



Domain hacks are used by individuals, startups, and the heavyweights, alike. Did you know, Netflix uses [Movi.es](#), RedBull gives you [Win.gs](#), Ta.co is used by Taco Bell, BMW has [B.mw](#) and Matt Mullenweg, the founder of Wordpress, has [Ma.tt](#)? Google actually applied for the private [.gle](#) extension simply to get their perfect hack!

Innovative companies have built their identities exclusively around such names and they go a long way in proving how effective these names can be. They unleash the potential for clever and impactful marketing.

The following information about companies and their funding is publicly available and can be verified via sources like [CrunchBase.com](#).

- [Hu.ma.ne](#) : In 2017, two of Apple's top design and technology executives decided to leave the company to start their own venture with an ambitious vision: to create the next big computing paradigm. That startup, called Humane, is now announcing that it has raised **\$30 million** in a series A round of venture funding to continue developing its mysterious product.
- [Frame.work](#) : A computer manufacturer. They have raised **\$27 million** in series A funding.
- [On.to](#) : Electrical vehicle subscription startup, On.to has raised **\$245.2 million** and are doing well.
- [Ju.st](#) : Eat Just offers a plant-based egg substitute intended to provide healthy and nutritional food alternatives. They have raised **\$465 million** in 12 rounds of funding.
- [Li.me](#) : This is an e-scooter and e-bike sharing company based in San Francisco. They've raised a staggering **\$1.5 billion** in 14 rounds of funding!

In an increasingly **crowded marketplace** with **ever-shorter attention spans**, cleverly crafted names allow your brand to stand out. These domains are **short** and **memorable** and let you connect to an audience in entirely new ways! People today are far more aware about the possibility of having names not ending in the traditional extensions. Domain hacks not just look **creative**, they are incredibly easy to remember as they effortlessly **capture** the attention. Domain hacks are unique as while you can have [xyz.anything](#) you normally have only one [x.yz](#) (example). They are minimalist in this regard and can be seen as **artworks** in the realm of naming.

Here's a list of the top-25 domain hack sales over the years, courtesy of [NameBio.com](https://namebio.com). You can find the entire data here – <https://namebio.com/?s==MjM2IjMzkzM>.

Domain	Price	Date	Venue
s.top	161,684 USD	2017-07-10	Jiangsu Bangning
local.ly	125,000 USD	2011-11-09	private
b.et	100,000 USD	2021-06-21	DomainHacks.com
net.work	100,000 USD	2015-07-05	Minds+Machines
local.ly	100,000 USD	2011-11-08	Private
a.top	96,670 USD	2014-12-31	Com.top
c.at	60,467 USD	2016-11-14	Sedo
j.et	60,000 USD	2022-02-22	DomainHacks.com
t.ag	60,000 USD	2011-05-05	Sedo
q.to	57,500 USD	2022-01-23	Sedo
samur.ai	50,000 USD	2021-06-21	Sedo
soci.al	50,000 USD	2011-09-08	Host.al
wall.et	45,650 USD	2019-06-26	DomainHacks.com
me.nu	45,000 USD	2020-06-09	Sedo
wi.de	32,545 USD	2020-04-01	Sedo
instant.ly	32,000 USD	2012-03-28	Brands-and-Jingles
secret.es	30,825 USD	2011-02-16	Sedo
pock.et	30,000 USD	2022-02-28	DomainHacks.com
sto.re	30,000 USD	2016-05-11	DomainHacks.com
bare.ly	28,980 USD	2022-01-18	Park.io
gr.ee	25,481 USD	2012-07-24	Sedo
ba.sh	25,000 USD	2022-05-12	Divido
ma.de	25,000 USD	2012-01-25	Sedo
famo.us	25,000 USD	2011-08-10	Afternic
t.win	22,500 USD	2019-04-05	Sedo

25 records

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Definition of *stargaze*

[intransitive verb](#)

- 1 : to gaze at [stars](#)
- 2 : to gaze raptly or contemplatively

"stargaze" Merriam-Webster.com

Definition of *domaingaze*

[intransitive verb](#)

- 1 : to gaze at [domains](#)
- 2 : to gaze raptly or contemplatively

"domaingaze" gaze.domains / DomainGaze.com