Peekaboo Beans' Traci Costa on building a long-term high-quality brand for children

written by InvestorNews | February 20, 2020

"Great brands take time to build. They don't happen overnight. My mission with Peekaboo Beans has always been about creating a long-term high-quality valuable brand for children. We have gone through a lot of change and that is because of the retail environment. Now we are at a place where we are happy in this environment and the distribution model we have now. We have a fantastic brand, powerful mission, incredible product, 38% customer returning rate. Our numbers are off the chart right now as far as our growth and website visitors are concerned. Growth in the US is up 5% over last year. All of our metrics are pointing in the right direction. We are finally excited to launch our subscription box which is a transmedia augmented reality subscription box that is a storybook adventure. We are thrilled to be launching that next month…" States Traci Costa, President and CEO of Peekaboo Beans Inc. (CSE: BEAN), in an interview with InvestorIntel's Tracy Weslosky.

Traci went on to say that Peekaboo Beans just reported record quarterly sales in Q1 F2020, an increase of 229% from Q4 2019 and an increase of 21% over the same period last year. Traci also provided an update on Peekaboo Beans' vintage buyback program. Most of the textile wastes end up in landfills. She said that Peekaboo Beans creates high-quality products that are designed to last and the company will buy back its products and resell them to keep it out of the landfills.

To access the complete interview, click here

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Peekaboo Beans' Traci Costa on 'exceptional' kid clothing that keeps customers coming back

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"Our mission at Peekaboo Beans is what people attach themselves to. What mothers, what parents attach themselves to is this mission about getting kids back to basics, getting them out playing through a unstructured environment where they learn and grow and develop. That's why we have developed such a strong culture and such a strong consumer base. We have a 60% returning customer rate. At the end of the day, we have an exceptional product (kid clothing) that allows children to feel good, to not be distracted, to empower them to be independent. We have a great product and our culture and our community and our mission is what keeps people coming back." States Traci Costa, President and CEO of Peekaboo Beans Inc. (CSE: BEAN), in an interview with InvestorIntel's Tracy Weslosky.

Traci went on to say that Peekaboo Beans has increased its digital marketing spend and the company is seeing great returns on its ad spend. Peekaboo Beans had a 40% growth in the first two months of the first quarter and is continuing to see improvement in gross margin. Traci said that website visitors for Peekaboo Beans has doubled. Traci was recently selected to participate in the year-long Canaccord Genuity Advisory Program for Women Entrepreneurs. Peekaboo Beans continues to drive female empowerment through both the Company's corporate structure and retail business model.

To access the complete interview, click here