

From Walkaways to Packed Showrooms:

How The Tamayo's Jewelry Group Nearly Doubled Revenue with Acima Leasing



The simple LTO solution from Acima helped The Tamayo's Jewelry Group capture a wider market, eliminate frustrations with credit cards and financing and accelerate their success in a competitive jewelry market.

The Tamayo's Jewelry Group partnered with Acima in 2019, integrating the Acima LTO solution and promoting it as the preferred option for customers in-store and online.

With the Acima platform, The Tamayo's Jewelry Group has reported:



Since partnering in 2019, Tamayo's has nearly doubled revenue almost every year. Company-wide sales grew to \$36M in 2024 and are projected at \$46–50M in 2025. At the flagship location alone, monthly Acima-driven GMV has risen from ~\$500,000 to \$900,000–\$1,000,000 per month.



Customers can gain the ability to lease bigger-ticket items with Acima. The Tamayo's Jewelry Group stated that they saw an average increase in ticket size from ~\$1,200 to ~\$1,500 with continued upward momentum, especially during holidays.

Asael Tamayo happily summed it up:

"Acima has been a big part of why we've doubled revenue almost every year since 2019... Without Acima, we definitely wouldn't be doing this well"

Ready to explore options that may help boost your sales, reduce walkaways, and empower more customers – the way The Tamayo's Jewelry Group has done?

The Acima digital LTO solution is built for growing retailers, offering seamless integration, an easy application with fast decisioning and flexibility to help foster revenue and loyalty.

Apply at  acima.com/partner

*This case study is based on an interview conducted with Tamayo's Jewelry in October 2025. The experiences, results, and opinions expressed are those of the interviewee and do not necessarily reflect the experiences of all Acima Leasing customers or partners. Individual outcomes may vary based on factors such as payment history, lease terms, merchandise selected, and applicable state laws.

acima
Leasing