



ENS Service Provider Update

Feb 6, 2025

Our Mission

Help ENS grow

Measuring Growth

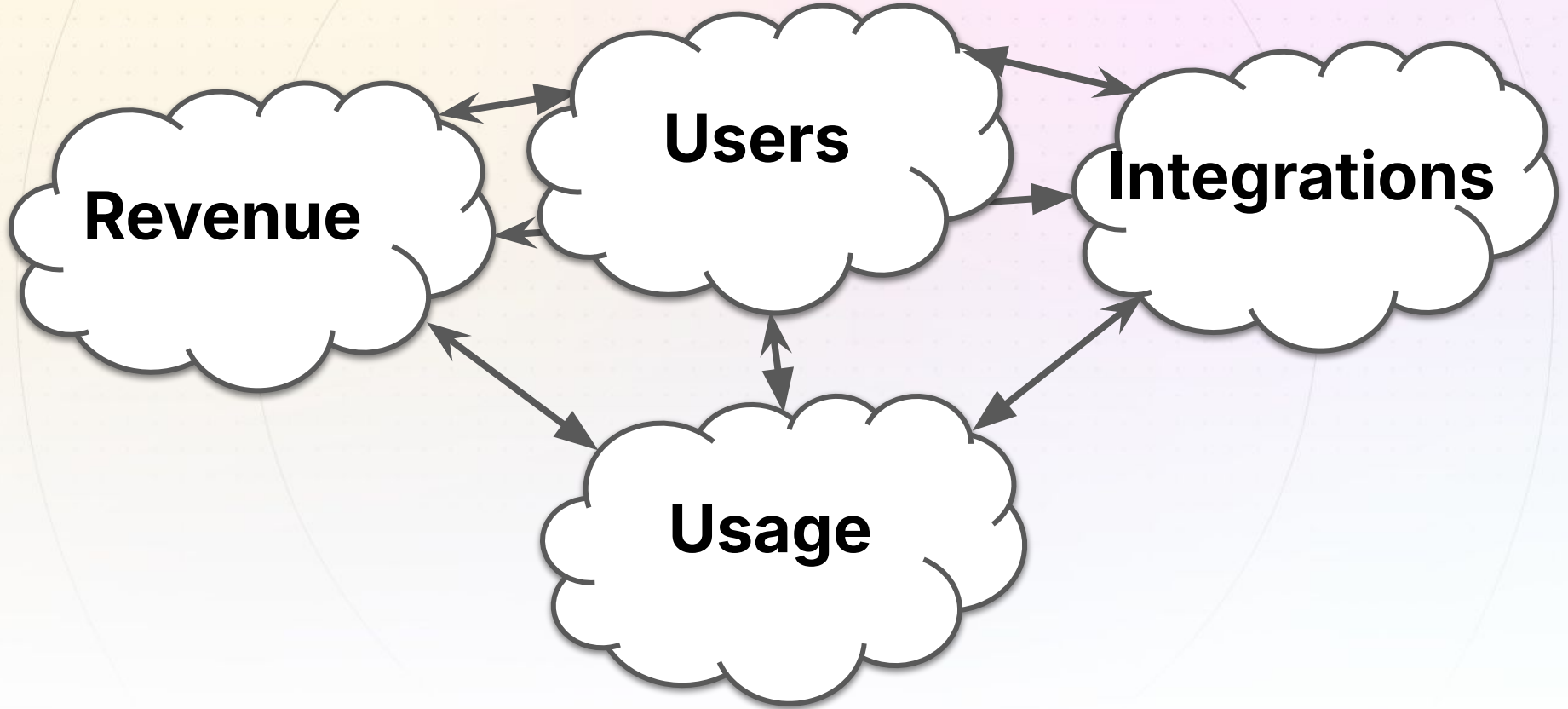
Revenue

Users

Integrations

Usage

Measuring Growth - Key Metrics Support Each Other

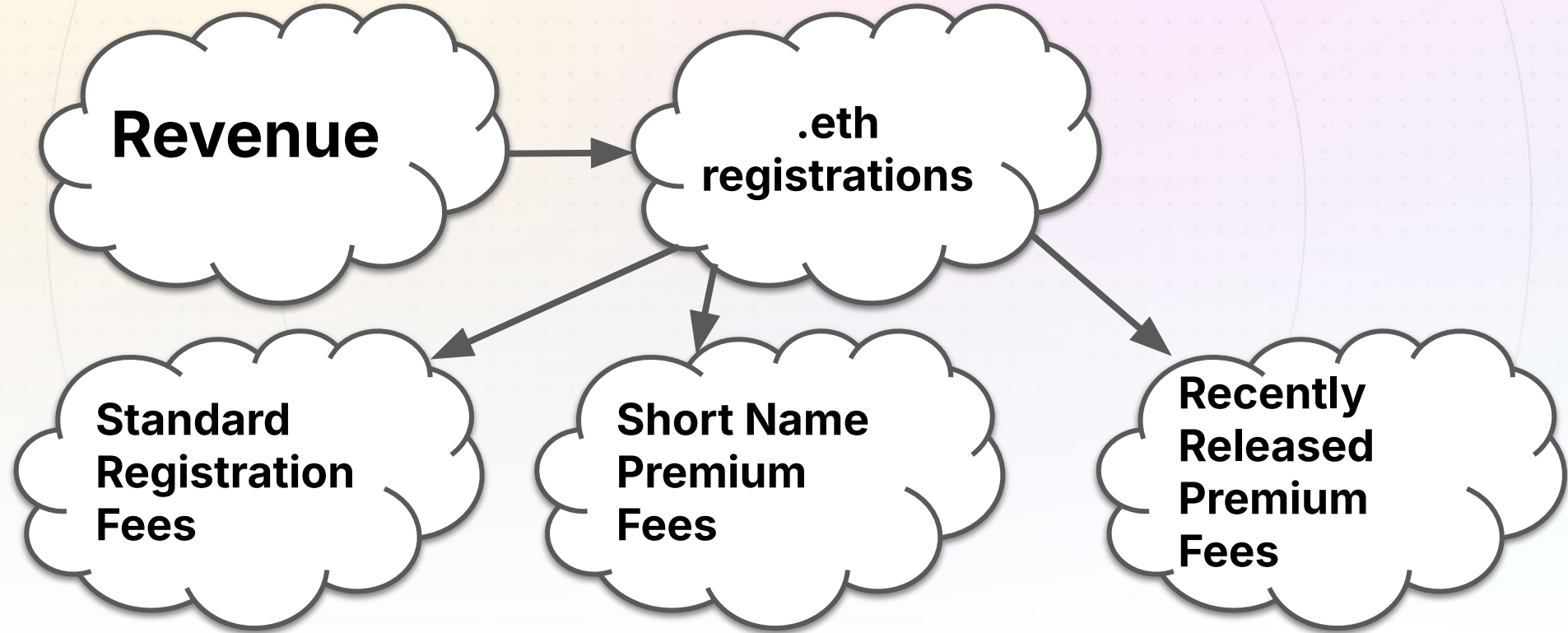


Measuring Growth - Revenue Focus



Revenue

Measuring Growth - Revenue Focus



Measuring Growth - ENS Secondary Markets

VISION Market Explore Search 3

999 Club

Name with 3 digits: 000-999.

4.999 Floor -16.54% 2.45 Top Offer — 24h Vol 473 Owners 998/1000 Items 2.50 Top Collection Offer

Names Collection Offers Activity Analytics

For Sale: All Sort by: Price 751 results

Status: Registered

Contains: Contains

Starts/Ends With: Starts With Ends With

Length: Min Length Max Length

Price: Min Price Max Price

Marketplace: All

Letters: ---

| Price | Expiration | Owner |
|---------|---------------------|--------------------|
| 627.eth | Expires in 1 month | 0x20...541 |
| 925.eth | Expires in 3 months | mylord.eth |
| 787.eth | Expires in 1 month | 0x5f...81c |
| 338.eth | Expires in 2 months | bargainbrokers.eth |
| 661.eth | Expires in 1 week | 906.eth |
| 881.eth | | |
| 882.eth | | |
| 906.eth | | |
| 632.eth | | |
| 807.eth | | |

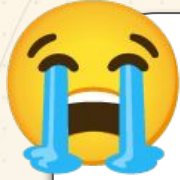
**Secondary
Market
Speculation
A Key Revenue Driver**

Growth of secondary markets → growth of ENS



**How can we
support our
secondary
markets?**

Key secondary market challenge



**Low
Liquidity**

Our strategy



**Improved
Discovery**



NameAI

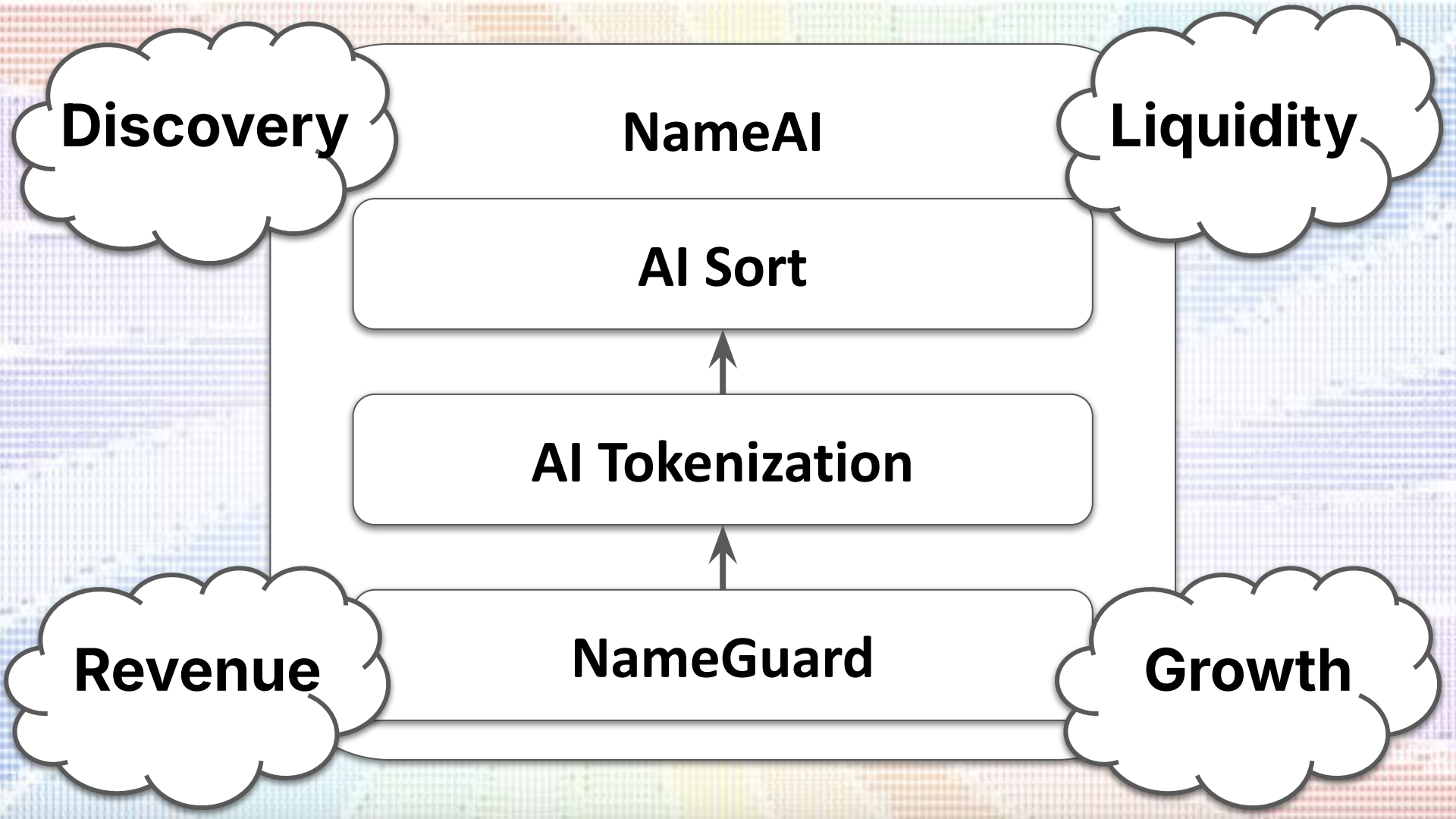
NameAI

AI Sort

AI Tokenization

NameGuard





Discovery

NameAI

Liquidity

AI Sort

AI Tokenization

Revenue

NameGuard

Growth

NameAI

fully open source



NameAI

coming soon to



VISION.IO



Enable new ENS user experiences

What will you build?

`npm install @namehash/nameai`

API docs

GitHub



Label Tokenization

nameai.io/tokenization

```
probability(['the', 'cat']) >  
probability(['cat', 'the'])
```

used in AI Sort

AI Tokenization Demo

Extract recognizable words that are otherwise "smashed together" in labels.

AI Analyze

or try one of the example labels below

Label For Analysis

Recommended Tokenization

PROBABILITY



Discovered Tokenizations

PROBABILITY



AI Sort

nameai.io/sort

AI Sort Demo

Bring names more likely to be interesting to the top.

AI Sort

defi

0.9337

blockchain

0.9337

vitalik

0.9337

ethereum

0.9337

web3

0.7828

AI Sort

default sort by method in any ENS
names list

The screenshot shows the VISION interface for the Pre-Punk Club ENS collection. At the top, the VISION logo and a search bar are visible. Below the collection name, there are social media icons for heart, Discord, globe, and X. Key statistics are displayed: Floor price at 0.0016 ETH, Top Offer at 2.00 ETH, 24h Volume at \$77.94 (-73.07%), 15975 Owners, and 46497/72328 Items. A 'Sweep' button is present. The main section has tabs for 'Names', 'Activity', and 'Analytics'. A search bar and a 'Sort by: Name' dropdown are shown, with 10,000 results. The table below lists several ENS names with their respective prices, expiration periods, and owners.

| Name | Price | Expiration | Owner |
|-----------------|-------|------------|-----------------|
| 0-0-0-0.eth | — | 3 months | 999club.eth |
| 0-1-2-3.eth | — | 3 years | darrow.eth |
| 0000000.eth | — | 9 years | hundun.eth |
| 00000000.eth | 10.00 | 7 years | 000...000.eth |
| 0000000000.eth | 1.00 | 7 years | apumaxi.eth |
| 00000000000.eth | — | 3 months | bull...roof.eth |
| 00000002.eth | — | 5 years | 0x82...7b2 |

NameAI SDK

<https://github.com/namehash/namekit/tree/main/packages/nameai-sdk>

Additional features provided by NameAI on top of NameGuard:

- Natural Language Processing: Evaluate how well ENS names represent meaningful words or phrases
- Tokenization: Break down names into meaningful word components with probability scoring
- Purity Scoring: Assess the cleanliness and quality of ENS names
- Sort Scoring: Get relative ranking scores for ENS names

The `@namehash/nameai` SDK provides full type-safety when working with the NameAI API.

```
npm install @namehash/nameai
```

Example usage

```
const report = await nameai.inspectName("cryptowallet.eth");
```

```
// Results include:
```

- AI Sort score (0.0 to 1.0)
- Word tokenization ["crypto", "wallet"]
- Security checks (via NameGuard)

Tokenization

up to 1000 potential tokenizations sorted by probability using n-gram language model

- fast tokenization with Aho-Corasick algorithm
- fast probability scoring with n-gram language model

Scoring

| Score Level | Condition | Example Labels |
|---------------|--------------------------------|------------------------------------|
| Invalid | Zero length or not normalized | "" , nick |
| Unknown Label | Matches labelhash pattern | [1234567890abcdef...] |
| Invisible | Contains invisible characters | helloworld (with zero-width space) |
| Too Long | Length > 30 characters | thisisaverylongdomainnamelabel |
| Confusable | Contains confusable characters | paypal (with letter alpha) |
| Special | Contains special characters | hello!world |
| Other Number | Contains non-ASCII numbers | hello١٢٣ (Arabic numerals) |
| Other Letters | Contains non-ASCII letters | привет |

Scoring

| Score Level | Condition | Example Labels |
|-------------------------|--------------------------------------|-------------------------------|
| Emoji/Underscore/ \$ | Contains emoji, underscore, or \$ | hello_world, \$price, hello 🙌 |
| Hyphen | Contains hyphen | hello-world |
| Simple Number | Contains ASCII numbers | hello123 |
| Zero Words | Word count is 0 | 123 |
| Many Words (4+) | Contains 4+ words | the quick brown fox |
| Three Words | Contains 3 words | just three words |
| Two Words | Contains 2 words | two words |
| One Word | Contains 1 word | hello |

+ probability adjustments

Infrastructure and documentation

- API Endpoints:
 - NameAI: `api.nameai.io`
 - NameGuard: `api.nameai.io/nameguard`
- AWS Lambda-based infrastructure
- Comprehensive documentation available
 - <https://api.nameai.io/docs>
 - <https://github.com/namehash/namekit/tree/main/apps/api.nameai.io>

Contact & Resources

- Website: namehashlabs.org
- API Docs: api.nameai.io/docs
- GitHub: github.com/namehash/namekit
- License: MIT

We welcome any feedback you have - it helps us improve!