

# 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](#)

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