

StockX runs an online resale exchange where buyers place bids and sellers set asks on new sneakers, streetwear, collectibles and electronics, and StockX verifies each item before it ships. It earns a cut of every sale: sellers on the Verified Marketplace pay a 7% to 9% transaction fee plus 3% payment processing, and buyers pay processing and shipping fees. StockX is private and last disclosed full-year results for 2020: over \$400M of GAAP revenue on \$1.8B of gross merchandise value (GMV) and more than 7.5M trades. In 2026 it added StockX Listings for used items and StockX Live for live auctions, both with no seller fees at launch.

KEY PARTNERS

- Independent sellers and high-volume resellers supply all inventory (FACT).
- Brands and law enforcement partner on anti-counterfeit work, per the company (FACT, company-reported).
- Brand-embedded RFID and NFC tags are scanned during verification; nearly 10M RFID tags scanned since 2022 (FACT).
- Carriers ship each Verified order to a verification center and then to the buyer (FACT).
- Nike v. StockX settled Aug 2025 and was dismissed with prejudice; terms not disclosed (SECONDARY).

KEY ACTIVITIES

- Match bids and asks with dynamic, market-set prices (FACT).
- Verify items in StockX verification centers before they ship (FACT).
- Score every order with a machine-learning risk model since 2024 and route risky items to senior staff (FACT).
- Rejected more than 370,000 products worth nearly \$74M in 2024 (FACT, company-reported).
- Store and ship seller inventory through Flex (FACT).

KEY RESOURCES

- About 1,000 employees across offices and verification centers (FACT, company boilerplate 2025-2026).
- 11 authentication centers on four continents and 300+ authenticators, as of 2022 (FACT, company-reported).
- More than 30M unique monthly visitors, per a Jun 2026 release (FACT, company-reported).
- Real-time and historical price data from every trade since 2016 (FACT).
- \$3.8B valuation in Apr 2021 after \$60M primary and \$195M secondary financing

VALUE PROPOSITIONS

- **Transparent market price** — highest bid, lowest ask and sale history on every product (FACT).
- Items checked at a verification center before shipping on the Verified Marketplace (FACT).
- Buyer Promise covers every purchase, including Listings and Live (FACT).
- Sellers list against a standard catalog page with no listing to write (FACT).
- **Lower seller fees as seller volume grows** — 9% at Level 1 down to 7% at Level 5 (FACT).

CUSTOMER RELATIONSHIPS

- Self-service app and website with live chat and phone support (FACT).
- Five seller levels; activity resets every calendar quarter (FACT).
- Level 5 sellers get a dedicated account manager and partnership opportunities (FACT).
- Penalty fees for Level 3-5 sellers who fail to ship 5% or more of orders in a month (FACT).
- **Annual Big Facts report** — nearly 200 brands set all-time annual sales records on StockX in 2025 (FACT, company-reported).

CHANNELS

- StockX iOS and Android apps and stockx.com (FACT).
- **StockX Live** — livestreamed auctions and giveaways in the iOS app since Jul 30, 2026 (FACT).
- StockX Listings for used and vintage items, launched Jun 24, 2026 on iOS in the U.S. (FACT).
- **Data-driven press** — Big Facts index and holiday sales releases (FACT).
- Retail and verification-center drop-off for sellers in some regions (FACT).

CUSTOMER SEGMENTS

- Buyers of sneakers, apparel, accessories, collectibles, trading cards and electronics (FACT).
- Casual sellers at Level 1 (FACT).
- Professional resellers at Levels 3-5 with advanced tools and Flex storage (FACT).
- Sellers of used, vintage and unique items via Listings (FACT).
- Buyers and sellers in more than 200 countries and territories, per 2020 and 2022 company statements (FACT).

COST STRUCTURE

- **Verification centers and staff** — 300+ authenticators plus nearly 200 support staff as of 2022 (FACT, company-reported).
- Inbound and outbound shipping on each Verified order (FACT).
- Payment processing, offset by the 3% seller processing fee (FACT; offset is INFERENCE).
- **Anti-fraud technology** — CT scanning since early 2024, RFID readers, risk models (FACT).
- No cost or profit figures published since break-even in H2 2020 (FACT).

REVENUE STREAMS

- Seller transaction fee 9.0% to 7.0% by seller level on the Verified Marketplace (FACT).
- Seller payment processing fee 3% on every Verified sale (FACT).
- Dynamic buyer processing fee plus shipping on Verified orders (FACT).
- **Listings** — 3% buyer processing fee (min \$3.95), \$12.50 optional verification, \$15 seller fail fee (FACT).
- StockX Live and Listings carry no seller fees at launch (FACT).

Sources: stockx.com/about/stockx-drops-annual-brand-protection-customer-trust-report-reveals-company-rejected-nearly-10-million-worth-of-counterfeit-sneakers-in-2024 · reuters.com/legal/litigation · stockx.com/help/articles · stockx.com/help/articles · stockx.com/help/articles · stockx.com/about/stockx-live-coming-this-summer · stockx.com/news/en-gb · stockx.com/about/press-release-stockx-valuation-surges-to-3-8-billion-with-255-million-financing

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