COMMUNITY » A SOCIAL SHOWROOM

GORILLY

Webrooming meets showrooming with this novel concept of connecting consumers and customers in a flexible, mobile and brand-promoting community

You can buy almost anything online today. However, there comes a time when you would like to see and feel the product in person before purchasing. Usually a store can be found to preview, resulting in a mix of webrooming (WR) and showrooming (SR). SR accounts for 30% of the $263 billion in annual online purchases (2013).[3] On the flip side, WR is predicted to contribute $1.8 trillion to annual sales by 2017.[3] The kicker; 46% of WRs would like to touch a product before they buy it.[1] So what happens when a product is not in stores or out of reach?

capitalizing on existing consumers to act as brand ambassadors to potential customers. By meeting in person to show a product not found in stores that they already own, the "Product Gorilly" can allow the potential customer to see and feel the product before purchasing from the retailer's website. Both "PG" and customer are rewarded through discounts and cash for meeting up to encourage the transaction.

2015 will be the year this "showing" economy hits retail, engaging shoppers through new channels and empowering brand advocates to spread the word via new face-to-face interactions.

Gorilly is a new start-up that bridges the gap between online and brick and mortar retail channels with a new twist on

TRY BEFORE YOU BUY

Large online purchases cause anxiety when you can not try the product in person first. Gorilly aims to solve this issue by connecting you and the product before purchasing.
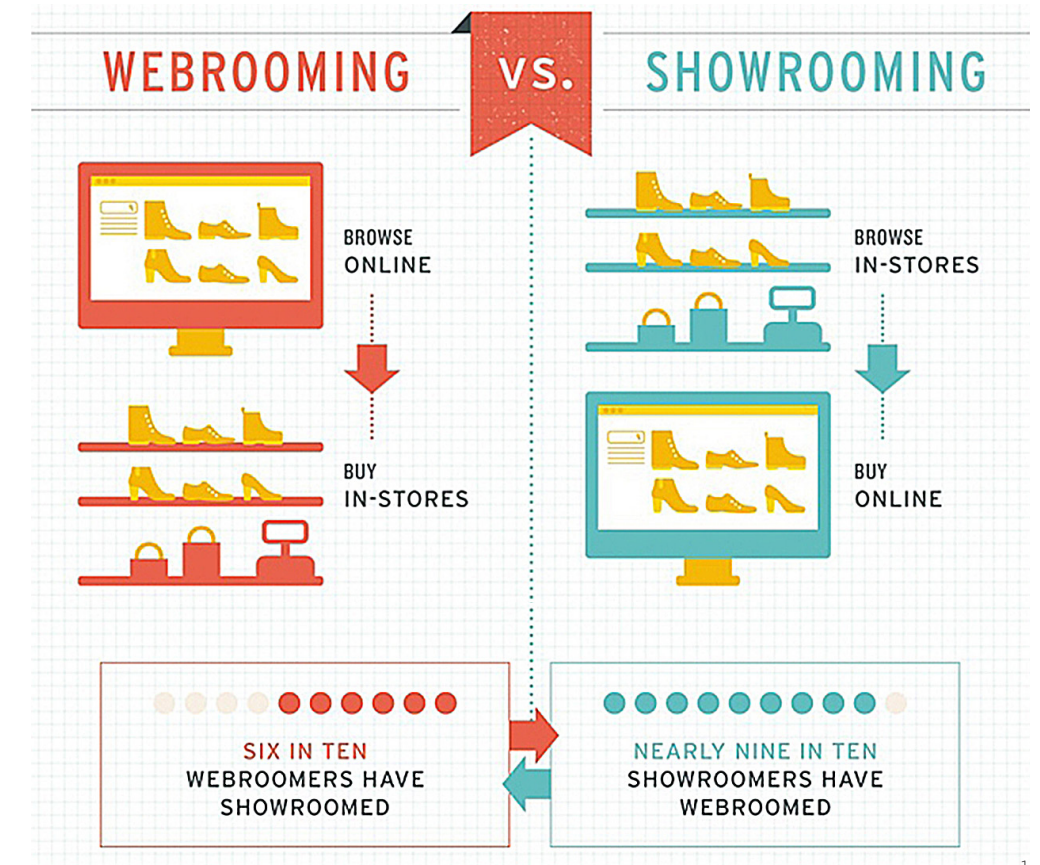
THE SOCIAL SHOWROOM

Giving people a chance to make their own decision while taking a Yelp or Amazon review to the next level.

46% of webroomers would like to touch and feel a product before they buy it.

—merchant warehouse [1]

WEBROOMING VS. SHOWROOMING

BROWSE ONLINE
BUY IN-STORES

BROWSE IN-STORES
BUY ONLINE

SIX IN TEN WEBROOMERS HAVE SHOWROOMED

NEARLY NINE IN TEN SHOWROOMERS HAVE WEBROOMED

[1] "A Retailer's Guide to Webrooming," http://merchantwarehouse.com/a-retailers-guide-to-webrooming,
[2] Image: http://www.colombia.travel/en/images/stories/turistainternacional/Quehacer/informeespecial/compras/galeria/galeria-4.jpg
[3] "Study Shows Prevalence of Consumer 'Webrooming'," Forrester, http://www.adweek.com/news/advertising-branding/study-shows-prevalence-consumer-webrooming-157576, (May 9, 2014)

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