

# GORILLA IQ for MAGENTO B2C RAPID START PRODUCT

# AFFORDABLE SOLUTIONS BUILT FOR SPEED, PERFORMANCE & EXPERIENCE.

For both emerging brands and established brands looking to improve existing solutions, Gorilla IQ for Magento jump-starts a more effective commerce experience.

We turn our decades of experience and unrivaled expertise into flexible, high-performing solutions that put best-in-class customer experience and your commerce goals first.

And we do it all with limited investment and without ever losing sight of the need for speed to market.

## → JUMP-START COMMERCE

- UI backed by unmatched commerce experience and best practices
- Pre-built specifications for speed-to-market
- Essential commerce and optimization integrations at the ready
- Peace-of-mind from industry-proven process management

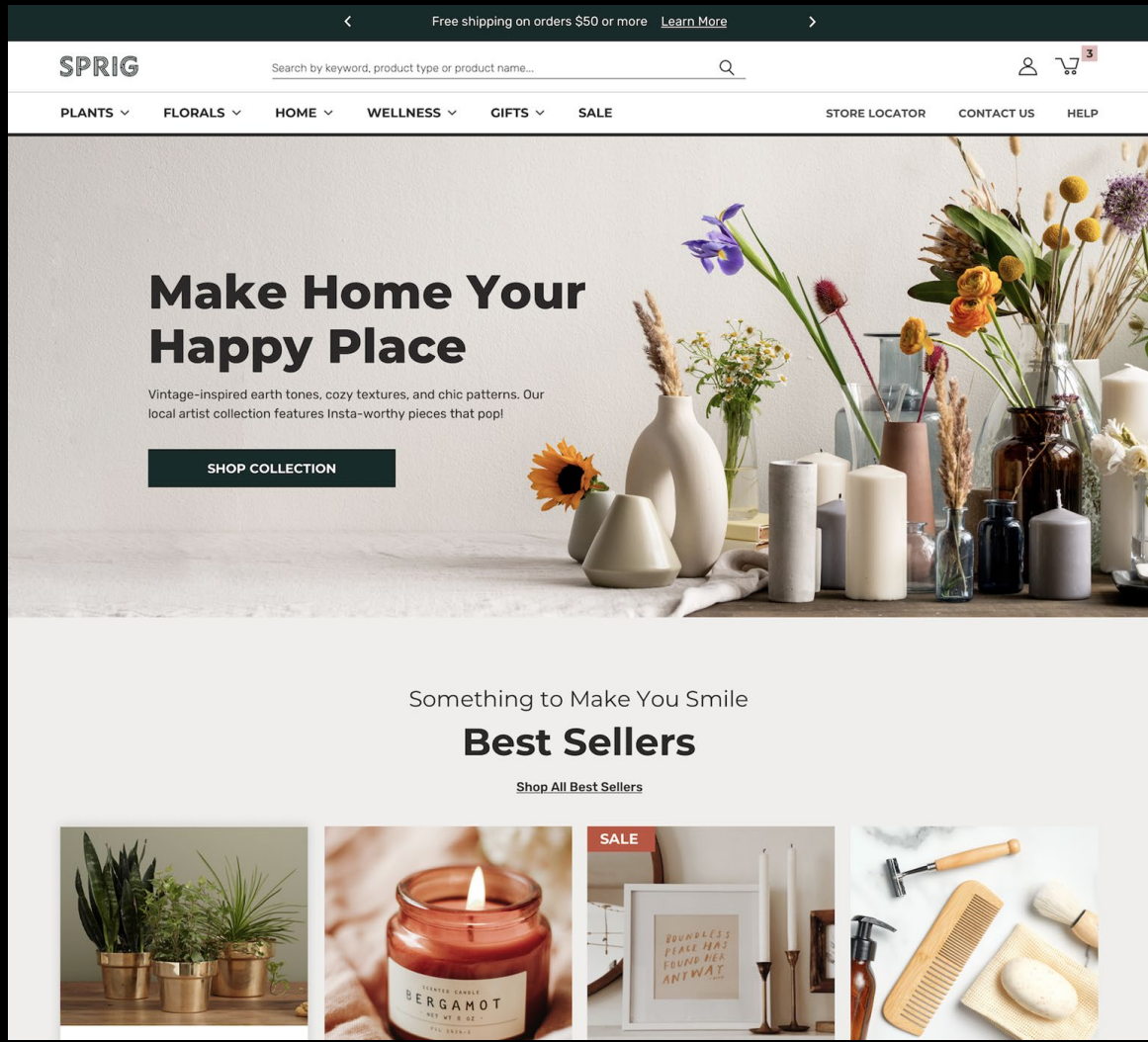
All for a fixed cost.

# COMMERCE WITHOUT COMPROMISE

When you put your customer at the center of your commerce experience, it pays off.

Using a human-centric approach to each and every interaction, Gorilla IQ for Magento's **mobile-first, scalable theme** is built with an **intuitive interface** that meets **accessible design and development standards**. This lets you establish a deeper connection with your customer while ensuring your brand stands out.

[Desktop](#) | [Mobile](#)



# SOLUTIONS FOR BUSINESS. TAILORED FOR YOU.

Gorilla IQ for Magento includes a full commerce experience:

Global Styles, Home, Category, Product List (PLP), Product Detail (PDP), Cart, Checkout, Account and 2 CMS templates

Plus the choice of one specialized add-on package:

## Experience

- Blog
- Social feed gallery
- Animations on scroll, globally
- Sticky Header
- Hero with video background
- Free Gift: Cart
- Custom CMS component
- Custom button styling
- Custom icons, globally
- Load more products: PLP

## AOV & Conversion

- Upsell interstitial: Cart
- Free Shipping progress bar
- Promo message drawer
- Quick View: desktop PLP
- Product share email template: PDP
- Free Gift: Cart
- Hero carousel: Home
- Print Friendly Template
- Docked add to cart: mobile PDP
- Quick Links CMS component

## Product Storytelling

- Premium PDP template
- Social feed gallery
- Animations on scroll, globally
- Quick view: desktop PLP
- Custom CMS component
- Product share email template: PDP
- Hero with video background
- Custom swatch styling: PDP
- Custom button styling
- Page length line indicator

# DESIGNED FOR CONVERSION. FEATURES, FUNCTIONALITY & INTEGRATIONS.

Jump right into Gorilla IQ for Magento with pre-built integrations, functionality, and documentation.

## What's Included

### *Functionality & Integrations*

- Responsive design, tablet and mobile experience
- Strong eCommerce ecosystem
- Predefined partnership integrations
- Customer list management options
- Diverse product types (simple and configured)
- Diverse payment and shipping options
- Instant Checkout using saved data
- Import processes for content and migrated data
- Diverse promotion and pricing options
- Dynamic Rule-based Product Relations
- Content Staging and Preview
- Visual Merchandising
- Customer Segmentation and Personalization
- Growth options toward B2B without replatform

Integrated partners to support the following key site functions:

- Email Delivery
- Product Reviews
- Tax Calculations
- Payment Processing
- Shipping
- Support Tickets
- Analytics
- Data Imports

# GET IN-MARKET QUICKLY. TEST. LEARN. EVOLVE.

Launch your Commerce Experience with Gorilla IQ for Magento in **8 weeks** for **\$250K**. Post Launch, we will create a **complementary roadmap** to evolve your experience with additional products and services.

## GORILLA IQ FOR MAGENTO

WKS 1	WKS 2-4	WKS 4-6	WKS 7-8
<p><b>Client:</b></p> <ul style="list-style-type: none"><li>- Provide brand style guide</li><li>- Prepare site content</li><li>- Input store required data</li></ul> <p><b>GG:</b></p> <ul style="list-style-type: none"><li>- Client Kickoff</li><li>- SEO Analysis</li><li>- Content migration analysis</li></ul>	<p><b>Client:</b></p> <ul style="list-style-type: none"><li>- Product &amp; Price data</li><li>- Inventory &amp; Locations data</li><li>- Checkout Configurations</li><li>- Prepare &amp; add site content</li></ul> <p><b>GG:</b></p> <ul style="list-style-type: none"><li>- Import catalog data</li><li>- Setup client site configurations</li><li>- Style theme &amp; implement options</li></ul>	<p><b>Client:</b></p> <ul style="list-style-type: none"><li>- Preview design work</li><li>- Images &amp; Media data</li><li>- Add site content</li><li>- Administration roles</li></ul> <p><b>GG:</b></p> <ul style="list-style-type: none"><li>- Integration setup</li><li>- Quality Assurance</li><li>- SEO &amp; Analytics setup</li><li>- Load CMS pages (2)</li></ul>	<p><b>Client:</b></p> <ul style="list-style-type: none"><li>- User Acceptance Testing (data validation)</li></ul> <p><b>GG:</b></p> <ul style="list-style-type: none"><li>- Activate on commerce platform</li><li>- Launch</li></ul>

# WE'RE OFF THE GROUND. NOW LET'S FLY. ATTRACT, CONVERT AND RETAIN CUSTOMERS.

Once you launch your commerce experience on Gorilla IQ for Magento, consider our additional battle-tested services—designed to scale to meet your business-specific needs.

## GORILLA IQ: TECHNICAL MANAGED SERVICES

Services designed to give you peace of mind. Let us handle uptime monitoring, critical incident response, security scans and maintenance.

## GORILLA IQ: DATA & INSIGHTS

Services that monitor and report on both site and commerce performance while staying focused on increasing revenue. Live dashboards and monthly reporting deliver insights into customers and their behavior.

## GORILLA IQ: REVENUE OPTIMIZATION

Services targeted at understanding customer pain points and quickly iterating to solving them. Run A/B tests, product and seasonal campaigns, monitor and optimize SEO, PPC and Social channels to drive KPIs



THANK  
YOU!



# APPENDIX

# GORILLA IQ FOR MAGENTO

## OPTION DETAILS

### EXPERIENCE

<b>Blog</b>	The Blog will be customized for your theme, based off of the colors and fonts provided. It will consist of two templates. The first template will be the Blog Landing Template which includes a hero and a list of posts available. The second template will be the Blog Detail Template which displays the title, date posted, and copy for the blog post.
<b>Social Feed Gallery</b>	The Social Feed Gallery allows for integration of Instagram into the site through a clickable gallery of content. Client can connect either their brand handle or a hashtag to the feed.
<b>Animations on Scroll, Global</b>	The global Animations on Scroll includes animations that are connected to the user's scroll. As a user scrolls, the animated components will either be triggered or animate with the scroll. These animations will be implemented on all CMS templates.
<b>Sticky Header</b>	The Sticky Header, when active, will change the standard header to stay at the top of the user's browser window. It will become active as the user scrolls up. Additionally, the Sticky Header will minimize in height when active to ensure a quality browsing experience.
<b>Hero with Video Background</b>	The Hero banner is converted from a stationary image to a video with movement to engage and delight the user. The video will come from either youtube or vimeo, and cannot include sound due to browser constraints.

<b>Free Gift, Cart</b>	The Free Gift option will offer a free gift and be styled to match the global styles.
<b>Custom CMS Component</b>	A custom CMS component will be created to be utilized on an existing CMS template. This component will include content types and styles.
<b>Custom Button Styling</b>	There will be three predetermined options a client can choose from which differ from the styling that comes with the theme.
<b>Custom Icons, Global</b>	There will be two additional sets a client can choose from OR the client can provide their own.
<b>Load More Products, PLP</b>	The pagination on the PLP will shift to load additional products via a Load More button.

# GORILLA IQ FOR MAGENTO

## OPTION DETAILS

### AOV & CONVERSION

<b>Upsell Interstitial</b>	The Upsell Interstitial is a modal which displays the upsell/cross sell products when a user has at least one product in their cart, and goes to the cart page.
<b>Free Shipping Progress Bar</b>	The Free Shipping Progress Bar shows users how much more product they need to purchase in order to get free shipping. This will include both a monetary value as well as a visual progress bar for an optimal experience.
<b>Promo Message Drawer</b>	The Promo Message Drawer is a different experience than the out of the box Magento promo message. Instead of being contained in a modal, it will be docked at the bottom of the browser window with the ability to expand and collapse it. This is a less intrusive experience and allows the user to have more available space to browse the site.
<b>Quick View, PLP</b>	The Quick View option will give the user a more detailed view from the PLP. The product can be added to cart straight from the PLP. This addition gives the user an additional avenue to add products to their cart.
<b>Product Share Email Template, PDP</b>	A custom email template for the product share.

<b>Free Gift, Cart</b>	The Free Gift option will offer a free gift and be styled to match the global styles.
<b>Quick Links CMS</b>	The Quick Links CMS component is used to give users a quick way to access a specific CMS page or Account page. This component will be included after the hero on the homepage and will include an icon and text link for each item. There will be up to 4 items.
<b>Hero Carousel, Home</b>	The Hero banner is converted to a carousel (up to 3) on the homepage.
<b>Print Friendly Template</b>	The Print Friendly Template is used to ensure that the template is both readable and colors are used in an efficient manner to decrease ink usage when printed.
<b>Docked Add to Cart, mobile PDP</b>	The Docked Add to Cart optimizes the mobile experience on the PDP. As a user scrolls the page, the Add to Cart button will be docked at the bottom of the browser for a quick method to add the product to their cart.

# GORILLA IQ FOR MAGENTO

## OPTION DETAILS

### PRODUCT STORYTELLING

<b>Premium PDP</b>	The Premium PDP Template is visually immersive to showcase more product imagery and videos at the top of the page. On scroll, the right detail column will dock in place as the user scrolls through a series of photo and video content.
<b>Social Feed Gallery</b>	The Social Feed Gallery allows for integration of Instagram into the site through a clickable gallery of content. The content is all user generated content, which can then be linked to products.
<b>Animations on Scroll, Global</b>	The global Animations on Scroll includes animations that are connected to the user's scroll. As a user scrolls, the animated components will either be triggered or animate with the scroll. These animations will be implemented on all CMS templates.
<b>Quick View, PLP</b>	The Quick View option will give the user a more detailed view from the PLP. The product can be added to cart straight from the PLP. This addition gives the user an additional avenue to add products to their cart.
<b>Custom CMS Component</b>	A custom CMS component will be created to be utilized on an existing CMS template. This component will include content types and styles.

<b>Product Share Email Template, PDP</b>	A custom email template for the product share.
<b>Hero with Video Background</b>	The Hero banner is converted from a stationary image to a video with movement to engage and delight the user. The video will come from either youtube or vimeo, and cannot include sound due to browser constraints.
<b>Custom Swatch Styling, PDP</b>	There will be two alternate options a client can choose from that differ from the theme styling OR the client can provide their own swatch images.
<b>Custom Button Styling</b>	There will be three predetermined options a client can choose from which differ from the styling that comes with the theme.
<b>Page Length Line Indicator</b>	The Page Length Line Indicator shows how much the user has scrolled the page. This indicator will be included on all pages, but only visible on pages that hit a specific height threshold.