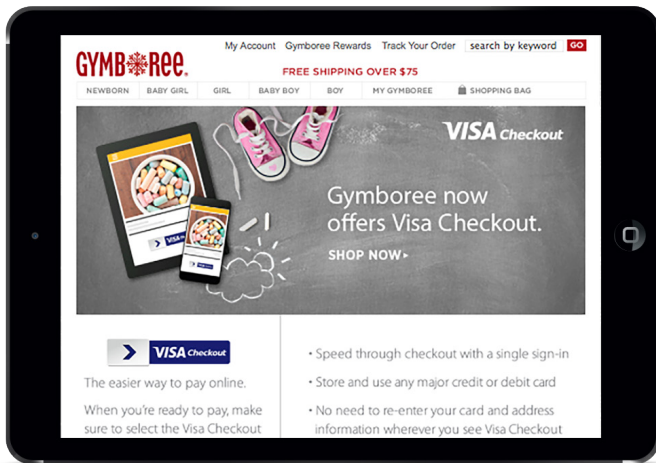


Visa Checkout Drives Customer Acquisition



GYMBOREE

"Visa Checkout brought in and helped convert valuable new customers during the always competitive holiday season."

— Jeff Reichelderfer, Sr. Director, Marketing

Gymboree implemented Visa Checkout with the goal of growing transactions as well as their customer base.

"We chose Visa Checkout because we want our customers to be able to checkout quickly and easily on their preferred device."

— Jeff Reichelderfer, Sr. Director, Marketing

Visa Checkout contributed a significant percent of transactions for Gymboree during promotional periods...

48% Increase in average daily transactions during Visa Checkout promotions compared to non-promotional periods¹

...And Visa Checkout delivered strong results post-promotion, too

3X Increase in Visa Checkout share of transactions post-promotion compared to pre-promotion²

Plus, Visa Checkout is driving ongoing customer acquisition for Gymboree

43% Of customers, on average, using Visa Checkout have been new customers to Gymboree³

35% Of new Gymboree customers using Visa Checkout were acquired during a non-promotional period⁴

Contact your Visa account executive or visit visacheckout.com/business to find out how Visa Checkout can help you drive sales, increase spend and enhance loyalty.

VISA everywhere
you want to be

¹ Data from Gymboree. Promotional periods are 11/17–21/14, 12/12–14/14, and 12/17–21/14. Non-promotional periods are all other dates during the period 10/27/14 (Gymboree launch of Visa Checkout) to 3/10/15.

² Data from Gymboree. Based on comparison of Visa Checkout share of transactions during post-promotional period 11/22/14–12/11/14 and pre-promotional period 10/27/14–11/16/14.

³ Data from Gymboree for the period 10/27/14–3/10/15.

⁴ Based on comparison of Visa Checkout customers acquired during promotional periods and non-promotional periods.