.com	helloly.com
Hey	heyalligator.com	hhey.com	ehila.com	heynewbie.com	heystorage.com
Honest	honestage.com	honeststrength.com	livinghonest.com	honestmetrics.com	honestnet.com
Hype	hypeso.com	hypexa.com	hypermeter.com	hypegenius.com	hypeguy.com
Hyper	hyperviral.com	hyperloud.com	hyperfreeze.com	hyperactivism.com	hypernav.com
Joe	joee.com	eveningjoe.com	expressjoe.com	modernjoe.com	nojoe.com
Launch	hoplaunch.com	launchee.com	launchpulse.com	ylaunch.com	launchago.com
Lend	lendplex.com	lendoption.com	lendist.com	lendovi.com	lendize.com
Logic	logiczen.com	honelogic.com	inculogic.com	logicroll.com	logicload.com
Love	eluvo.com	adorro.com	dotela.com	lovaroo.com	muchtolove.com
Lux	luxudor.com	luxplum.com	luxbytes.com	luxtones.com	turboluxe.com

Luxe	doubleluxe.com	luxetree.com	luxefleet.com	luxecrest.com	expressluxe.com
Magic	wizado.com	majn.com	magictutor.com	magiccurve.com	measuremagic.com
Major	majorix.com	mjor.com	majorcare.com	majorstory.com	majorific.com
Metric	metricdrive.com	precisemetric.com	metrizia.com	mixedmetrics.com	metrichive.com
Metro	metrotrendy.com	metrobros.com	metrosector.com	bemetro.com	zonametro.com
Mighty	mightycargo.com	mightymellow.com	mightyinside.com	mightytoken.com	zusr.com
Miss	missincredible.com	misu.io	missforbidden.com	misskinky.com	misscanna.com
Mister	mistercyber.com	mistermindful.com	mistereconomy.com	misterleisure.com	misterdragon.com
Modern	modenzo.com	vaxxu.com	stackta.com	quarxo.com	modvu.com
Neo	neopress.com	neoxo.com	neoroyal.com	neono.com	neoatomic.com
New	signovo.com	neomio.com	vinuvo.com	neusso.com	noviara.com
Next	nextivo.com	nextler.com	naxoa.com	nextbunch.com	nexena.com
On	ontiga.com	onovu.com	ongineer.com	onvolve.com	vovvu.com
Pep	pepiva.com	pepira.com	pepono.com	pepano.com	hellopep.com
Perfect	perfectery.com	perfectza.com	perfectprincess.com	perfectbranding.com	perfecttempo.com
Pop	popwoo.com	popfizzle.com	poptrack.com	popgirl.com	porp.com
Primary	primari.ly	primaryblock.com	priimary.com	primaryscribe.com	primarycompliance.com
Profit	wantprofit.com	profitfeed.com	secureprofit.com	firmprofit.com	profitwallet.com
Pure	purevera.com	puralife.com	pureprivacy.com	purechic.com	puex.com
Ready	readycraft.com	readymoda.com	readyadvertise.com	readysetgo.io	readypartners.com

Red	rozino.com	redexa.com	redmond.com	ultrared.com	redagent.com
Right	rightvantage.com	riqit.com	rightrocket.com	ourrights.com	brii.com
Secret	secretfleet.com	secretdetail.com	secretsoft.com	beautysecrets.io	topsecretly.com
Share	shareloving.com	shareflux.com	sharegenics.com	sharedetails.com	sharingtime.com
Signal	signola.com	signfile.com	plussignal.com	specialsignal.com	viralsignal.com
Snap	snapium.com	snapfocus.com	snaphuddle.com	snapfame.com	supersnap.com
Social	sociata.com	socialina.com	sociany.com	socialpeach.com	socialbeacon.com
Sound	audastic.com	vosavo.com	soundnova.com	vocova.com	nivadia.com
Special	specialhello.com	specialgal.com	specialdrive.com	specialsprout.com	heyspecial.com
Stack	stackload.com	stackity.com	stormstack.com	vistastack.com	privatestack.com
Start	quickstarting.com	startingbell.com	startagent.com	startrific.com	startingdeck.com
Startup	startupvalve.com	startupza.com	ourstartup.com	startupengine.com	startupculture.com
Stat	staticum.com	statsly.com	statticker.com	missionstats.com	stat.me
Steady	steadydrip.com	steadysignal.com	stetig.com	steadyspace.com	steadystatus.com
Stealth	stealthon.com	stealthmotion.com	stealthsignal.com	stealthfully.com	stealthx.com
Super	superdura.com	supergrow.com	superdr.com	superprotein.com	supercaster.com
Sure	suresy.com	suresir.com	suredoes.com	surechain.com	suredrug.com
Swift	swiftery.com	exprezia.com	swiftsy.com	senxa.com	swiftaroo.com
Swipe	megaswipe.com	niceswipe.com	swipesecret.com	swipeselect.com	doubleswipe.com
Tech	techizer.com	tequipper.com	xefio.com	techlabor.com	oyiq.com

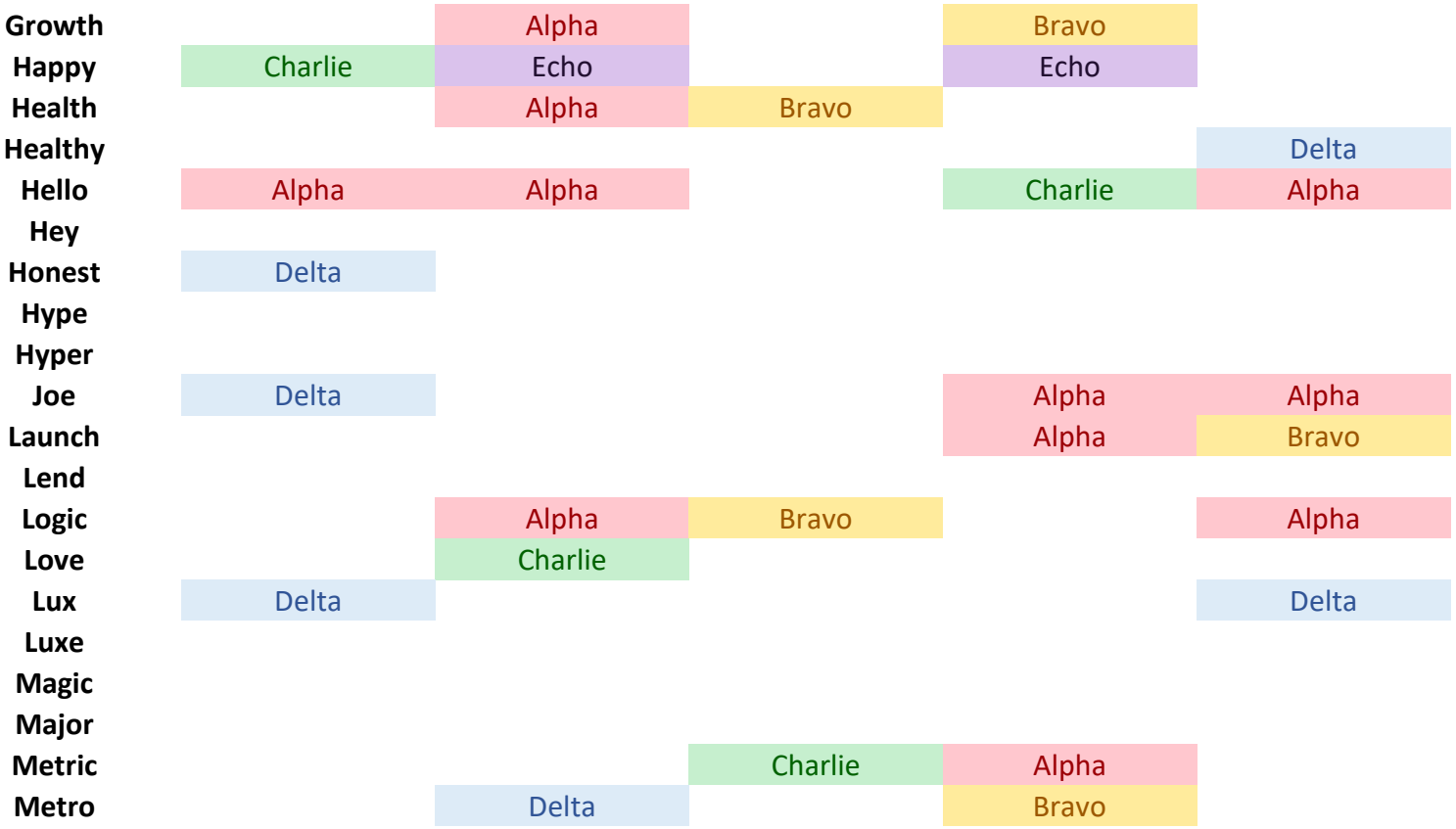
Two	tworo.com	teusy.com	deuxo.com	twovy.com	teuz.com
Ultra	ultrexo.com	ultrava.com	ultaza.com	ulteros.com	ultoro.com
Up	uptivo.com	uptical.com	upwarda.com	riotup.com	upia.com
Urban	xibbit.com	urboid.com	urbanela.com	urbanuse.com	broxner.com
Venture	zenventure.com	ventureseeker.com	venturify.com	venturenerd.com	betaventure.com
Web	webtiq.com	webdelic.com	webetto.com	webazoid.com	webiago.com
Wild	crowdwild.com	zootian.com	wildandsweet.com	wildhyena.com	wildfawn.com
Work	opusnovum.com	officialwork.com	workcouch.com	worktitan.com	workize.com
Zen	zenilla.com	zenista.com	zentrilo.com	zentivo.com	zenare.com

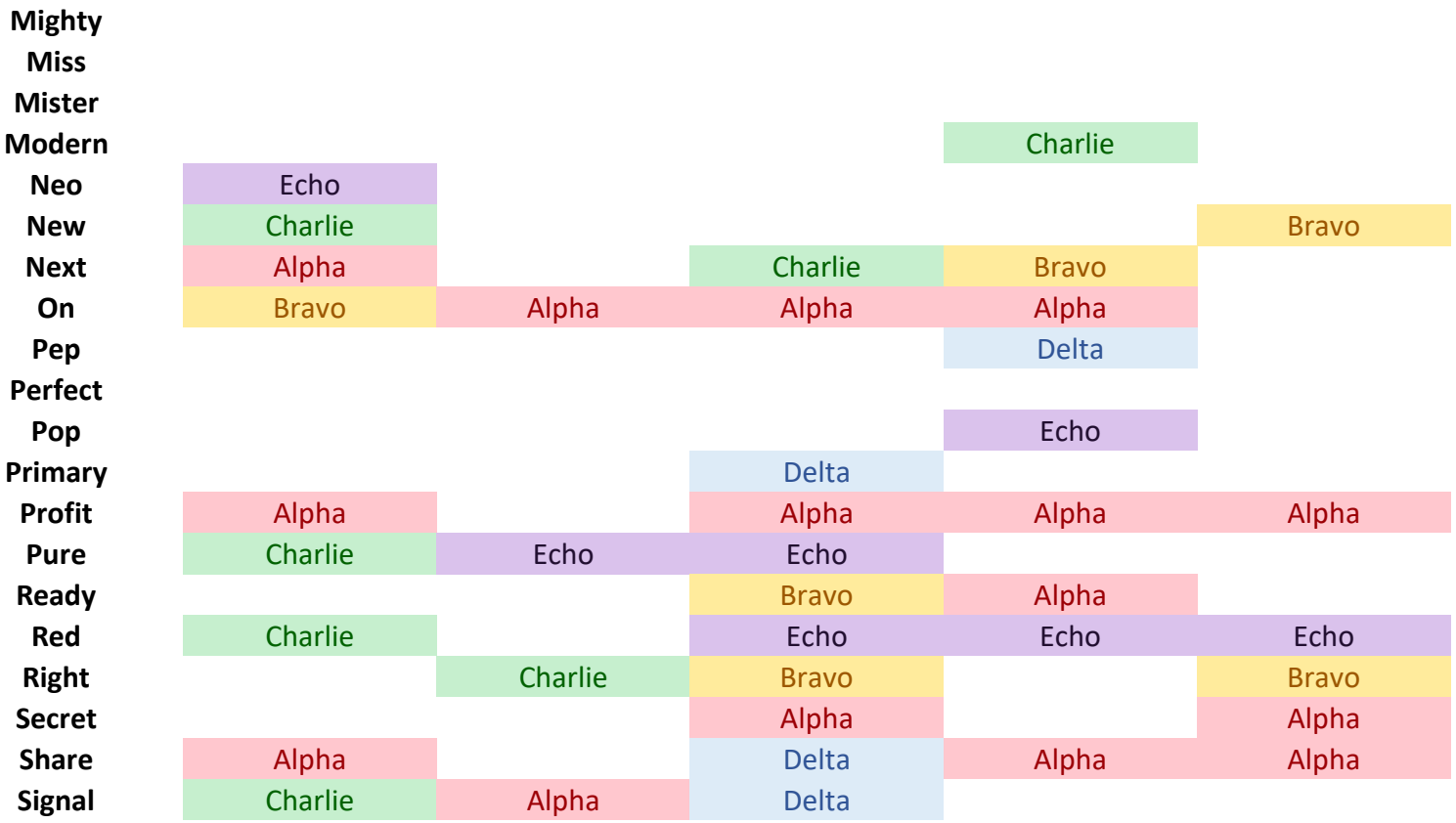
B. Ownership of the Top 5 Results across 100 Popular Keywords

Note: Results were captured December 15, 2020.

Word	1	2	3	4	5
Ad	Alpha				
Big		Echo			
Bit		Charlie	Charlie		
Blitz		Charlie	Bravo		
Block			Charlie		
Blue		Echo	Charlie		Delta
Bold					Bravo
Boost			Bravo		Charlie
Bright				Alpha	Bravo
Capital	Alpha	Alpha		Alpha	Alpha
Cart	Alpha	Delta	Alpha	Bravo	Alpha
Central					
Coin				Alpha	Alpha
Cosmic					
Crowd		Alpha			Bravo
Crypto			Echo		

Cyber	Delta	Echo	Echo		Echo
Defense			Bravo		
Double	Alpha				
Eco		Delta			Delta
Electric					
Equity		Charlie			
Ever	Bravo		Echo	Echo	
Farm	Alpha	Echo	Echo		Echo
First	Alpha				
Fiscal					
Fuel	Bravo	Bravo	Bravo		
Fund	Delta	Alpha	Alpha		
Funding		Bravo			Echo
Go		Charlie	Charlie		Alpha
Gold	Charlie				
Golden				Delta	
Good	Bravo				Echo
Grand			Bravo		
Great		Bravo			
Grow	Alpha		Charlie		Alpha


Growth
Alpha
Bravo
Happy
Charlie
Echo
Echo
Health
Alpha
Bravo
Healthy
Delta
Hello
Alpha
Alpha
Charlie
Alpha
Hey
Honest
Delta
Hype
Hyper
Joe
Delta
Alpha
Alpha
Launch
Alpha
Bravo
Lend
Logic
Alpha
Bravo
Alpha
Love
Charlie
Lux
Delta
Delta
Luxe
Magic
Major
Metric
Charlie
Alpha
Metro
Delta
Bravo


Mighty
Miss
Mister
Modern
Neo
New
Next
On
Pep
Perfect
Pop
Primary
Profit
Pure
Ready
Red
Right
Secret
Share
Signal
Charlie
Echo
Charlie
Bravo
Alpha
Charlie
Bravo
Bravo
Alpha
Alpha
Alpha
Delta
Echo
Delta
Alpha
Alpha
Alpha
Alpha
Charlie
Echo
Echo
Bravo
Alpha
Charlie
Echo
Echo
Echo
Charlie
Bravo
Bravo
Alpha
Alpha
Alpha
Delta
Alpha
Alpha
Charlie
Alpha
Delta

Snap		Alpha			
Social	Charlie		Charlie	Alpha	Alpha
Sound	Charlie		Alpha	Bravo	Charlie
Special					Alpha
Stack	Alpha		Alpha	Bravo	Alpha
Start	Alpha	Alpha	Alpha		Alpha
Startup					Alpha
Stat		Alpha			
Steady	Alpha	Alpha			
Stealth				Bravo	Alpha
Super			Alpha		
Sure	Bravo	Bravo			
Swift					
Swipe		Bravo			Alpha
Tech			Alpha		
Two	Charlie	Charlie	Charlie	Charlie	Charlie
Ultra					
Up	Delta				
Urban		Charlie			
Venture	Alpha			Delta	Alpha

Web	Alpha	Alpha		Charlie	
Wild		Bravo			Charlie
Work	Charlie	Alpha	Delta	Delta	Bravo
Zen			Bravo	Delta	Alpha

C. Pricing of the Top 5 Results across 100 Popular Keywords

Word	1	2	3	4	5
Ad	3395	77995	13195	16795	14000
Big	4075	72000	47995	23995	1026
Bit	4315	3715	5275	3180	2395
Blitz	4695	2700	2525	2795	2995
Block	2395	53995	14000	14995	25195
Blue	14995	1800	6355	8495	7495
Bold	4395	2995	2395	1950	1950
Boost	4460	2700	3215	2395	2155
Bright	6495	4195	3115	2995	2295
Capital	7495	4995	4075	4795	3495
Cart	4295	3595	3995	4020	3295
Central	2745	3295	2995	2395	9955
Coin	2995	1495	14395	11000	10000
Cosmic	3595	4995	5695	5295	3895
Crowd	5275	3995	4965	3845	4410
Crypto	3595	11995	17995	11995	19195

Cyber	4995	10795	45595	14900	45595
Defense	2755	2695	2525	2995	1995
Double	3500	3995	3995	3695	3595
Eco	14995	8495	8895	6795	5995
Electric	5155	1895	10795	26395	21595
Equity	4595	3235	2985	2995	2195
Ever	3170	17995	1395	2916	6995
Farm	4295	41995	14395	55000	7435
First	11995	7495	6265	3980	4320
Fiscal	3895	3995	3995	2995	2695
Fuel	6040	2870	2180	13995	16995
Fund	3795	4995	3795	3595	3595
Funding	5395	2755	2495	2200	2600
Go	3955	4075	5340	3235	3495
Gold	3475	2395	1895	10315	26395
Golden	3825	4890	3995	3395	2795
Good	3305	2275	1795	17995	4355
Grand	3900	2275	1375	6995	4795
Great	2995	2295	1405	49995	1200
Grow	4995	3595	3475	2695	2295

Growth	3695	3995	4075	4135	2795
Happy	3475	3000	9295	9595	8995
Health	2875	3395	2755	2200	10795
Healthy	2995	10195	23995	26675	3595
Hello	2795	2495	2035	10195	3595
Hey	7995	9995	3995	5295	3595
Honest	2995	9995	3995	4795	3795
Hype	3395	3095	3450	14995	11995
Hyper	24995	11995	8995	7295	4430
Joe	15595	3795	3995	4695	2995
Launch	3595	2755	2875	3395	2640
Lend	2755	3475	2755	2035	2395
Logic	3595	2995	2525	2795	2395
Love	3595	3300	3475	2755	2995
Lux	2250	7195	3595	3835	2755
Luxe	8795	5395	5595	3795	3895
Magic	5340	17995	3595	4695	2720
Major	3955	21595	11995	8295	4320
Metric	3995	3590	3475	2995	2755
Metro	4295	4995	4495	4135	5995

Mighty	5395	5595	4435	5635	2995
Miss	11995	7995	4195	3695	4695
Mister	3950	2875	2895	3395	3295
Modern	4380	3500	2595	3475	3195
Neo	6595	2635	2875	2995	2635
New	4795	4675	3115	3060	3445
Next	3495	1995	2035	2180	1895
On	3860	2795	2895	2995	2395
Pep	3540	3235	2295	2195	8025
Perfect	2155	2395	10995	14395	24995
Pop	3660	2395	13195	3800	10195
Primary	8395	7495	5395	3995	5295
Profit	4995	3895	4995	2895	3495
Pure	4435	23995	10795	6750	3715
Ready	2755	2395	2180	11995	10195
Red	3420	3235	480000	2200	2075
Right	2995	2635	2475	49995	12000
Secret	6895	8395	8195	7495	4795
Share	3795	2995	2745	2995	2995
Signal	5395	3795	3115	2995	2695

Snap	3475	24995	10795	7195	6495
Social	4915	5155	4435	3795	4895
Sound	4140	3900	3795	2485	3355
Special	4075	2875	2995	3355	2995
Stack	3895	3955	5995	3790	4995
Start	4495	4995	3495	2995	3495
Startup	2755	2395	18995	11995	1277
Stat	10075	7495	6185	6495	6595
Steady	2995	17995	6835	8495	4395
Stealth	2755	2695	2775	1375	13995
Super	1915	2016	17995	11995	9995
Sure	2985	1995	13330	11995	3795
Swift	2635	2495	2035	2155	2035
Swipe	4495	4710	2795	3115	2995
Tech	3660	2875	2395	45595	14400
Two	4795	3595	3835	3955	14395
Ultra	3995	2990	2995	2635	2795
Up	2995	2745	2395	2395	38395
Urban	4740	3780	3955	3650	1995
Venture	4195	4075	2515	3475	2295

Web	3895	4995	3955	3355	2995
Wild	2295	1950	8495	7295	7795
Work	3715	4895	2635	3475	2755
Zen	3715	5875	4365	2635	2995

D. Number of Reported Sales for Each Keyword on Namebio

To demonstrate the commercial value of each keyword in the report, we referenced the number of sales reported in an "anywhere" search for each keyword on NameBio.

The average number of reported sales among all 100 keywords is 2,421.

The median number of reported sales among all 100 keywords is 630.

These numbers show that the keywords in the report have substantial commercial value.

Ad	27993
Big	1401
Bit	2717
Blitz	71
Block	974
Blue	1511
Bold	129
Boost	303
Bright	325

Capital	1355
Cart	877
Central	848
Coin	2540
Cosmic	60
Crowd	414
Crypto	1301
Cyber	640
Defense	204

Double	164
Eco	7643
Electric	612
Equity	225
Ever	2042
Farm	1208
First	1019
Fiscal	16
Fuel	396

Fund	1376
Funding	285
Go	16091
Gold	1685
Golden	404
Good	1441
Grand	456
Great	793
Grow	787
Growth	234
Happy	736
Health	4298
Healthy	683
Hello	351
Hey	332
Honest	79
Hype	281
Hyper	196
Joe	253

Launch	190
Lend	791
Logic	498
Love	2288
Lux	1448
Luxe	261
Magic	669
Major	115
Metric	180
Metro	380
Mighty	87
Miss	816
Mister	71
Modern	497
Neo	620
New	6149
Next	676
On	80965
Pep	283

Perfect	580
Pop	998
Primary	53
Profit	398
Pure	669
Ready	336
Red	5775
Right	1038
Secret	538
Share	948
Signal	143
Snap	422
Social	1368
Sound	598
Special	590
Stack	198
Start	1020
Startup	355
Stat	3306

Steady	23
Stealth	68
Super	1538
Sure	1120
Swift	145
Swipe	62

Tech	4729
Two	2787
Ultra	352
Up	13584
Urban	660
Venture	1040

Web	5544
Wild	616
Work	4698
Zen	1018