

Fiverr (NYSE: FVRR) runs a global marketplace where freelancers sell digital services as fixed-scope, fixed-price "Gigs", taking a cut from both buyer and seller on every order — and increasingly sells ads, seller subscriptions and software on top. FY2025 revenue was \$430.9M (+10.1%).

KEY PARTNERS

- Freelancers who list Gigs and keep ~80% (SECONDARY).
- Amazon Web Services hosts the platform (FACT).
- Payment processors; fees are a variable cost (FACT).
- Apple App Store / Google Play for the mobile app (FACT).
- Search & social ad channels for buyer acquisition (FACT).
- AutoDS acquired July 2024 for e-commerce tools (FACT).

KEY ACTIVITIES

- Curate and rank a catalog of hundreds of categories (FACT).
- Match buyers to freelancers; Dynamic Matching for big projects (FACT).
- Escrow-style payments, refunds and dispute handling (INFERENCE).
- Performance marketing and brand campaigns (FACT).
- Build Fiverr Ads, Seller Plus, AutoDS tools (FACT).
- AI-first transformation since Sep 2025 (FACT).

KEY RESOURCES

- 3.1M annual active buyers at end-2025 (FACT).
- Gig catalog with reviews, scope and pricing (FACT).
- Brand** — most new buyers come organically (FACT).
- 528 employees, Dec 31, 2025 (FACT).
- \$308.5M cash & investments at Q2 2026 (FACT).
- Proprietary Knowledge Graph for matching (FACT).

VALUE PROPOSITIONS

- Fixed-scope, fixed-price Gigs with reviews (FACT).
- Pay at checkout; seller paid after delivery (INFERENCE from flow).
- Global talent across hundreds of categories (FACT).
- Fiverr Pro** — vetted talent, team tools (FACT).
- Sellers** — built-in demand, no prospecting (FACT).
- Seller Plus** — analytics and success managers (FACT).

CUSTOMER RELATIONSHIPS

- Self-serve ordering, messaging, reviews (FACT).
- Customer care team (83 staff end-2025) (FACT).
- Fiverr Pro tailored hiring services (FACT).
- Managed Services / Dynamic Matching (FACT).
- Seller Plus success managers (FACT).
- Risk** — off-platform leakage of repeat work (FACT).

CHANNELS

- fiverr.com marketplace (FACT).
- iOS and Android apps (FACT).
- Organic** — brand and virality, majority of new buyers (FACT).
- Performance marketing (search, social) (FACT).
- Brand campaigns (FACT).
- AI-related traffic headwinds noted 2026 (FACT).

CUSTOMER SEGMENTS

- SMBs and solo entrepreneurs (core) (FACT).
- Larger companies via Fiverr Pro (FACT).
- Freelancers and agencies as sellers (FACT).
- Dropshippers via AutoDS (FACT).
- U.S. 48% of FY25 revenue; Europe 28% (FACT).
- Buyers from 160+ countries (FACT).

COST STRUCTURE

- Cost of revenue \$79.4M (81.6% gross margin) (FACT).
- Sales & marketing \$176.7M (FACT).
- R&D \$90.7M (FACT).
- G&A \$85.3M (FACT).
- GAAP operating loss \$(1.2)M FY25 (FACT).
- Restructuring costs \$3.4M (FACT).

REVENUE STREAMS

- Marketplace revenue \$297.5M FY25 (~1.8%) (FACT).
- Take rate 27.7% of \$1.07B GMV (FACT).
- Buyer fee 5.5% + \$3.50 under \$200 (FACT).
- Seller commission ~20% (SECONDARY).
- Services revenue \$133.4M (+50.9%) (FACT).
- Ads, Seller Plus, AutoDS, other tools (FACT).