



DNWE

The Results
14 June 2024



Participants / Data

This was a closed survey to members only, via a unique access code

1) Number of invites sent	3,161
2) Number of bounced emails	200
3) Number of reponses	140
4) Engagement Rate	4.7%



Q1.

What additional features would you like to see?

Answer	63	50.81%
No Answer	61	49.19%

Comments: 1 of 15

minimum starting price should be added, 69 USD is suitable.

add more domains, there are not enough domains for sale, attract more traffic

Just one Listing, but more curated to better names. No need for the low quality names.

I think everything is there

Capability to link to listed domains for sale (price shown once user signs in to DNWE). More filters just like NameBio and get rid of sliders. Let the user enter the value.

1. Bulk sale feature.
2. Lower commission.

Nine

Sellers to be able to list for sale more than 25 domains per day (40-50



Q1. Comments 2 of 15

would be nice)

-I sold a few domains recently that haven't been paid for(this needs to be fixed)

-I like the minimum pricing right now but if you are considering changing it, it shouldn't be lower than \$50

Invite sellers. Ability for buyers to invite sellers to list via the platform.

DNWE can do allot of that by reaching people who are either listed elsewhere or oftentimes, the domains have never been listed before.

There's lots of great domains that with a bit of exposure on the platform would attract bids.

Buyer Request could be useful.

Also Sales Insights, constant market analysis of what sells to help participants understand the market better.

Auctions with a floor price. Also, I don't like changing "standard listings" to "flea market."

1. Limit the number of domains that can be submitted by an user under each category. It will help avoid bulk importing domains and flooding the category with very poor quality domains.

2. If possible introduce account balance system. In case of low value



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sales if we are allowed to make use of that amount to purchase something else again in dnwe using account balance that will be useful.

Backlink/DR stats

Better email alerts.

#1 Lower priced domains starting at \$29.

#2 lower priced auction start prices (especially a \$1 start without reserve). Let's get some bidding wars. But basically I want to liquidate domains at any price.

I do not like the idea of GD valuations isolated. These are terribly poor valuations - if you're going to do that, you need to show ALL the valuation services.

domain appraisal

Reduced commission

Hi Ryan and New Team DNWE,

Happy to hear that you will take this platform to next level, should be a win-win for yourselves and the domaining community. Looking forward to follow this and best of luck!

Ideas top-of-mind:



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- * Consider creating standard auctions (non Dutch, so bid increments) and make these more public so they offer true liquidity (now that Godaddy is basically shutting down 7 day auctions). Make sure that each bid is binding and will go to auto-checkout (e.g. highest bidder gets Dan-link first, if not payment cleared within x days, 2nd highest bidder gets Dan-link (on their highest bid excl defaulting top bidder).
- * Engage more to market the names, number of users and activity level via newsletters etc will increase liquidity and sales velocity for everyone's benefit.
- * Communicate approximate criteria/selection process for your Curated Listings" section.
- * Show visitor stats on per level-basis and let users filter based on this data - will help both buyers and sellers save time and engage, especially if the number of listings grows.

All of these features sound great. It would be very helpful to understand where a domain should be priced in order to become a Curated Listing. For example, if I list a single word .com at X but it would only get listed as a Curated Listing at a price that's X/1.5, I would love to know that info so I can consider it.



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Sounds truly exciting... Think you got this!

Cannot wait to log into DomainManage.com tweaked DNWE.com

Listings without pricing, although open for receiving offers?

i think these look great. The biggest issue though is credibility where 90% of the names are poor and overvalued by the owner. It would be great if they could be categorised, like gold, silver, platinum and diamond or similiar (commission can be lower/higher depending on category). right now it is a jumble sale and not that helpful

- Add categories
- Make it a real wholesale place
- Increase users

Thanks

MORE INVENTORY

A domain trade feature. Participants can list their domains in the 'Domain Trade' section and other participants can then submit their own domain(s) in exchange for the listed domain. The original lister can then either accept or decline the exchange offer. DNWE can charge a flat fee for each exchange or per number of domains exchanged.

Monthly financing. Next to each domain name an option to view other



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domain names by the same seller. A unique link to view seller's domain portfolio.

SEO Domain metrics added, DR etc..

Expired auctions similar to NameLiquidate - force user to input auth code for instant transfer

If there's an option to also integrate an option for sellers to list domains that can be paid for with installments (for specific listings that are more expensive) that could be helpful.

Regarding Godaddy's appraisal- note that DNWE already had that in place for a few years but there were problems with the prices propagating properly (sometimes they did, sometimes they didn't appear) so eventually this function was removed, so hopefully you guys can figure out a way for it to work seamlessly.

Landing Pages

LTO for Premium Listings

The option to bulk list, bulk price, etc.

Domain parking with traffic statistics. e.g. visitor traffic and demographics (age, salary range)

Buy now at low price then 99 starting 20/25 so low valued domain will be



Q1. Comments 7 of 15

flipped.

Email alerts

Check out at DaaZ as an option when DAN imported transactions expire

Is there room for landing page

Perhaps create a bargain bucket section for domains \$99 and under.

LTO

Emails on auctions/dropped domains - - especially ones filtered to my preferences, stories, details and support on selling portfolios of domains. I have been to a few namescon conferences and the overwhelming themes were unless you own a short .com domain, you were holding the bag on the gtlds. Help the vast population of domainers properly appraise their domains and sell them. For instance, I use a few registries and one (Epik) that used to be good - - only generated spam inquiries for my domains. Can you help???

a ngtd filter for .app domains (in the left column)

plz lower the dutch min, for liquidations

This seems like a great list. Whatever you do, make sure auctions remain no reserve.

looks good



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Offering bulk selling for selling more than one name on one package, and ability to add description to the listing ... Also offering other payment methods like crypto Payoneer ... Handling lower deal by dnwe (for deals lower than 99\$)

Forget features, just actually get buyers so names can move.

To insure clarity, you're not saying that sellers are forced to accept these minimum bids (\$29 -\$99), right? Because if so, I'm sorry; but I won't be using DNWE anymore. Since I was getting ready to list 100+ of my .coms in the next week or so with \$9,750 list / BIN prices, I need to know that either they sell for \$9,750, or they don't sell at all.

Portfolio listings

Here are some suggestions for additional features that could enhance the DNWE platform:

Additional Features

Advanced Search Filters:

Allow users to filter domains by different criteria such as length, keyword presence, TLD, and price range.

Watchlist & Notifications:

Enable users to add domains to a watchlist and receive notifications



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about auction status, price changes, or new listings matching their criteria.

Domain Valuation Tools:

Integrate more domain appraisal tools or provide a detailed analysis report for each domain listed.

Bulk Listing Management:

Provide tools for users to list, edit, and manage multiple domains simultaneously.

Automated Price Suggestions:

Offer automated pricing suggestions based on historical data, similar domain sales, and current market trends.

Seller Analytics Dashboard:

Create a dashboard where sellers can track views, bids, and performance metrics of their listings.

Buy It Now (BIN) Option:

Allow sellers to set a "Buy It Now" price for their domains in addition to the auction format.

Escrow Services:

Integrate with escrow services to provide secure transactions for



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higher-value domain sales.

Feedback System:

Implement a feedback system where buyers and sellers can rate each other, promoting trust and transparency.

Mobile App:

Develop a mobile app for easier access and management of domain listings on the go.

Educational Resources:

Provide resources, webinars, or tutorials on domain investing, valuation, and market trends.

Social Sharing:

Allow users to share their listings on social media platforms directly from the site.

Personalized Recommendations:

Use AI to offer personalized domain recommendations based on user preferences and browsing history.

Auction Sniping Protection:

Implement features to prevent last-second bidding (sniping) to ensure a fair auction process.



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Domain History Report:

Offer a comprehensive history report for each domain, including previous sales data, ownership changes, and any significant events.

Implementation Considerations

User Feedback: Regularly gather and analyze user feedback to prioritize feature development.

Beta Testing: Roll out new features in beta to a select group of users for testing and feedback.

Integration with Existing Systems: Ensure new features integrate smoothly with existing systems and do not disrupt the user experience.

Scalability: Design features to scale with increasing user base and domain listings.

Security: Prioritize security measures, especially for transaction-related features.

Implementing these features can make the platform more robust, user-friendly, and appealing to both buyers and sellers.

Addition of domains takes time for each domain, we need to key in multiple input boxes.



Q1. Comments 12 of 15

There must be text area accepting format: domainName,BIN and domainName,BIN,MinOffer

Make offer feature encouraged for sellers

Ability for seller to mark which names they think should be curated - understand most sellers will mark most their names, but maybe if submitting a batch of 25, only 10 can be asked for curation

More transparency on the bidders. So you do not get te feeling it is the owner of the domain or dnwe

Why did you choose godaddy valuation method? Maybe a few more?

My 1st request) I would like to see "Premium" and "Standard" listings in one page as "All The Listings". Is it possible?

My 2nd request) I would like to add some comments beside my domains, in order to give more information "why I am selling them" and "Why the customers have to buy them".

Let me explain with some examples:

-Domain: Brontozor.com

-Language: Turkish

-Meaning: Brontosaurus. (1) An animal of the Mesozoic era, in many species reaching an enormous size. (2) A person or thing that is outdated



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or has become obsolete because of failure to adapt to changing circumstances.

-Type: One Word Dictionary Domain

-Domain: Decouvertes.com

-Language: French

-Meaning: Discovery

-Type: One Word Plural Dictionary Domain

-Domain: Ecif.com

-Meaning: Can Mean; "Electronic Commerce Investment Forum", or "E-Com Internet Factory", or ...

-Type: LLLL

-Domain: MartinEden.com

-Type: Book, Name, Fiction Character of Jack London

-About: Brandable domain based on the well known novel of Jack London

-Domain: MaryStuart.com

-Type: Name, Real Historical Character.

-About: Brandable domain based on one of the best known Queens of the World history



Q1. Comments 14 of 15

-reigning in Scotland, in England and in France.

-Domain: SaintQuentin.com

-Type: GEO

-About: This is a city in France.

Ability for sellers to start an auction on their listing when a minimum bid is made. This minimum bid level can be set by the Seller. Buyers would see something like Buy Now for \$199 or start a 7 day auction with minimum bid of \$50. Sedo is the only platform I know that has this feature.

I believe that having lower prices (as you have mentioned) will help move more names.

Transparent Auctions

The ability to sell portfolio's or mini portfolio's of names ie I list 10 names as a group set a minimum number of names from that group I'm willing to sell (so investors don't have to pay for names they really don't want) and I set a fixed price per domain. For example 10 names listed \$40 each minimum of 5 domains to be chosen, so the transaction would be \$200 minimum \$400 maximum. More turnover of names better from your end as you deal with higher end transactions.

If the minimum prices were to be reviewed it should not be lower than



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\$49. Sellers should be allowed to list up to 50 domains per day instead of 25

Consider adding HumbleWorth valuations too:

<https://humbleworth.com/>

Domain Loans and Domain Finance



Q2.

Rank in order of importance

	#1	#2	#3	#4	#5
1) Better curation of domains	37	19	19	9	11
2) More domains on platform	23	24	10	16	13
3) Notifications when domains i like are listed	14	20	21	14	15
4) More data feeds	13	17	19	28	10
5) More features	12	15	18	22	18
6) An app (IOS/Andriod)	4	5	12	10	32

Conclusion

The overwhelming majority want better curation & more domains on platform. It was a bit surprising that people did not rank an App as important. We assume this might be due to the fact that currently there are no apps in the domain community so people do not miss what they don't know.

Users had the option to leave comments which can be viewed on subsequent pages.



Q2.

Comments 1 of 4

increase the 25 maximum daily domain listing limit

more domains on platform please

Everyone should list their domains.

Limiting the number of 'active domains' an user can have at a time would help avoid junk list and better domains listed. That will inturn attract more buyers.

Transparency on your site about will happen after domains for sale are submitted.

What is a data feed?

For platforms like DNWE to be successful it is very important that there is complete impartiality; no participant should be given preferential treatment at any time. Employees/owners of DNWE should not participate in listings and/or auctions.

Domains I like - please allow for HUGE volume of wishlisting

Regarding the "notification when domains I like are listed" - so far there was only an option to get notified when a curated listing gets listed that meets certain criteria. It would be helpful to be able to get notifications also for non-curated listings that meet certain criteria each user could define.



Q2.

Comments 2 of 4

Some of the domains we list are expiring and we're not going to renew. It would be awesome if when we list a domain to be able to set an expiration date for the listing to coincide with the expiration of the domain. This way we know the listing won't remain active after the domain expires.

App on mobile device

Looking forward to seeing how DNWE develops under new ownership, thanks, Anne

Okay by me

Overall, I felt like the previous owners didn't market very well. A weekly or every-other-week newsletter featuring domains would be helpful.

MORE BUYERS!

You should market + advertise DNWE. It's surprising how many domainers either don't know about -- or have forgotten about -- DNWE and what it offers. (As far as ranking the above six "improvement options," I only listed them in the order I did because I couldn't move on to the next question/s without doing so. I actually think things are fine just the way they are.

More sales, more advertising to attract more buyers. No one really uses



Q2.

Comments 3 of 4

DNWE so it's a waste of time listing there most of the time.

Better Curation of Domains: This will significantly improve the quality of listings, attracting serious investors and ensuring high-value opportunities.

Notification When Domains I Like Are Listed: Keeps users engaged and informed about relevant listings, increasing the likelihood of sales.

More Data Feeds: Enhances the information available to users, making it easier to evaluate domain value and potential.

More Domains on Platform: Expands the selection for buyers, making the platform more attractive and comprehensive.

An App (IOS & Android): Improves accessibility and convenience, allowing users to manage listings and participate in auctions on the go.

More Features: Continues to enhance the platform, though individual feature importance may vary based on user needs.

getting more domains, better quality, and wholesale pricing is the most important thing.

App would be cool, but not totally necessary. Don't need tons more features, imo.

In the "Categories", "A.I." can be added



Q2.

Comments 4 of 4

Domaining on your phone is a recipe for disaster IMO. No rush for an app.

As a user it's hard to gauge how effective the platform is. I haven't had any sales in quite some time. It seems to have gotten flooded with lower quality or overpriced names, so I don't know how attractive the site is to buyers.

Some stats on actual sales that go through would be great it doesn't have to be the specific names but the patterns, price, extension other stats etc would be good to know what is selling on the platform.

Domain Loans and Domain Finance



Q3.

Currently you can list 10 domains per day up to a maximum of 25 domains on platform at any one time.

Would you like to list more?

Yes	54	55.10%
No	44	44.90%

Conclusion

The majority would like to list more domains on platform.

As a result we will allow the following limits:

Flea Market	Unlimited
Curated Domains	By Selection
Dutch Auction	50 Concurrently
Standard Auction	25 Concurrently



Q4.

Which logo do you prefer?



18 (18.37%)



15 (15.31%)



13 (13.27%)



26 (26.53%)



4 (4.08%)



1 (1.02%)



11 (11.22%)



2 (2.08%)



8 (8.16%)



Q5.

When you buy or sell a domain which payment/payout options would you like to have?

* People were able to select more than one option

Escrow.com	62	19.44%
PayPal	78	24.45%
Debit / Credit Card	75	23.51%
Bank Wire	60	18.81%
Crypto	44	13.79%



Q6.

As a temporary measure we could switch to PayPal rather than Dan.com and DNWE would manage the AUTH Code / Account Push.

This would enable lower listing amounts.

Would you want this?

Yes	62	63.27%
No	36	36.73%

Conclusion

Initially we will enable PayPal & Bank Wire. We are looking at card payment intergration and will look at an alternative for users who have difficulty with PayPal.



Q7.

What would be the ideal price to list domains at?

\$99	37	38.14%
\$69	12	12.37%
\$49	21	21.65%
\$29	27	27.84%

Conclusion

The majority would like to keep listings at \$99, from feedback and to differentiate between listing types the following listing prices will be applied.

Flea Market	\$99
Curated Domains	\$99
Dutch Auction	\$29
Standard Auction	\$69 Starting Price



Q8.

Currently fees are 12% Gross. Are you happy to pay 15% to enable the features & development of DNWE?

Yes	51	52.58%
No	46	47.42%

Conclusion

We are mindful that certain users recommend the platform to 3rd parties and will look at potential discounts for these power users on a case by case basis.

Fees will be increased to 15% with a minimum fee of \$7.50.



Q9.

How beneficial would an App be?

This would add huge value	29	29.90%
I don't think i would use it	68	70.10%

Conclusion

The results are pretty conclusive.

We will look at an App but it will not be prioritised over other initial features like Standard Auction, Data Feeds, addition of more domains on platform and better curation of domains.



Q10.

Are you open to the explicit sharing of sales data with NameBio?

Yes	36	37.11%
I have mixed feelings	28	28.87%
Absolutely Not	33	34.02%

Conclusion

Due to the close nature of this vote, the emotive nature of the results & the comments made we are considering offering a re-vote with additional options.

The best compromise may be for the buyer/seller to have the option to share or not within their account.

Comments can be found on subsequent pages.



Q10.

Comments: 1 of 6

That will affect the domain retail sale price of those domains later.

As a buyer, I don't think having wholesale prices in public is helpful.

I haven't had the opportunity to say this, so am just adding it here. My biggest issue with DNWE was that they didn't respond to customer emails, that's why I removed all my domains from their platform. If you don't realise the number one factor to business success is first class customer service, then you don't stand a chance.

Wholesale sales should not be reported. I understand reporting retail sales - but this is different. No way. Feel strongly about it - may even have to not use DNWE for acquisitions if you're going to report wholesale to wholesale purchases.

Making wholesale transactions searchable on per-domain level will risk lower end-user buyer trust/value perception. (E.g. high-quality but non



Q10. Comments: 2 of 6

category killer name sold wholesale 500-10,000 USD on DNWE, for liquidity reasons. Remarketing such a name at ~5-10x end user pricing will not benefit if inbound end users can simply Google a somewhat recent wholesale price amount.)

A middle road would be just aggregating the data anonymously like e.g. Escrow.com and then use those reports in marketing and promo of the platform.

Maybe sharing of sales 1k and less is ok, but above that both parties sign a disclaimer that publishing sales data is ok.

Not sure this would be good for a wholesale marketplace.

Communicating wholesale prices to external potential retail clients may lead to error or market devaluation?

I don't like that one has to pay a premium to see all domain names that have sold via NameBio instead of just a sample of names.



Q10. Comments : 3 of 6

Only if Namebio somehow denotes it as "wholesale"

DNWE is a private wholesale exchange. Or at least has been up till now. I think it should 100% stay that way. Wholesale prices being out there isn't beneficial for buyers and can get in the way of future end user sales as well as liquidation attempts, if the buyer ends up deciding to liquidate. So I really hope you guys won't share sales data with anyone.

We tend to keep all of our sales private and would want sales on this platform to at least have the option for us to choose that they remain private. Maybe based on account level or per domain level.

I don't think most investors want to make their wholesale sale data public.

Sure as long as it doesn't contain my PII.

DNWE is wholesale. Namebio reporting will make for cheap comps that future buyers would based their offers on.



Q10. Comments : 4 of 6

One of the key tenants of DNWE is that the data wouldnt be public.

I would want the a ability to opt out of sharing for some or all of my transactions.

If you share the prices I've listed and/or sold my domains for, I'm -- and likely a whole lot of others -- are gone. The greatest and most important competitive advantage DNWE has over other sales' platforms is the asking and sales prices privacy / confidentiality. Take that away, and DNWE becomes just another "blah - blah" sales platform in a very crowded space. NameBio has plenty of sales data from other sources. I'm not here to provide them -- or anyone else -- with my sales prices.

Have it as an option

Sharing sales data with NameBio can provide several benefits:

Market Transparency: It enhances market transparency, allowing investors to make more informed decisions based on actual sales data.

Market Insights: Publishing sales data enables the creation of detailed



Q10. Comments: 5 of 6

market insights and case studies, which can educate and guide new and existing investors.

Increased Credibility: Sharing data with a reputable platform like NameBio can increase the credibility of DNWE, attracting more users.

Trend Analysis: Access to comprehensive sales data allows for better trend analysis and understanding of market dynamics.

While some may have concerns about privacy, the benefits of transparency and market insights could outweigh these concerns, fostering a healthier and more informed investor community.

It is a wholesale exchange. Publishing prices would lower potential upside values and I think being private and exclusive to wholesale/investors is the key reason to use the site.

Since this is a wholesale platform, I would suggest no.

These are wholesale domainer to domainer sales, so it would give false impression of low market value.



Q10. Comments: 6 of 6

Since it's wholesale platform, I don't think it's necessary

I like DNWE as a closed community.

Domains liquidated on this exchange are generally embarrassments and mistakes from earlier years. Having the ability to opt in on a per transaction basis would be OK but an account wide sharing of sales data would not be welcome.

If these are wholesale prices it will not bode well for the industry for people to think these are valid sales prices. We already have to consider/question whether or not a NameBio sale is retail or wholesale.

It would give wholesale pricing to Namebio and the market but not retail. So I'm not as in favor of it. I seek retail-ish pricing on Namebio, not wholesale.

I am happy that I saw your website



Final Notes from DNWE

Thank you to everyone that participated. There has been a lot of valuable suggestions and commentary which will be worked into the roadmap.

As a platform our responsibility is to domain investors who want to sell their domain names. We want to create tools that make the process simpler and also provide data that can help buyers & sellers quickly evaluate a domains potential value.

A roadmap will follow but you can expect the release of the features requested imminently.

If you want it - we will build it!

TEAM DNWE

The raw survey data can be found [here](#)