

# NAMECHEAP SURPASSES \$73M IN BITCOIN REVENUE WITH 1.1M TRANSACTIONS

BTCPAY & NAMECHEAP INTEGRATION CASE STUDY

over two decades. Launched in 2000 to provide great domains at great prices, Namecheap has since expanded to become a platform with everything you need to get online for less. They offer hosting, security, managed WordPress, and more, always prioritizing customer service and data privacy above all else.

Namecheap has been one of the world's leading domain registrars for

### Namecheap has been supporting Bitcoin payments for a while now, and was actually the first domain

**CHOOSING BTCPAY SERVER** 

registrar to do so, back in 2013 via BitPay. And in 2020, we added BTCPay. Adding BTCPay to the mix was a way of bringing even more options and convenience. This offers customers even more choices for transactions while providing a backup plan in case another Bitcoin payment platform experiences issues. Furthermore, our customers specifically asked for it. BTCPay Server's ethos of

with Namecheap's own values. That, combined with easy integration for smaller merchants, made adopting BTCPay extra appealing.

security, privacy, and inclusion aligns



## Because of this, we had to make all the parts work together ourselves,

THE IMPLEMENTATION PROCESS

working closely with the BTCPay team to ensure the service could function on remote servers. 1. BTCPay Server - an open-source BitPay API-compatible web server that allows us to create invoices, make payments, refunds, and more.

We deployed all the server parts manually instead of using the default

method of deploying them on one machine based on docker images.

Bitcoin transactions (UTXO). Net open source solution. 4. Bitcoin Core - a Bitcoin node part of the Bitcoin network. Verifies payments and provides a soft wallet. An open-source C++ project MIT License.

3. NBXplorer - a type of REST facade over Bitcoin Core allowing

2. PostgreSql - a database for BTCPay Server.

- **CHALLENGES**

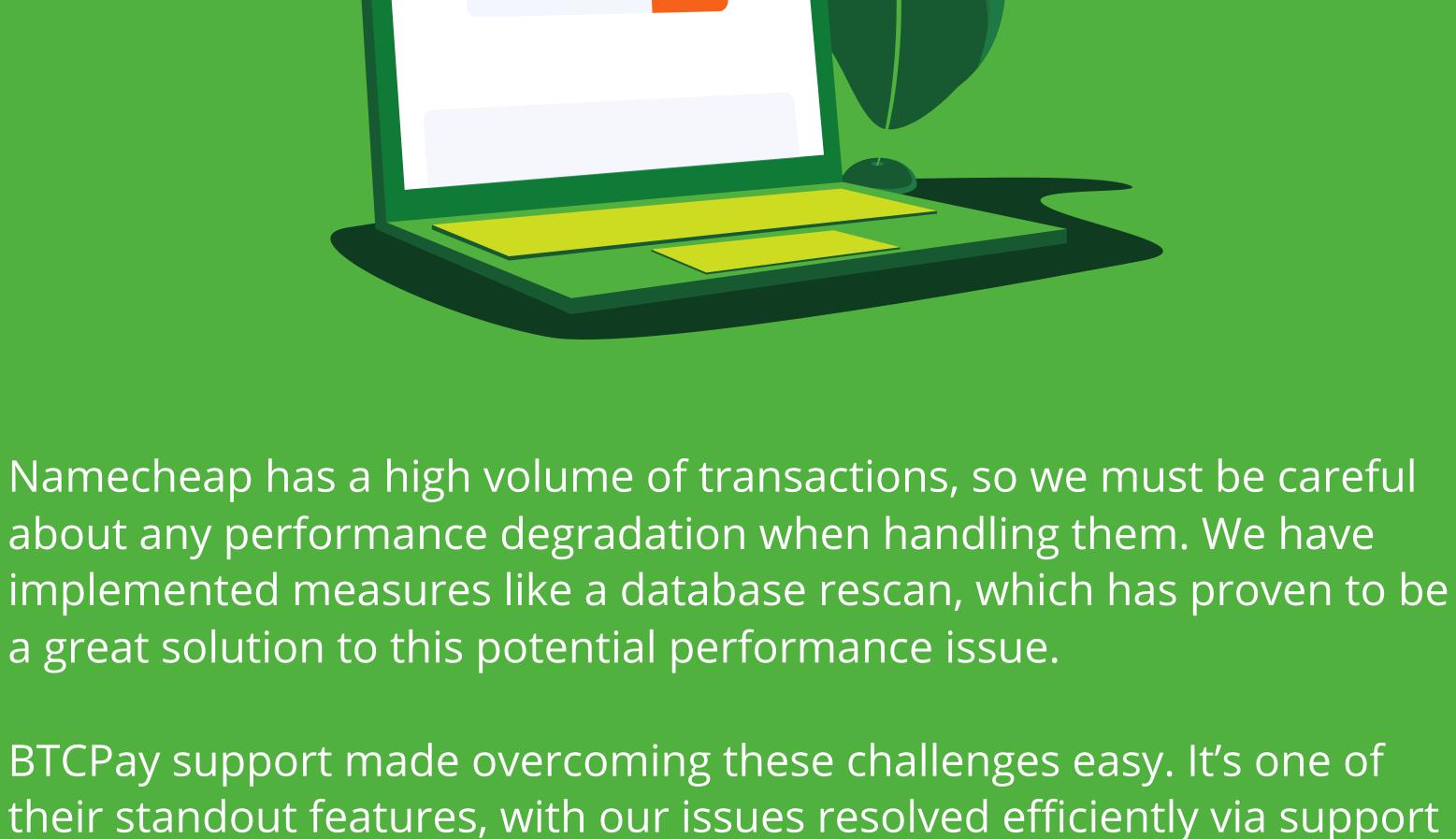
## teething problems included integrating custom images, using remote

databases, and the absence of some reporting features, which meant we had to generate reports manually.

The main challenge when implementing the integration was related to

performance. We wanted to ensure the loading speeds of the platform

and web pages would not be affected. Areas that experienced some



With BTCPay, we have a dedicated chat where problems can be resolved quickly. This is priceless for us since we need to ensure the same quality and speed of service for all our customers, whatever payment method they use.

tickets, especially when compared to other Bitcoin payment processors.

FEATURES AND BENEFITS The two key benefits of integrating BTCPay Server have been enhancing user experience while providing better customization and control for platform integration. namecheap namecheap 14:50 Awaiting Payment... 0.00023888 BTC

Bitcoin

0.00023888 BTC 1 BTC = \$86,319.89

Copy

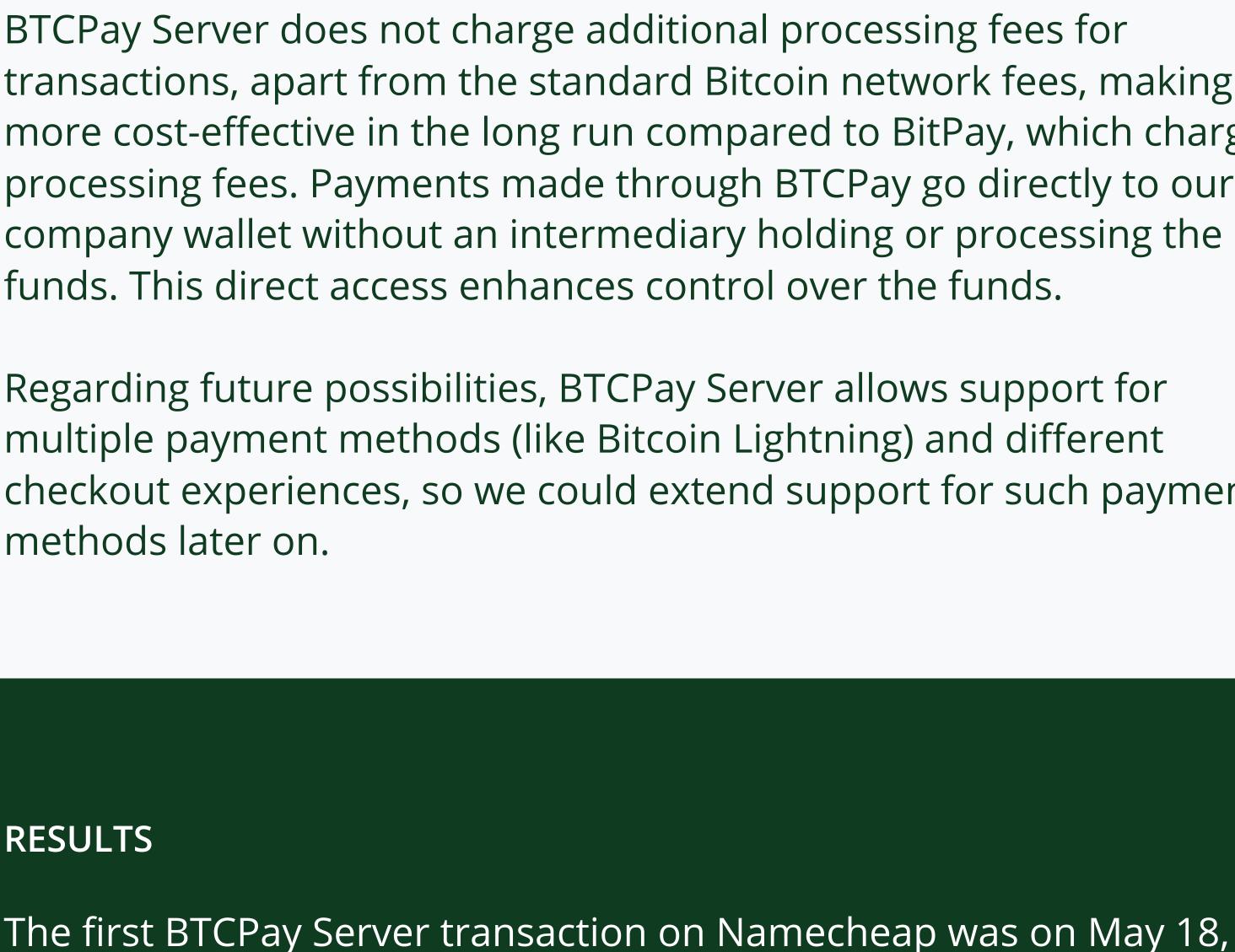
Open in wallet

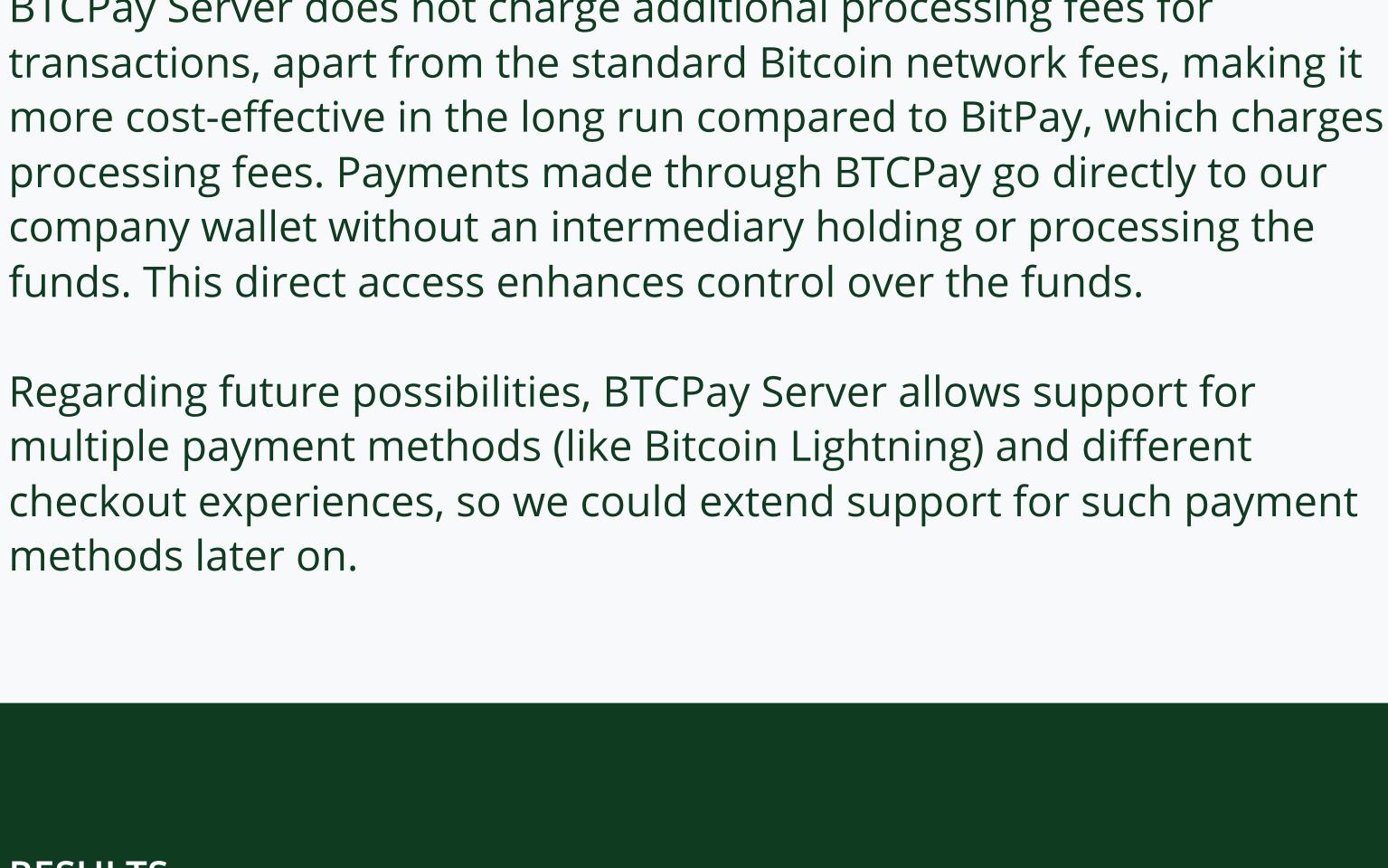
Recommended fee: 21.128 sat/byte

Powered by BTCPay Server

Pay with

Scan





1 BTC = \$86,319.89

This invoice has been paid

**Return to Test Store** 

Powered by BTCPay Server

English

3 Revenue 200 Countries

500K Total Users

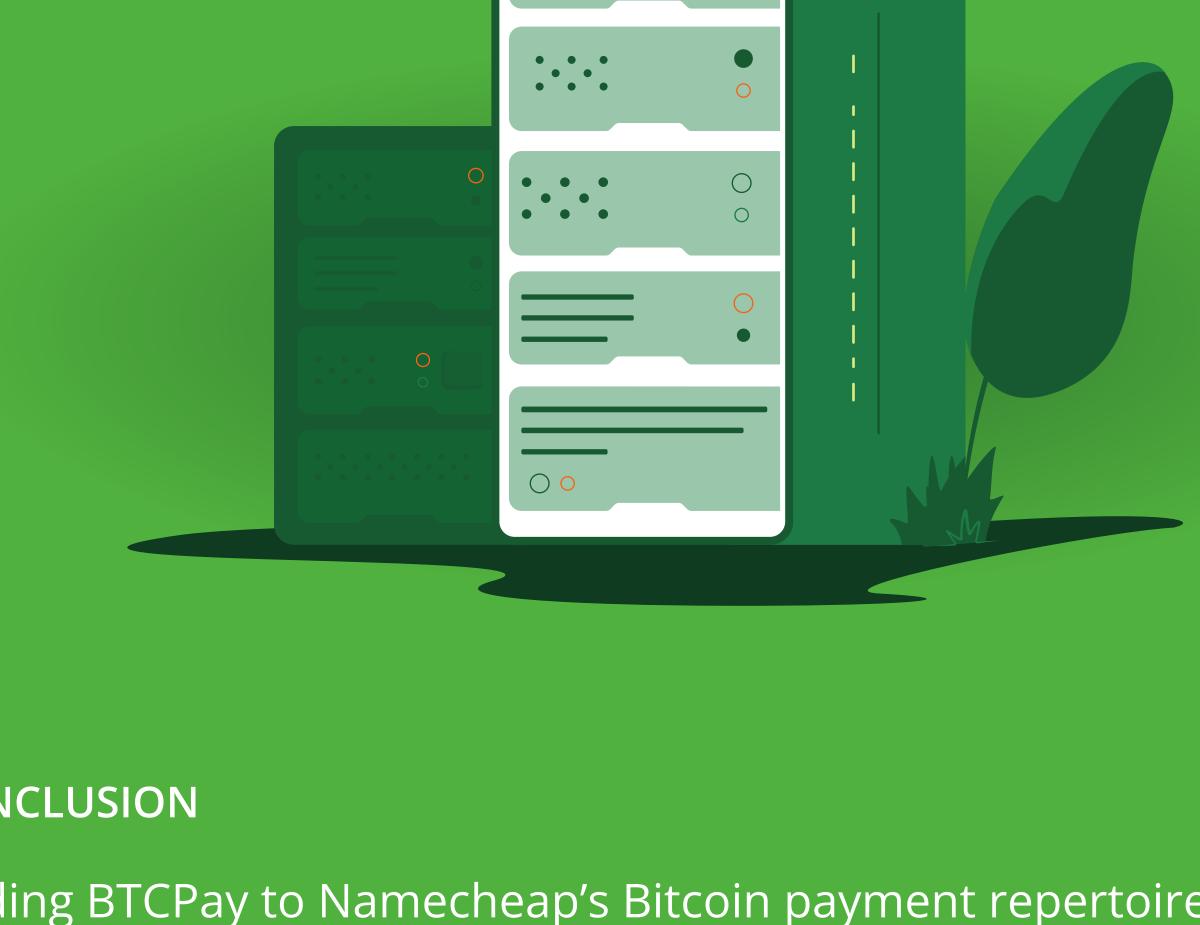
o III Transactions

2020. Between then and October 2024, we've achieved:

per user is consistent despite user number fluctuations. The average revenue per transaction has steadily risen, especially in 2024, when it jumped to \$79.30. The revenue per user skyrocketed to \$146.55 in 2024, a 23% increase from 2023.

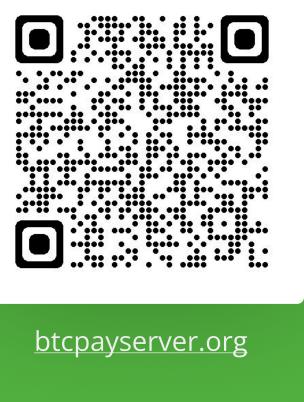
The transactions per user have remained relatively stable over the

years, sitting at 1.85 in 2024. This suggests that the engagement level



CONCLUSION Adding BTCPay to Namecheap's Bitcoin payment repertoire has been a success overall. Although we experienced minor challenges during implementation, these were quickly worked out thanks to BTCPay's excellent customer service. Namecheap is dedicated to delivering an exceptional customer experience and protecting the freedom and privacy of our users. BTCPay Server has helped us achieve that and will continue to do so in the foreseeable future.





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Human Rights Foundation

IVPN







**Coin**cards