

Genesis of a naming fad: Coined names ending with *-ify*

These are startup names from CrunchBase that use the suffix *-ify* in new ways, arranged by the years the companies were founded.

There are 187 companies on this list. 2013 isn't over yet, so it's not clear if this fad has peaked.

Spotify is the only *-ify* name that has made Business Insider's list of top private tech companies, at #19 in 2011 and #15 in 2012.

2011 and 2012 also happen to be the years when the most new *-ify* names were introduced.

Over 90% of these 187 *-ify* names were introduced after Spotify was founded in 2006.

The names in red redundantly add the verb-creating suffix *-ify* to verbs, which makes them especially strange.

The large number of these strange names shows that this naming fad has gone far beyond the innocent use of an English suffix.

SOURCES

Crunchbase: <http://www.crunchbase.com/>

BI Digital 100: <http://www.businessinsider.com/2012-digital-100?op=1>

CREATED BY

The Name Inspector: <http://thenameinspector.com>

7/24/2013



Year	1 name	0 names	0 names	1 name	0 names	1 name	2 names	3 names	1 name	3 names	2 names	5 names	9 names	23 names	38 names	59 names	24 + ? names	
1996	Actify			Authentify		Voxify	Webify	Phonify	Shopify	Versify	Zensify	Repify	Yotify	Xtify	Wingify	Youtify	Wildify	Wirify
1997																		
1998																		
1999																		
2000																		
2001																		
2002							Prolify											
2003																		
2004								Centrify										
2005									Melify	Salesify								
2006										Spotify	Predictify							
2007																		
2008																		
2009																		
2010																		
2011																		
2012																		
2013																		

- Admify ?
- Appsify ?
- Artify It ?
- Ascendify ?
- Bazaarify ?
- Broadcastify ?
- Cabify ?
- Cahootify ?
- Cardify ?
- Castify ?
- CDNify ?
- Contactify ?
- Coworkify ?
- Debuggify ?
- Detectify ?
- Employify ?
- Eventify ?
- Explainify ?
- Fluentify ?
- Globify ?
- Healthify ?
- Hometify ?
- Hüify ?
- Iconify ?
- Koalify ?
- Legify ?
- Lodgify ?
- Lumify ?
- Moosify ?
- Motify ?
- Musify ?
- OrdiFY ?
- Playnify ?
- Pickify ?
- Postify ?
- Printify ?
- AdEntify ?
- Haptify ?
- Procurify ?
- Amtify ?
- Inspectify ?
- Productify ?
- Aptify ?
- Careerify ?
- Integrity ?
- Programify ?
- Assignify ?
- Chargify ?
- Jottify ?
- Quotify ?
- Betify ?
- Cloudify ?
- Kindify ?
- Relify ?
- Carzify ?
- Connectify ?
- Klinify ?
- Ripplify ?
- Flunify ?
- Credentify ?
- Magnetify ?
- Rokkify ?
- Incentify ?
- Extify ?
- Medify ?
- Roomify ?
- Minutify ?
- Linksify ?
- Buddify ?
- MetaGamify ?
- Sagacity ?
- Omnify ?
- Lockify ?
- Copify ?
- Mobilify ?
- Scalify ?
- Pitchify ?
- Markify ?
- Devify ?
- Naukrify ?
- Scoutify ?
- Plunify ?
- Navify ?
- Distrify ?
- Perkify ?
- Searchify ?
- Praxify ?
- Playlistify ?
- Enthusify ?
- Rentify ?
- Smashify ?
- Refractify ?
- Qunify ?
- Feedbackify ?
- Rockify ?
- Stackify ?
- Remedify ?
- Backupify ?
- Reppify ?
- Gamify ?
- Shoutify ?
- Symptify ?
- Rightsify ?
- Buildify ?
- Smartify ?
- Likify ?
- Snappify ?
- Synapsify ?
- Spotsify ?
- Crowdify ?
- Summify ?
- Mobify ?
- Squadify ?
- Tawkify ?
- Spreeify ?
- Emotify ?
- ThreeDify ?
- Roadify ?
- Taggify ?
- TechnoDify ?
- Swanify ?
- Expensify ?
- Verify ?
- Scholify ?
- Tillify ?
- Themify ?
- Tenantify ?
- Optify ?
- Vestify ?
- Storify ?
- Tringify ?
- Topify ?
- Userify ?
- Quotify ?
- Voicify ?
- Subsify ?
- Tripify ?
- Treatify ?
- Vistify ?
- Secureify ?
- Warrantify ?
- Tubeify ?
- Vizify ?
- Yakify ?
- Vvify ?
- Warranty ?
- Xtify ?
- Wingify ?
- Youtify ?
- Wildify ?
- Wirify ?