

StyLaquin

Engage and delight shoppers so they stay longer,
view more items, and return more often!



Stylaquin makes it fun to browse online

Online shopping is all about speed and efficiency. That isn't a bad thing except that 85% of all goods are purchased by women, and women like to browse. Women value fun, beauty, and engagement when they shop. What if your website could give women the shopping experience they

want without changing the website, without re-platforming, and with no additional work for your e-commerce team? Sound Impossible? Not with Stylaquin! Stylaquin is so unique it's patented.

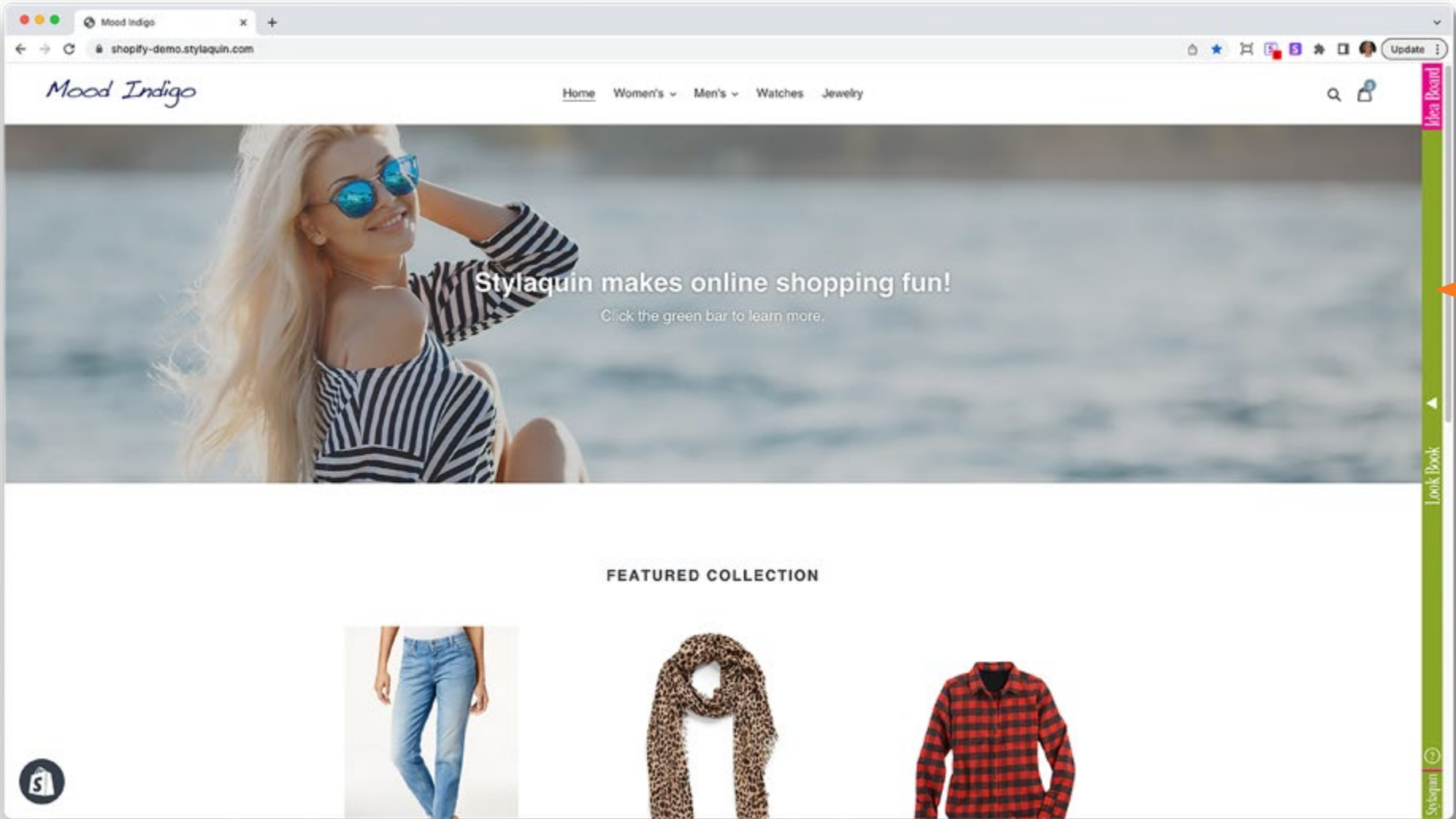


85% of all online purchases are made by women.
Why are websites designed for the way most men shop?

Styloquin adds a thin bar to your website

The Styloquin bar sits on the right side of your website. Customers who don't use it can just ignore it. You can

change the bar colors to match your brand so it becomes a matching element.



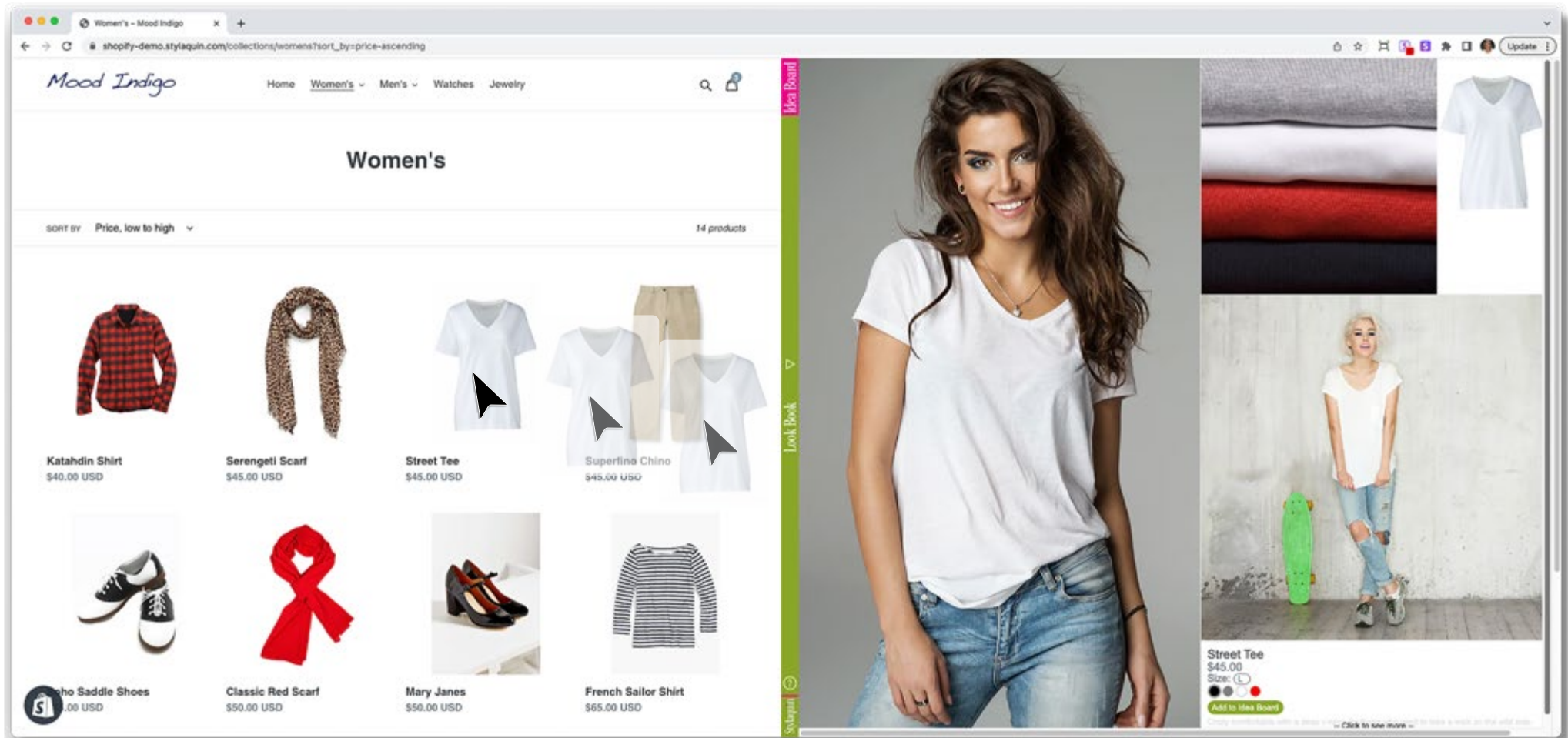
The Stylaquin bar opens the Look Book

When customers drag or flip an item onto the Stylaquin bar, it creates a whole new shopping experience.

Customers can flip through a Stylaquin-enabled site like they flip through a magazine. It's faster and more fun so shoppers stay 70%* longer and view 185%* more

products. There's no extra work for your team because Stylaquin's proprietary algorithm automatically creates the Look Book layouts using your site's images.

*Based on data from 3 years of beta testing. Visit stylaquin.com/white-paper-for-beta-test/ to see all the results.

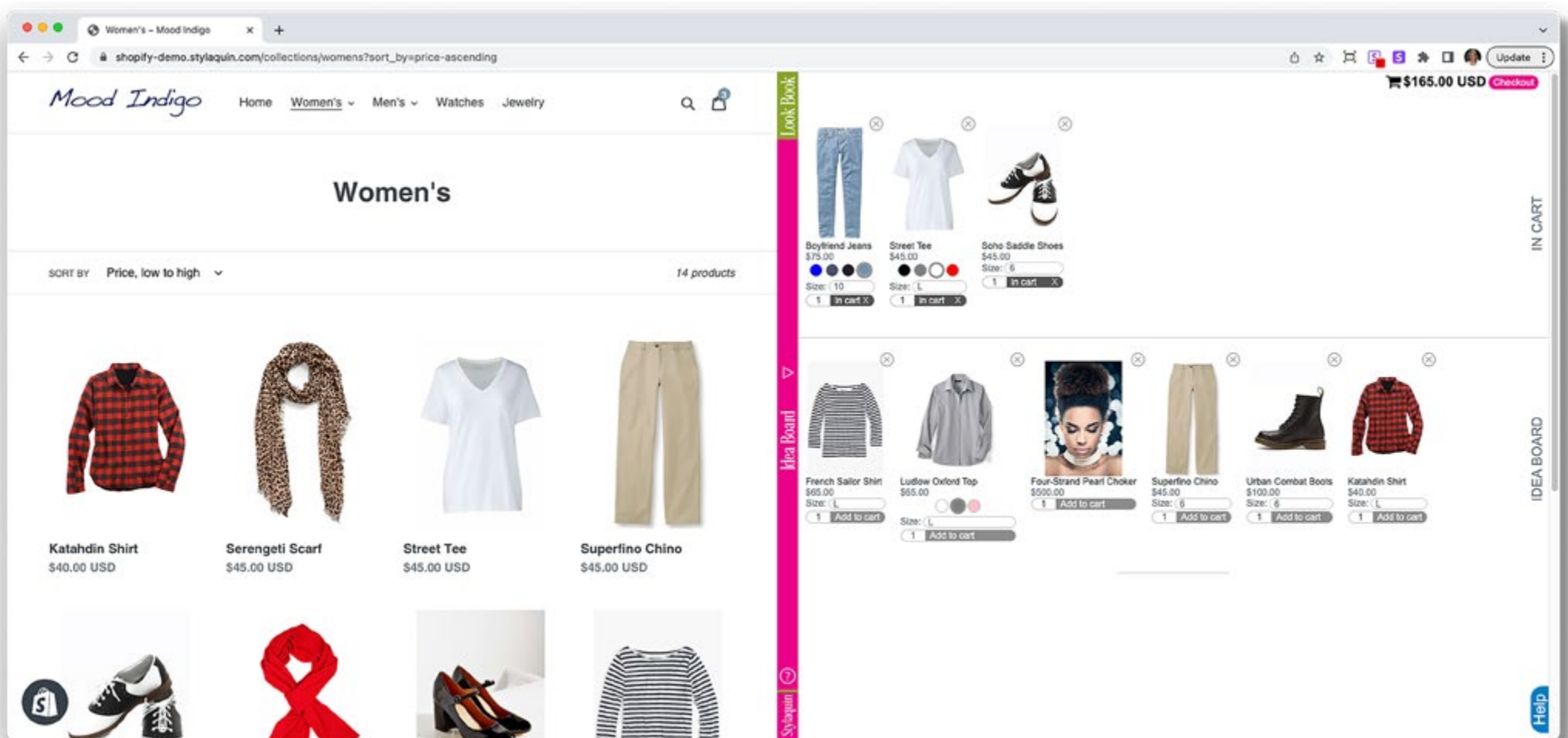


There's also an Idea Board

When shoppers add a product to Stylaquin from the Look Book they go to the Idea Board, where they can collect and curate all the products they're interested in. Shoppers can change colors, sizes, and quantities. Shoppers can even move things around to see if they go together so they get exactly what they want before adding anything to the cart. No more keeping multiple tabs open and switching

between them before committing. The Look Book makes putting a new outfit together, or finding the perfect gift easier and way more fun. The Idea Board is persistent as long as the cookie is active. That's why Stylaquin shoppers return 25%* more often, and buy more when they do!

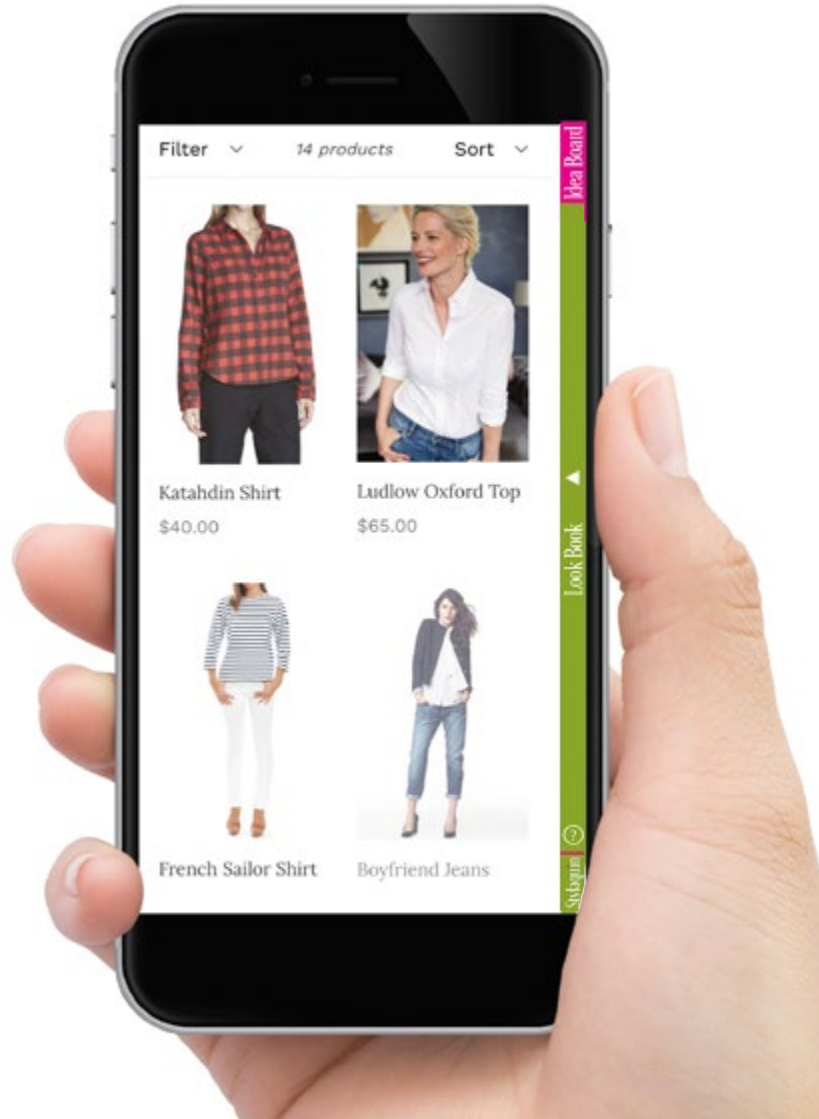
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Stylaquin works seamlessly on mobile

Your customers shop from phones and tablets, so of course Stylaquin works on all mobile devices. It makes the mobile experience more fluid and natural. The only

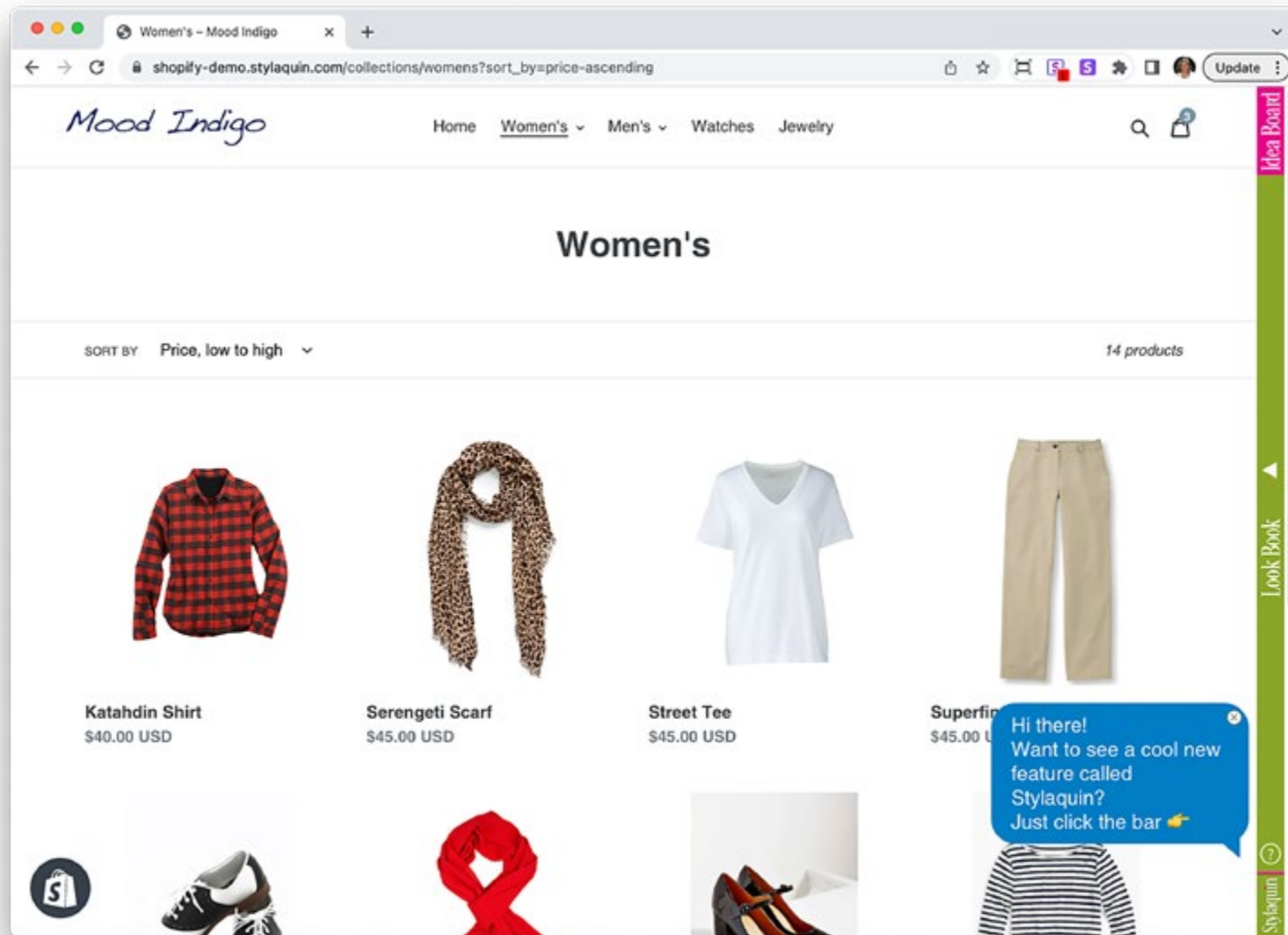
difference is when the phone is held vertically, the Look Book and Idea Board leaf in from the right when shoppers tap the bar.



There's even a guided tour

There are instructions for new Stylaquin users that appear when the bar is clicked. For new users who want a bit more hand-holding, there is also a guided tour in the help menu. It guides shoppers through the Look Book and the Idea Board using text that progresses as each step is

completed. User data shows that between 12% and 32% of shoppers will shop with Stylaquin, even if there is no call to action. Sites with a younger demographic will see higher adoption rates.



But wait—there's data too!

The Insights panel in the Stylaquin admin makes it easy to see what's going on during the shopping experience. Stylaquin captures data from the entire shopping experience, not just when a product goes in the cart. You get actionable insights from beginning to end.

Best sellers: The single most important product metric.

Shiny objects: The items that were viewed with the Stylaquin Look Book. These are the items that are getting attention.

So Close: These are the items that were added to the Idea Board but not the cart.

Abandoned: Items left in the cart.

Something isn't right: These are the most returned items.

Styloquin gives you data insights so you can make smart marketing and design decisions.

Stylaquin is easy to add, secure, and inexpensive

Stylaquin is currently available in the Shopify App Store and can be installed in just four clicks. Because Stylaquin only requires simple API access and a small amount of code, similar to Google Analytics, it can be added to almost any website. If your store is not on Shopify, we'll take a look and let you know what the installation process entails.

Stylaquin doesn't handle any checkout transactions at all, so you don't have to worry about security or customer information.

There's no monthly fee for Stylaquin. Stores are only charged a small percentage, between 1% and 2%, for Stylaquin-assisted sales. If shoppers don't use Stylaquin when they shop, there's no charge. If shoppers use Stylaquin but don't make a purchase, there's no charge.

You only pay for success!



Here's what people are saying about Stylaquin

There's more, but you get the idea.

“ I have spent time with Stylaquin and find it to be an amazing product and service that really adds to the stickiness of shopping websites.”

Gregg Driscoll, Consultant and former
VP of Finance at Orvis

“This is a no-brainer upgrade! It's easy to get set up, and they provide great support. The Lookbook pages are simply breathtaking!”

Spencer Udelson, Owner 3U Designs

“We love Stylaquin! There was no work on our end, and sales really went up. It could not have been easier.”

Karen Beebe, Owner Queen of Hearts,
our first beta site

“WOW just WOW, wasn't expecting this but this works really good, support replies fast, highly recommended!!”

Adewale Worship, Shopify developer

Styloquin

Join the online shopping revolution

Your customers deserve a better online shopping experience! Call or email Styloquin, so we can help you engage and delight shoppers who will stay longer, view more products, come back more often, and buy more when they do!

Founder: Sarah Fletcher sfletcher@styloquin.com

Visit Styloquin in the [Shopify App Store](#)

Not on Shopify? Give us a call. 401.524.6097

