Reasons to buy a .xyz domain

Popularity in Vertical market

- Artists & designers choose .xyz because it refers to the x, y, and z axes!
- Thousands of tech start-ups from around the world use .xyz domains.
- Thousands of small businesses from around the world choose .xyz!
- Many entrepreneurs prefer .xyz for their new start-ups & projects.
- Bloggers around the world use .xyz for their personal blogs
- Online stores often choose .xyz as their go-to domain ending
- Artists choose .xyz to showcase their projects & personal portfolios
- Gamers choose .xyz domains for their clans and game websites
- Crypto enthusiasts choose .xyz for their ICOs, exchanges, and other websites
- App developers choose .xyz for their app websites
- Companies around the world register CompanyName.xyz for their website
- Real estate agents & property managers choose .xyz domains
- The fashion industry loves .xyz for fabulous, next generation websites
- Musicians and music fans choose .xyz domains for their websites

Popularity of TLD

- .xyz domains are used in more than 230 countries and territories around the world!
- Over 1.5 million .xyz domains have been registered!
- Since 2014 .xyz has been one of the most popular new domains, with millions of domains registered.
- .xyz is one of the most popular low-cost domains in the world!
According to WIRED magazine ".xyz will be ending .com dominance".

According to Yahoo Small Business ".xyz is the most popular of the new breed of Internet addresses".


"XYZ. It's universal yet abstract. And catchy." -NPR’s David Kestenbaum.

Did you know Hooli.xyz was featured in the HBO show, Silicon Valley?

Did you know Google's parent company, Alphabet, has their website on abc.xyz?

TLD relevance / synonyms

- .xyz connects Generations X, Y, & Z!
- We end the alphabet with xyz and we should end domains the same way with .xyz!
- .xyz is for every website, everywhere.
- .xyz combines Generations X, Y, & Z to create a global community.
- .xyz is a bold, fresh choice for internet users who crave creativity.
- .xyz is short & memorable without the limitations of a label or language barrier.
- .xyz is instinctive, natural, and makes sense!

Popular patterns

- YourBrand.xyz is a popular choice for entrepreneurs & start-ups!
- YourName.xyz is a popular domain pattern for personal blogs & portfolios.
- YourName.xyz is a great choice for your blog or personal portfolio website.
- YourCompany.xyz is a popular choice for start-ups and companies
- YourBusiness.xyz is a popular choice for small businesses & start ups

Business intent

- .xyz is a generic domain, meaning the brand of your business is the focus of your domain name.
- Use .xyz for your eCommerce website!
- Some of the best .xyz names are still available!
- Stand out from the crowd and reserve a memorable domain ending in .xyz now!
Brand protection

- Protect your brand with YourBrand.xyz - thousands of brands own .xyz domains in addition to .com!
- Thousands of brands have registered TheirNames.xyz in addition to their .com domains.
- Companies around the world register CompanyName.xyz to protect their brands.

Popularity in a geographic region*

- In China, .xyz means “Little Universe” (小宇宙).
- .xyz is the most popular new domain ending in Asia!
- .xyz is sold in more than 230 countries and territories around the globe!
- .xyz is the most popular new domain ending in India!
- .xyz is the most popular new domain ending in Indonesia!
- .xyz is the most popular new domain ending in Mexico!
- .xyz is the most popular new domain ending in South Korea!
- .xyz is the most popular new domain ending in Vietnam!
- .xyz is the most popular new domain ending in the USA!
- .xyz is the most popular new domain ending in Canada!
- .xyz is the most popular new domain ending in France!

*All stats from nTLDstats.com May 2018