

How net new customers fueled **196% BNPL growth**

Gaming isn’t one-size-fits-all, and neither is how players pay. Ahead of the 2024 holidays, GameStop wanted to meet **debit-first and budget-conscious** customers where they are, in-store and online. With omni-channel solutions and a shared-contribution model that made smarter payments possible without breaking margins or the backend, GameStop leaned on Zip BNPL to deliver.



196%
increase in BNPL
transaction volume*

2x AOV
compared to
sitewide average*

Fast, flexible, and cost-conscious

In November 2024, GameStop rolled out Zip in nearly 2,800 stores with no POS integration or technical roadblocks. By April 2025, Gamestop expanded Zip online with a virtual card integration—a fast, low-lift approach that preserved engineering resources.





Within months, Zip increased BNPL transaction volume by **196* percent**. With a **\$136* average order value**, Zip purchases more than doubled the sitewide average.

“We launched in-store using a no-integration approach that enabled a **fast, frictionless rollout**. It was exactly what we needed to move quickly during the busiest season of the year.” —GameStop

More choice, more wins

With strong results and shopper demand on the rise, GameStop’s now gearing up to launch Pay-in-8¹ online. By choosing a smarter BNPL partner, they proved that Power to the Players doesn’t stop at the shelf. It ends at checkout. And with Zip, it ends in a win.

Products used

-  No-POS integration
-  Zip Widget on PDP & Cart Pages
-  Virtual card
-  In-Store Marketing Assets

Join the thousands of merchants winning with Zip.

[Become a Zip merchant](#)

¹For a \$400 purchase, you'd make eight \$52.13 payments every two weeks starting today for a 31.66% annual percentage rate and a total of payments of \$417. A \$17 installment fee is charged at commencement - you pay \$2.13 of this fee as a prepaid finance charge when you make your initial payment today. The remaining \$15.87 is included in your future payments. Actual installment fees vary and can range from \$8 to \$78 depending on the purchase price. Actual amount of fee for your purchase will be reflected in checkout. Estimation of installment payment and annual percentage rate excludes potential tax and shipping costs. Zip Pay Anywhere and Zip Checkout financing through Zip issued by WebBank. All loans are subject to credit approval. Eligibility criteria apply. See payment terms: Zip Loan Terms of Service | Zip, previously Quadpay . Loans to California residents, other than loans through the Zip Pay Anywhere and Zip Web Checkout are made or arranged pursuant to a California Lenders Law license. *Based on Zip's internal data. Results are not representative, or guaranteed and may vary based on industry, company size and other criteria.