

# Unlocking E-Commerce Potential with Stylaquin: A Case Study on HorseWorldEU.com

“I have tried the app and didn't expect much from it, but I thought it was worth a try. Now after been using it for a while, the results are very good. It has an influence for sure on conversions and returning visitors, especially for items related to fashion like clothes and shoes. I can definitely recommend.”

**Manuël Huygaerts**  
Owner, HorseworldEU

## Stylaquin®

Online shopping designed for women



# Introduction

The e-commerce industry is growing rapidly, but with increased competition, online retailers need tools that enhance the shopping experience, improve engagement, and drive conversions. This white paper explores the transformational impact Stylaquin has had on HorseworldEU, an established Shopify store.

## About HorseworldEU

HorseworldEU is a Shopify-based online store specializing in high-quality equestrian products. The owner chose to try Stylaquin because the store's customer base has a high percentage of women shoppers. HorseworldEU sought to improve its site's user experience to keep visitors engaged, boost conversions, and ultimately increase revenue. They implemented Stylaquin in February 2024 to test its effectiveness.

## How Stylaquin Works

Stylaquin is designed to improve the online shopping experience and drive conversions by providing shoppers with intuitive and engaging features such as:

- ▶ Magazine-Style Browsing: Enables shoppers to flip through your site like a magazine, making browsing effortless and enjoyable.
- ▶ Idea Board: Allows users to curate and save their favorite products, increasing return visits and encouraging repeat purchases.
- ▶ Improved Engagement: With longer session durations and higher interaction rates, Stylaquin enhances site metrics that influence conversions and SEO.

## Results: HorseworldEU's Success with Stylaquin

After implementing Stylaquin, HorseworldEU experienced dramatic improvements in site engagement, conversion rates, and revenue. Below are the key results from February 2024 to November 2024:

### Overall Conversion Rate:

- ▶ Without Stylaquin: 0.73%
- ▶ With Stylaquin: 3.27%
- ▶ Improvement: Stylaquin users convert 4.48X better (348% more effective).

### First-Time Visitors Conversion Rate:

- ▶ Without Stylaquin: 0.50%
- ▶ With Stylaquin: 1.95%
- ▶ Improvement: Stylaquin users convert 3.90X better (290% more effective).

### Returning Visitors Conversion Rate:

- ▶ Without Stylaquin: 2.13%
- ▶ With Stylaquin: 8.81%
- ▶ Improvement: Stylaquin users convert 4.14X better (314% more effective).

## Session Engagement Metrics:

Average Session Duration: 1:31 (without) vs. 5:56 (with Stylaquin) .

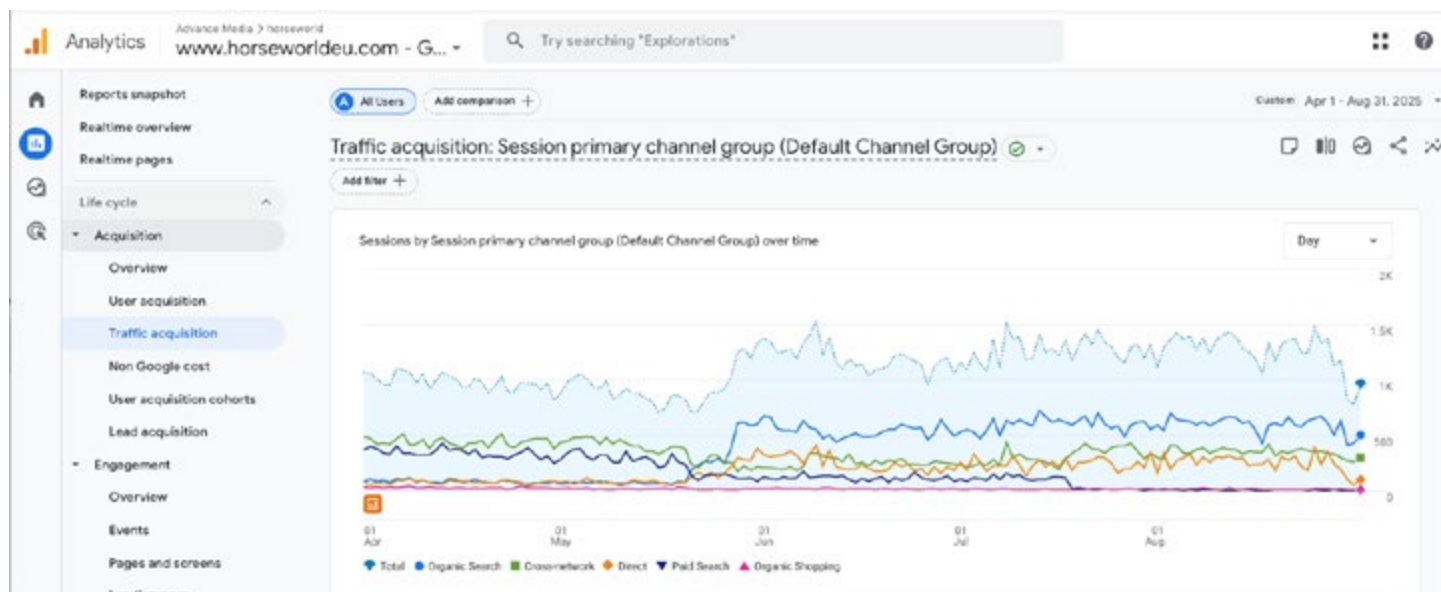
Products Viewed per Session: . 2.0 (without) vs. 6.9 (with Stylaquin)

## Incremental Revenue:

- ▶ Additional Conversions: 204 over 9.5 months.
- ▶ Incremental Revenue: \$46,920 (with an Average Order Value of \$230). ROI: Over 8,268%.

## And in 2025, a 700% increase in their organic traffic:

With Google's latest update, HorseworldEU saw a huge surge in their organic traffic in just 8 days. This wasn't achieved by just optimizing keywords; it was a direct result of providing an outstanding, visually-driven user experience that Google recognized and rewarded with higher rankings.



## Why Stylaquin Works

Stylaquin's impact goes beyond just numbers—it transforms the way customers interact with e-commerce sites. Here's why it's so effective:

- ▶ Engagement Is Everything: By keeping shoppers interested, Stylaquin ensures higher interaction rates and longer sessions, which are critical for both conversions and SEO.
- ▶ Better Shopping Experience: The magazine-style browsing and Idea Board create a seamless and enjoyable shopping journey.
- ▶ Boosts SEO Performance: Longer sessions, more pageviews, and reduced bounce rates improve a site's ranking on search engines.

## What This Means for Your Business

The results from HorseworldEU demonstrate that Stylaquin is a powerhouse app. Whether you're focused on engaging your customers or maximizing the value of returning ones, Stylaquin helps you deliver a better shopping experience that translates into higher sales and greater customer loyalty.