

# Increase your online sales,

by understanding how women shop.





## It's all about the experience

Men and women shop differently. Online shopping was designed by men, for the way men shop. The experience focuses on speed and efficiency. That isn't a bad thing except that 85% of all goods are purchased by women, and most women shop differently. If you are struggling with low online sales, and your customer base is some, or mostly, women it's time to understand how women shop.

**85%** of all online purchases are made by women.

Why are websites designed for the way men shop?

# What women value when they shop

Most online shoppers fall into two camps, those who like to shop and those who don't. First, let's focus on women who like to shop.

They're curious.

They like new things and new experiences.

They enjoy looking at products. (Retail therapy)

They shop for pleasure.

They're looking for the perfect item or gift.

Women who don't like to shop are another story.

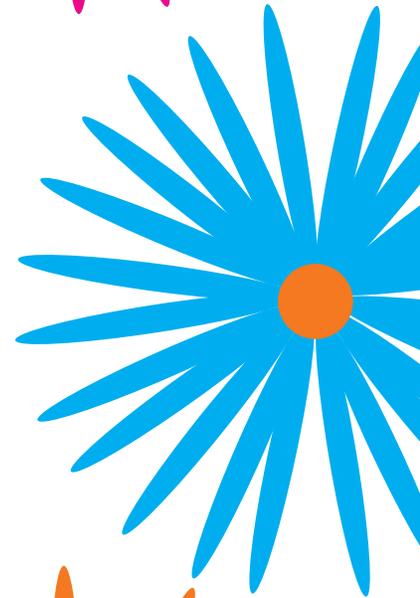
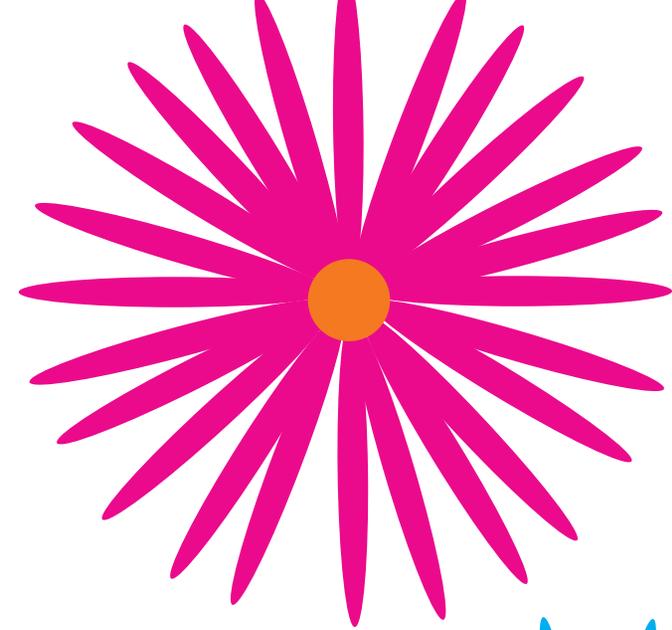
They want to find what they need and checkout fast.

They are looking for specific items.

They are more likely to settle for something that will do.

Today's websites are already structured for people who don't like to shop. They were designed by men for the way men shop. But now there's something amazing you can do to transform your site for the customers who like to shop and those customers are where the money is!

Visit [www.Stylaquin.com](http://www.Stylaquin.com) to learn more!



# Give women the shopping experience they want

Women who like to shop are the best customers you can have, and the most under served. If you want to move the needle, focus on them first.

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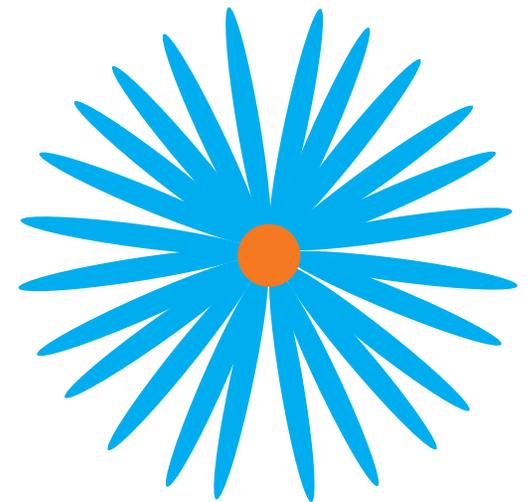
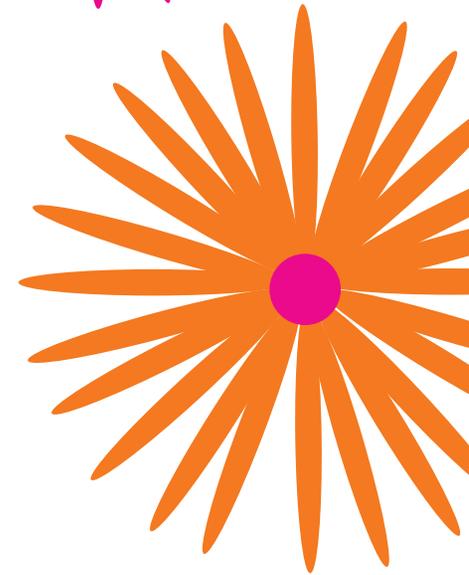
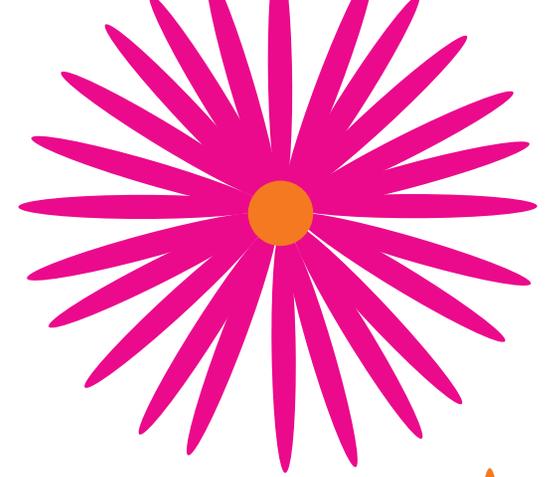
They're looking for the perfect item or gift.

Unfortunately, the structure of today's websites is designed for people who don't like to shop.

Stylaquin can fix that. It is the easy and inexpensive way to add a whole new shopping experience to your website, one that makes it fun to browse, makes it fun to look through lots of products, and makes it easy to compare items so shoppers can find the perfect items before checkout. Stylaquin is also easy to add and costs nothing if your customers don't use it.

Let's take a look.

Visit [www.Stylaquin.com](http://www.Stylaquin.com) to learn more!



## Actual results from 1 year using Stylaquin

June 20th marks the first year with our first betas tester, Queen of Hearts, a boutique in Providence RI. We knew shoppers would like it, we are blown away with the results. A big thank you to Queen of Hearts for taking the leap with us!

Total Sales **↑387%**

Online Store Sessions **↑152%**

Returning Customer Rate **↑46%**

Online Store Conversion Rate **↑61%**

Average Order Value **↑8%**

Total Orders **↑322%**

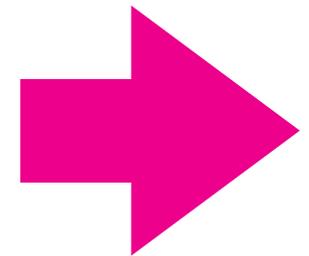
# What is Stylaquin?

Styloquin is a new way to shop online designed for the way women shop. Sites using Styloquin have seen sales increases of over 387%, online sessions up 152%, conversions rate up 61% and a return customer rate over 30%.

## Add a whole new experience to your website:

Styloquin improves the online shopping experience for both mobile and desktop by bringing the aspirational qualities of catalog and magazine shopping to existing e-commerce platforms and websites, and by making it easier for shoppers to manage items they are considering for purchase. Styloquin also provides merchants with better tools for online branding. Styloquin can be added to any website without platform changes. It requires only API access and a few lines of code, similar to google analytics. Styloquin is so unique it's patented. It's kind of magic.

Styloquin adds a slim bar to your website, like this.



Visit [www.Styloquin.com](http://www.Styloquin.com) to learn more!

# Then the magic happens!

**Click to visit [Stylaquin.com](http://Stylaquin.com)!**

Visit [www.Stylaquin.com](http://www.Stylaquin.com) to learn more!

# Styloquin

## Join the women's online shopping revolution!

Women deserve a better online shopping experience! Call or email Styloquin to talk about how we can help you add the beauty and shopping tools that women love to your web site.

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Visit [Styloquin.com](http://Styloquin.com)

Visit our website to see how Styloquin transforms the online shopping experience as well as links to Styloquin enabled websites. Give Styloquin a try!

