

The Art of Domain Pricing: The Psychology Behind 99, 88, and 0

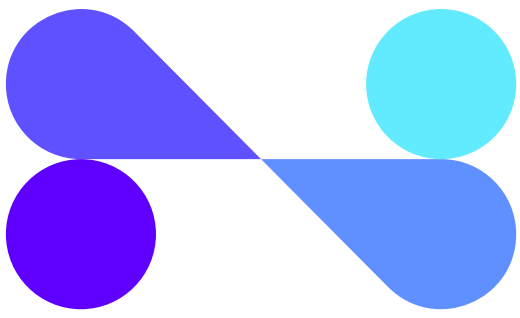
RESEARCH

Introduction

The power of numbers in domain names goes far beyond their singular arithmetic value.

Numbers such as 99, 88, and 0 become symbols laden with meaning, psychological tools capable of influencing the perception of value and stimulating buyer interest.

These seemingly simple numbers thus become refined instruments of a carefully calibrated sales strategy, ready to exploit the psychological and cultural power of numbers to influence purchasing decisions and maximize profits.



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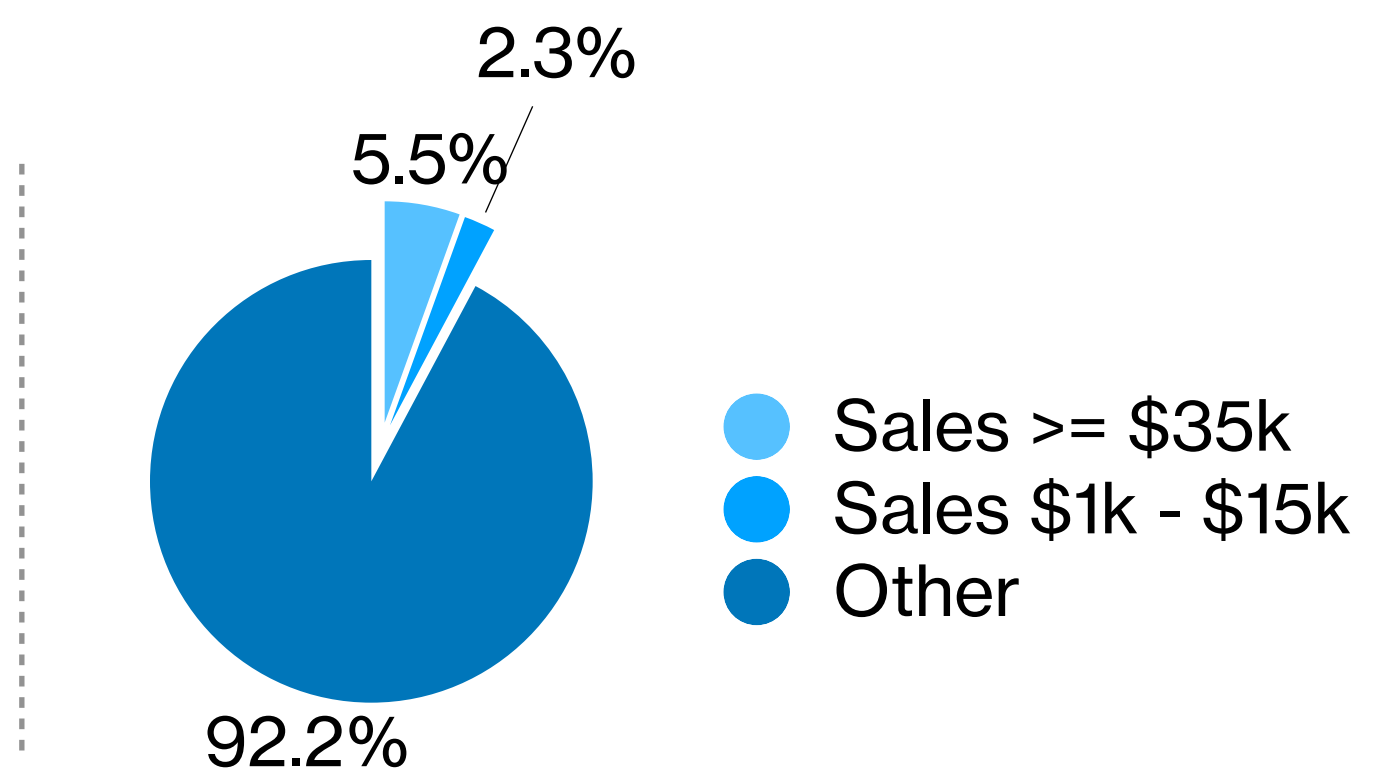
The Magic of 99 in Domains: A Psychological Strategy to Increase Sales

In the fascinating world of domain names, numbers can play a crucial role in shaping perceptions and triggering emotional reactions. Among these, the number 99 emerges as a powerful symbol, a sort of magical formula capable of stimulating interest and the desire to purchase.

Looking at the data of public sales in 2023, we can observe that the segment of sales equal to or greater than \$35,000 represented 5.5% of the total, while sales ranging from \$1,000 to \$15,000 constituted 2.3% of transactions.

The magic of 99: Domain Sales (2023):

BitcoinETF.org: **\$49,999**
Showdown.com: **\$29,999**
Shipping.ai: **\$19,999**



The 99 is a figure that psychologically tends to attract the attention of consumers, evoking the idea of a deal, of a price just below the next threshold. In this way, \$29,999 seems more accessible than \$30,000, even though it is practically the same figure. The difference is purely psychological, but it has a real impact on purchase decisions.

The magic of 99 in domains, therefore, lies in its ability to make a high price more attractive, convincing potential buyers that they are getting a better deal. It's a subtle, but effective strategy that can play an important role in increasing sales and maximizing profits.

Double Luck: The Importance of 88 in Domain Pricing Strategy

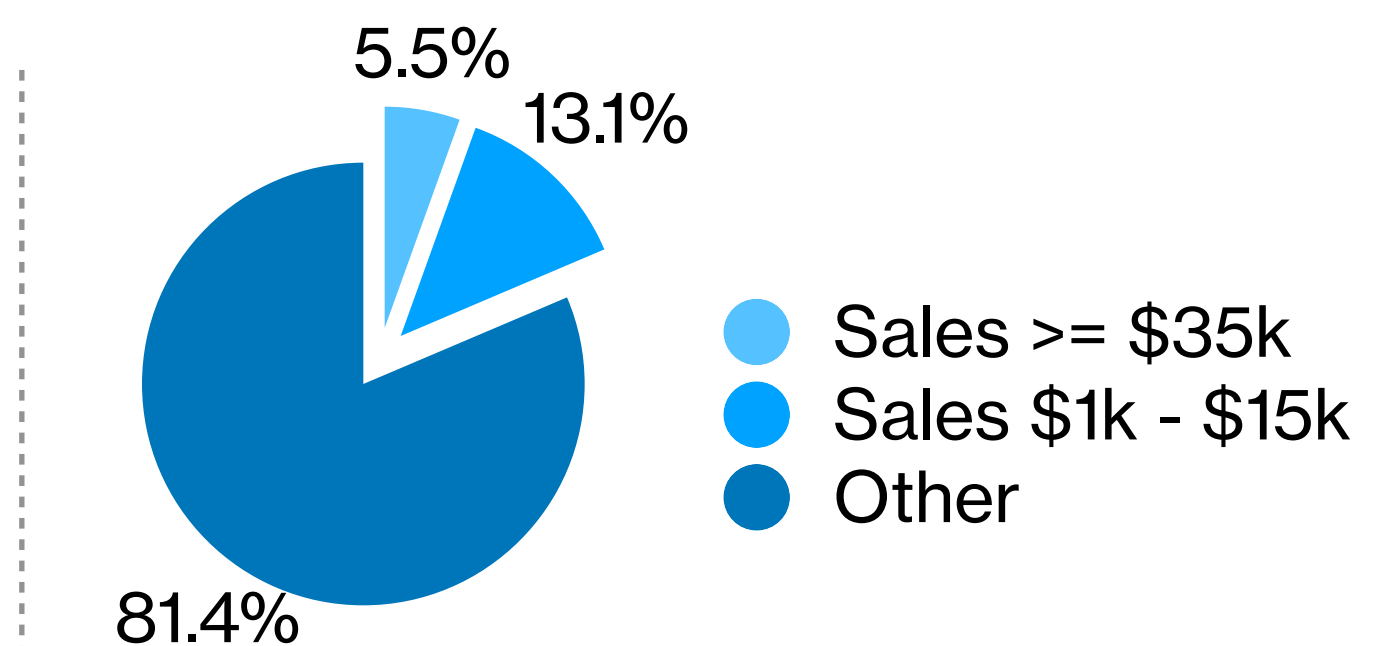
In the domain name business, specific numbers can increase attention and stimulate purchase.

The number 88 emerges as a lucky charm, a symbol of prosperity and good fortune that can transform a simple figure into a powerful strategy.

Firstly, let's observe the landscape of public sales in 2023. The data tells us that sales equal to or greater than \$35,000 accounted for 5.5%, while 13.1% of transactions fell between \$1,000 and \$15,000. This indicates that, while the majority of sales fall within the lower price range, there is still a significant percentage of high-value sales.

Lucky 88: Domain Sales (2023):

Stack.ai: \$258,888
Clockwork.xyz: \$79,888
Socrates.xyz: \$74,888



In Chinese numerology, the number 8 is associated with luck and prosperity, being phonetically similar to the word "prosper" or "wealth" in Chinese. Therefore, the double 8 doubles this symbolism, becoming a powerful symbol of success and good fortune.

This number has the power to attract buyers, especially in those cultures where the number 8 is particularly significant. But even beyond specific cultural connotations, the 88 resonates positively, evoking the idea of double luck, of a favorable fate awaiting those who choose to invest in that particular domain.

Therefore, the pricing strategy that incorporates the number 88 stands as a smart, culturally aware tactic, capable of leveraging the symbolic power of numbers to create an aura of positivity and prosperity around a domain.

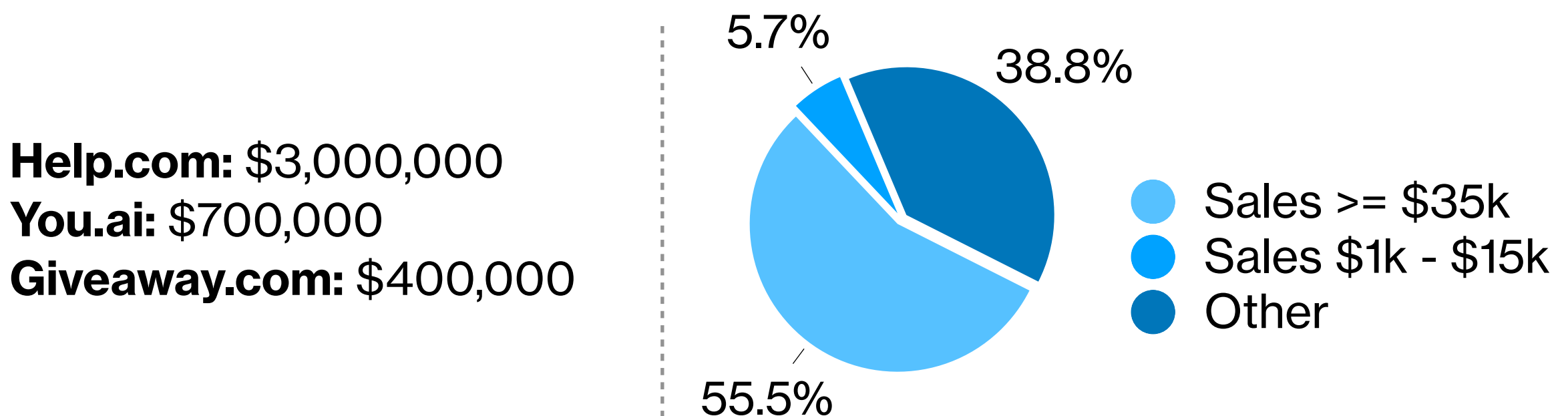
The Power of 0: How the Round Number Elevates the Value of a Domain

In the enchanting universe of domains, the round figure, represented by the final zeros, transcends its numerical value, becoming a symbol of prestige and refinement. This figure, as we will see, has the power to elevate the perceived value of a domain, making it more desirable in the eyes of buyers.

Let's explore the public sales landscape in 2023. The data shows us that sales equal to or greater than \$35,000 represented 55.5% of the total, while those between \$1,000 and \$15,000 accounted for 5.7%. This statistic highlights how premium domains, characterized by imposing figures, are not only a luxury but also a fundamental and significant component of the market.

And this is where the power of 0 comes into play, the silent protagonist capable of exerting a subtle influence on our decision-making processes.

The Power of 0: Domain Sales (2023):



Notice the presence of the round figure, the final 0 that gives these numbers a sort of harmonic perfection, a closure that psychologically invites us to perceive the value as complete, definitive, and therefore more attractive.

In these contexts, the 0 acts as a magnet that attracts attention, an element that gives the price a patina of luxury and exclusivity. The round number is a statement and a promise of quality and prestige.

It is a testament to how, even in the digital world, the smallest and seemingly insignificant details can have a profound and lasting impact on the perception of value.

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