Real Results Proven Impact

Brands using Try with Mirra have seen higher conversions, increased AOV, and stronger rates for new customer acquisition by offering a seamless try at home experience.

TRY WITH MIRRA

SILK LAUNDRY

Luxury fashion meets smarter shopping.

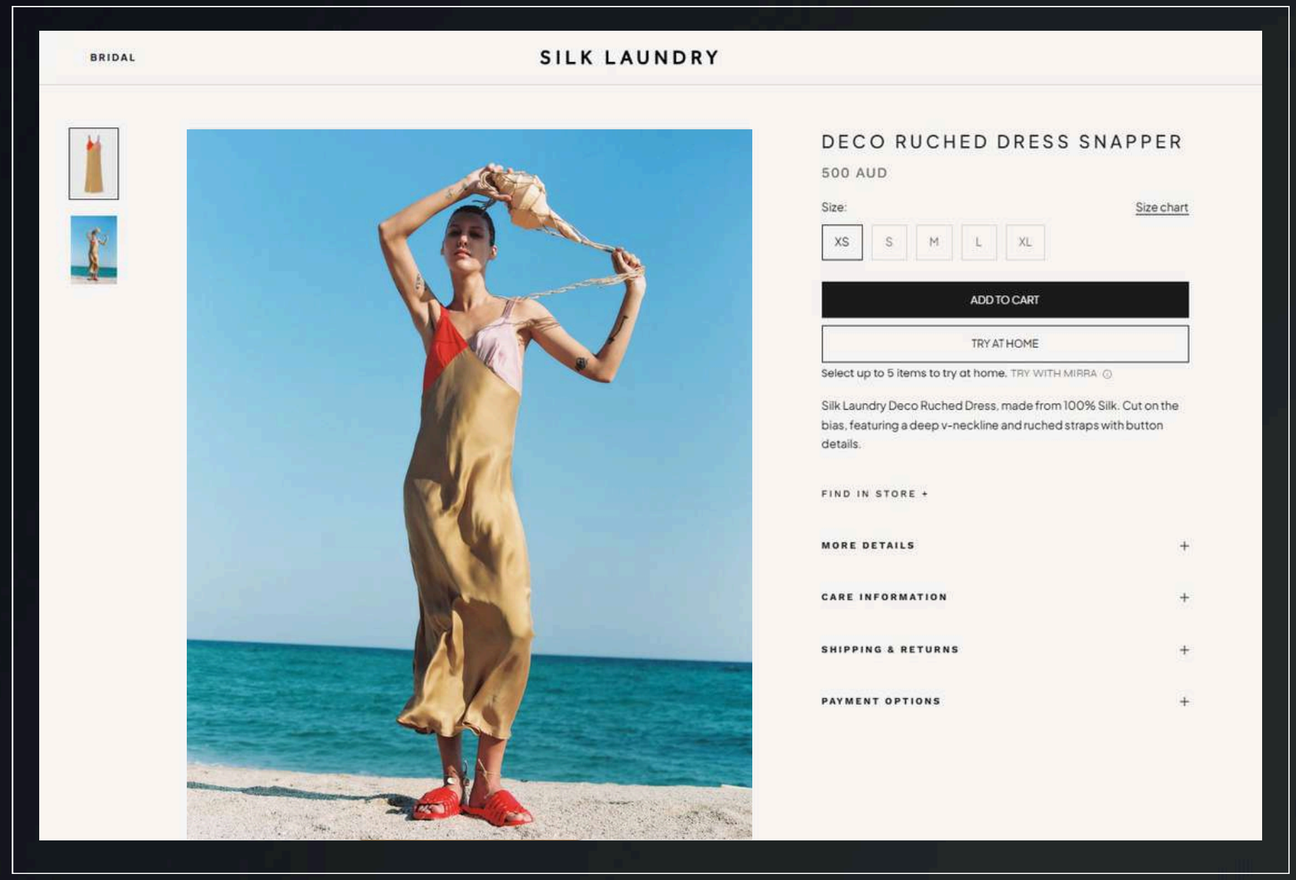
One of our high-end fashion brand partners saw 71% of Try Before You Buy customers were first-time shoppers, and a 55% increase in AOV for completed Try orders.

For premium brands, earning trust from new customers is key and TBYB is proving to be the perfect bridge.

Shoppers can explore elevated price points and premium pieces in the comfort of home, without any upfront commitment.

It's not just about convenience. It's about giving customers the confidence to discover, try, and fall in love with something new.

The Results ›



+49%

Increase in AOV for a completed Try order

72%

First time customers using TBYB

THE NOWHERE NATION

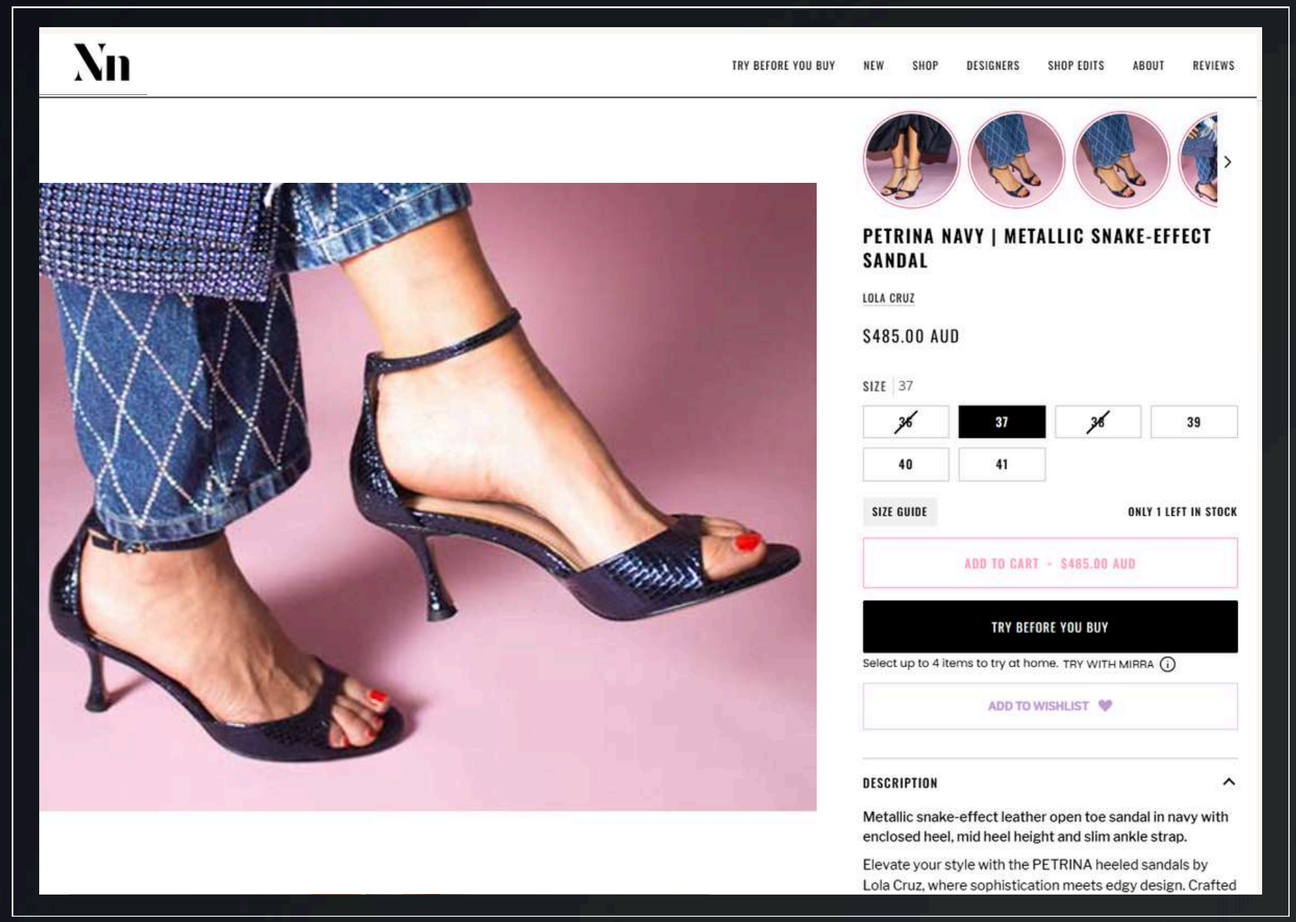
Let online customers step into something new risk free.

A premium multi-brand footwear partner saw a 77% uplift in first-time customers and a 32% increase in AOV through Try Before You Buy.

For designer footwear, where fit, feel, and finish matter most, TBYB gives shoppers the confidence to step into something new without hesitation.

It's more than trying on shoes at home. It's about empowering customers to experience unique, cherished pieces before they commit building trust, boosting sales, and turning discovery into loyalty.

The Results ›



+103%

Increase in AOV for a completed Try order

80%

First time customers using TBYB

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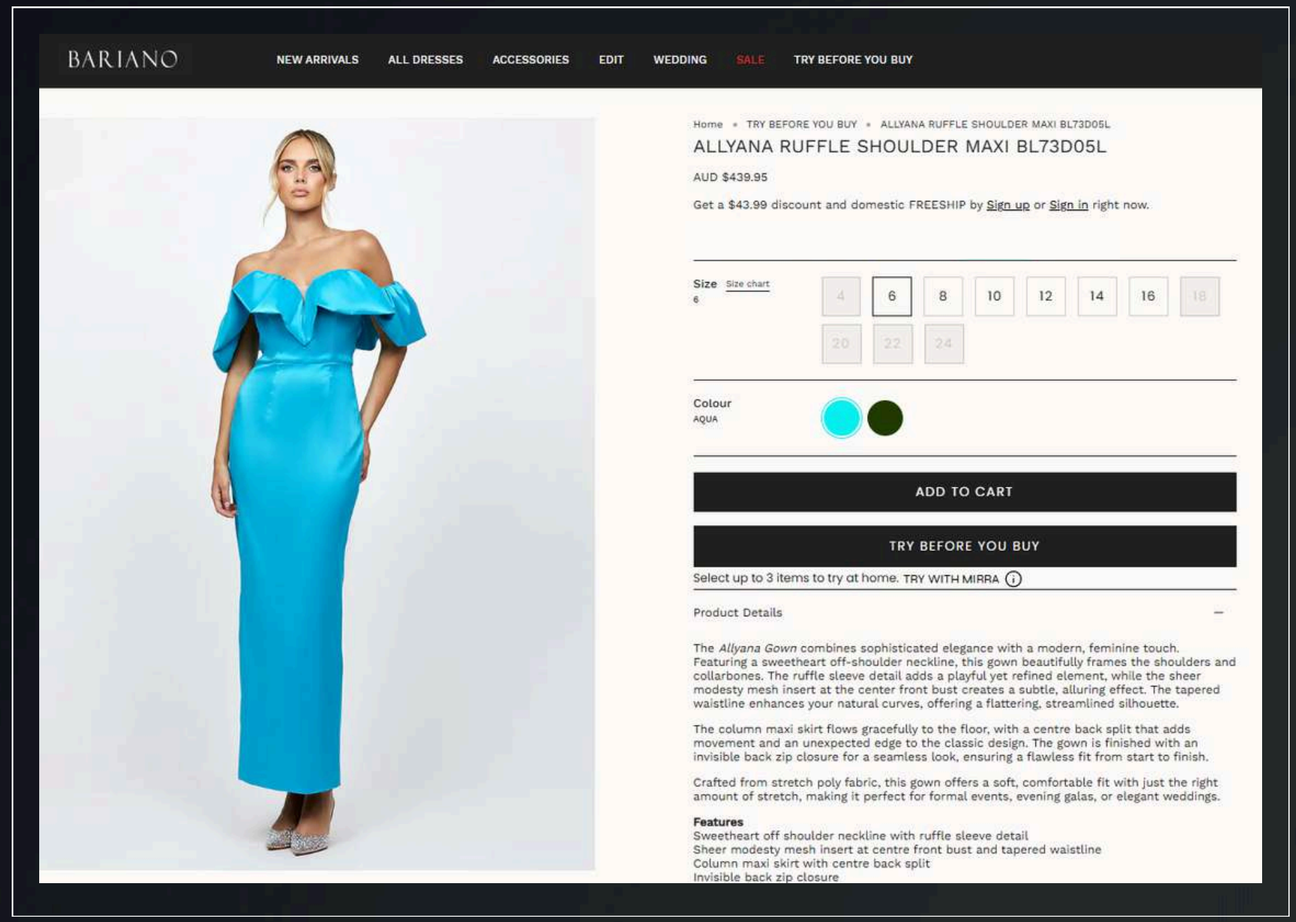
When the fit matters most, Try Before You Buy delivers.

For a brand known for its high-end eventwear and tailored silhouettes, offering Try with Mirra has been a game-changer.

With structured gowns and occasion pieces, precision is everything. Customers need to feel the fabric, see the fit, and try different styles to find the one. That's not easy to do online until now.

By letting shoppers try multiple sizes and styles at home with no upfront payment, this brand is removing hesitation and elevating the luxury experience. It's the perfect match for pieces that deserve a perfect fit.

The Results ›



+47%

Increase in AOV for a completed Try order

83%

First time customers using TBYB

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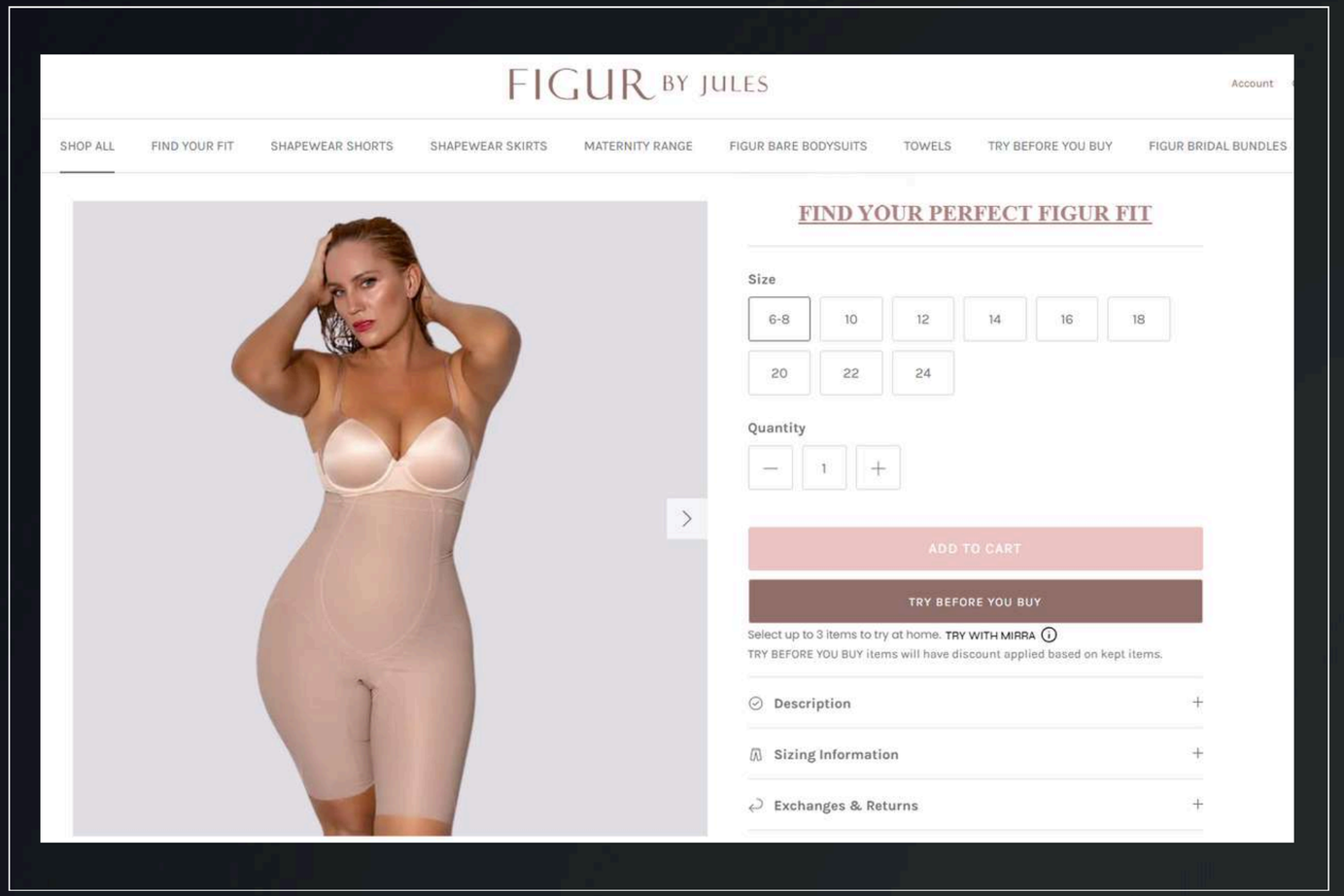
Fit is personal, especially when it comes to shapewear.

Sizing can vary dramatically based on body shape and how snug you prefer your fit. That's why offering a Home Try-On experience with Try with Mirra has been a game-changer for this brand.

By prioritising comfort, confidence, and personal preference, the brand is not only meeting customer needs but setting a new standard in how shapewear is shopped online.

The result? Elevated customer experience, increased conversions, and stronger brand recognition.

The Results ›



+26%

Increase in AOV for a completed Try order

90%

First time customers using TBYB

megan salmon

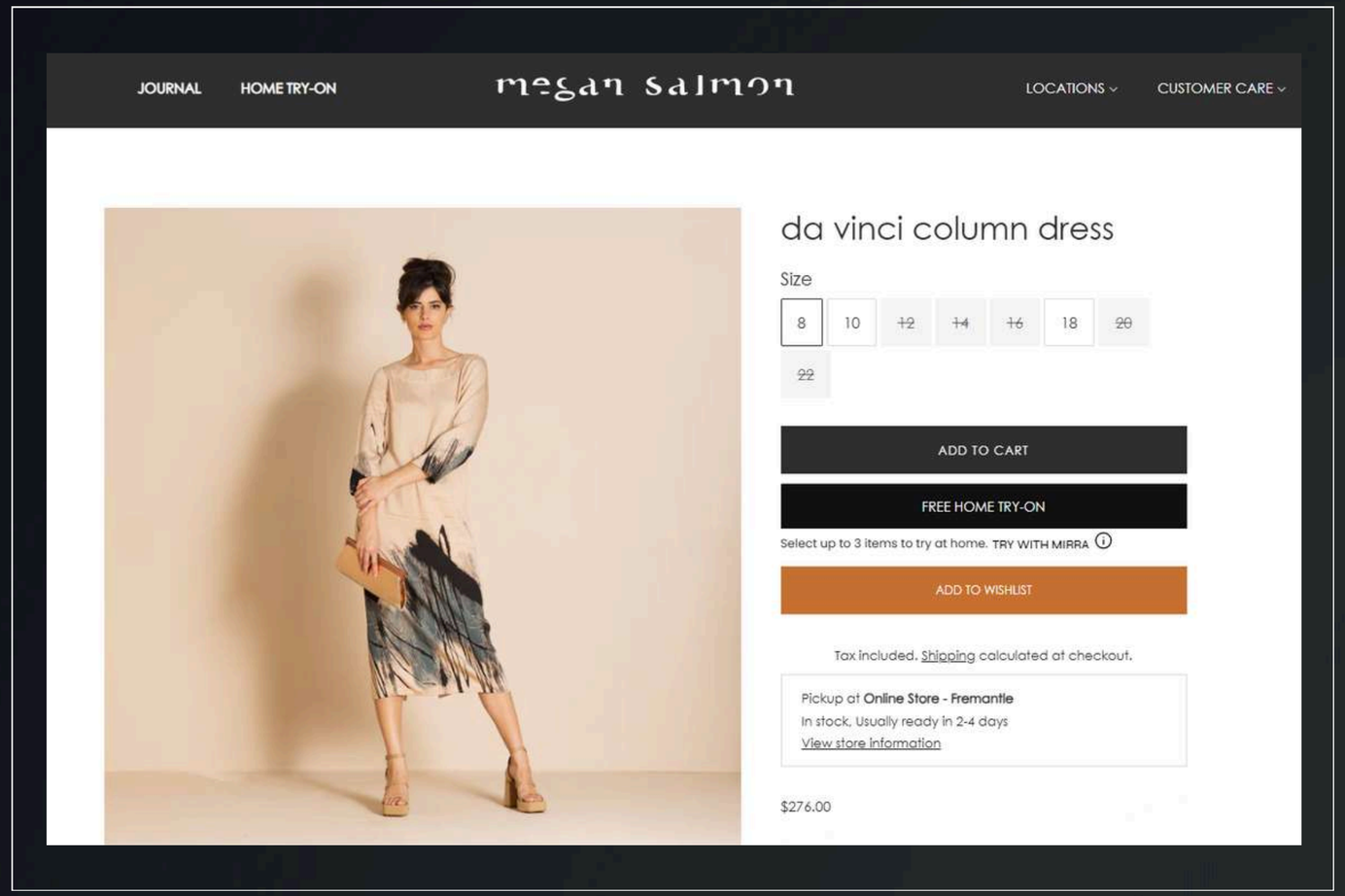
When there's no risk, customers say yes to more.

By removing the upfront commitment, Try with Mirra empowered over half of this brand's Try Before You Buy shoppers to make their very first purchase.

Proving just how effective the service is in driving new customer acquisition.

For premium fashion labels, that means an opportunity to invite curious shoppers to explore styles they may never have considered.
Unlocking a new level of engagement and brand discovery through a seamless, no-pressure experience.

The Results ›



+84%

Increase in AOV for a completed Try order

42%

First time customers using TBYB

AM EYEWEAR

Seeing results, clearly.

AM Eyewear's partnership with Try with Mirra has proven to be more than just a seamless customer experience — it's delivered real results.

By allowing customers to try multiple frames at home before committing, AM Eyewear saw a 42% increase in average order value for Try orders, reaching $332.14 compared to $233.22 for standard purchases.

For high-consideration purchases like eyewear, the ability to trial styles in comfort and confidence is turning browsers into higher-value buyers.

The Results ›



+93%

Increase in AOV for a completed Try order

62%

First time customers using TBYB

form —— fold

Swimwear shopping, solved.

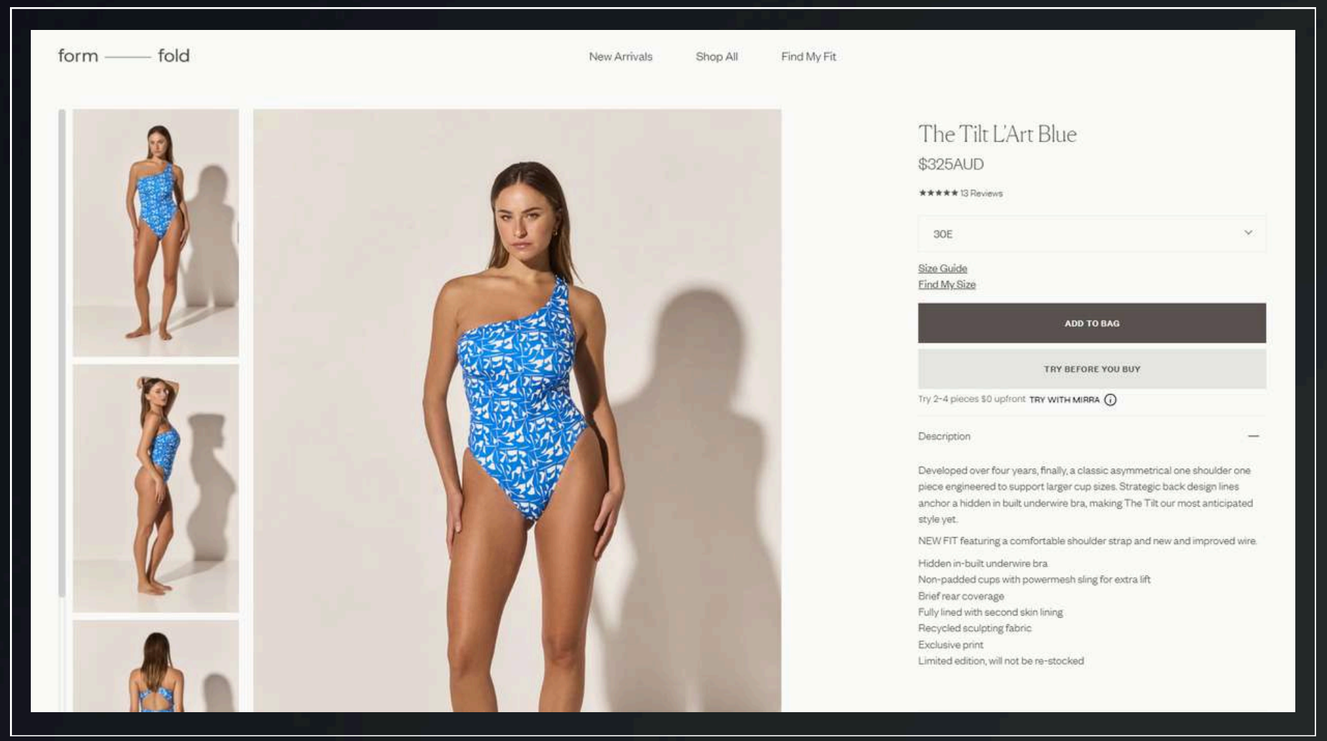
Finding the perfect swimsuit online is one of the trickiest style decisions — shoppers are left guessing about coverage, support, and how each cut will flatter their shape.

Will the neckline feel secure? Are the cutouts placed right? Does it sculpt, stretch, and support in the right places?

By introducing Try Before You Buy, this swimwear brand eliminated the uncertainty.

Customers can now try on multiple styles in the comfort of home, feel the quality, assess the fit, and only pay for what they love making confidence part of every purchase.

The Results ›



+48%

Increase in AOV for a completed Try order

78%

First time customers using TBYB

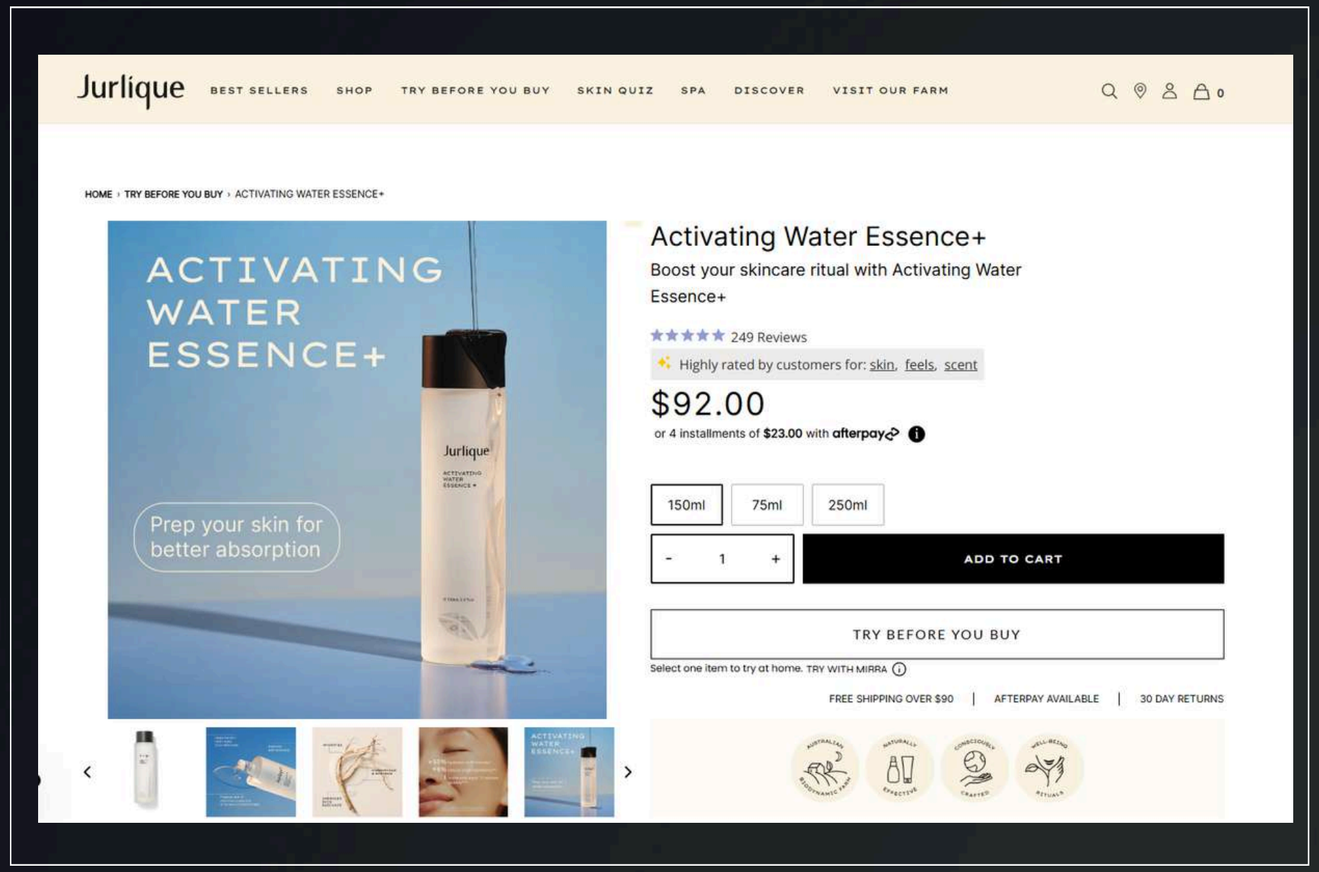
Jurlique

Skincare Is Personal. The Experience should be too.

When it comes to skincare, every complexion is unique and so are personal preferences around texture, scent, and how a product feels on the skin. That's why Jurlique's decision to offer a Try Before You Buy experience with Try with Mirra has been so powerful.

By inviting customers to explore products at home, Jurlique empowers them to find what truly suits their skin - without the pressure of committing upfront. It's a low-risk, high-trust approach that aligns with the deeply personal nature of skincare.

The Results ›



+97%

TBYB purchase vs return rate

47%

First time customers using TBYB

Shoppers Feedback

Our shoppers have spoken and they're loving it!

The overwhelmingly positive feedback highlights how Try Before You Buy removes hesitation, builds confidence, and creates a seamless shopping experience.

It's a customer-first solution that not only enhances the online shopper journey but also delivers real value & results to the brands.

TRY WITH MIRRA

"Very good first time using the service quickly. Tried both on. This is great for ZK as it's not easy to find them in store and I prefer try on first. I'd recently shopped with another store and was really disappointed they didn't offer Try at home service.

It's too risky shopping with new brands when you want to check the material and quality first before fully committing financially. Overall I was really impressed and will use try at home service again."

★★★★★

"Thankyou for actually being a brand that thinks of its customers. As a big chested women it is so so hard to find bras and I always have a break down about it.

But this process was so amazing and getting to do it from the comfort of your home with expert advice was life changing. I can't thank you guys enough ❤️"

★★★★★

"It was a good experience. It was the first time I've ever used. Anything like this went buying clothes that I'm more dear and you were unsure if you would like them. This is definitely a better option. I'll definitely only be shopping this way in the future for clothes.🔥"

★★★★★

Such a fantastic experience using Try with Mirra via Two Sisters the Label! I was able to get 3 different options confidently to try without the risk and the system was so easy to use and very clear!
Great job - more brands should be using this!"

★★★★★

"I enjoyed the service. It was just easier to order more and then return what I didn't want. I think the psychology of it's better and easier to do this way. Would definitely do it again.

I live in a regional area where we are very limited so being able to try at home made so much difference and I see that you also have OnceWas which I also love. I have told all my friends about it at work. It made me feel really confident when buying and also saved me a lot of time .

I don't have much free time with work to drive to Metro areas where the shops are this brought the dressing room to my door.

I can't wait to use it again. You have solved such a big problem.

I will now be shopping exclusively with brands that have try at home also in terms of feedback for the labels using it or looking at using the service I was only planning on purchasing one dress but trying both on in my home environment with my shoes and accessories I could explore multiple looks and ended up purchasing both dresses with confidence."

★★★★★

Brand Reviews

★★★★★

“It’s rare to find a solution that enhances conversion, customer trust, and brand experience all at once. Try with Mirra delivers on all three.” SACHA DRAKE



SACHA DRAKE

“The app integrates smoothly with Shopify and feels like a natural extension of the store experience.

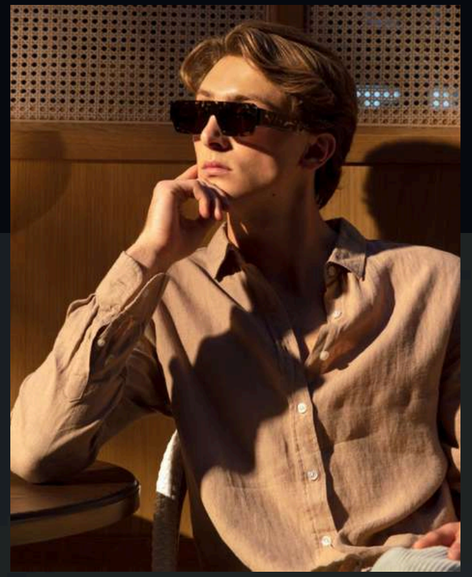
Setup was straightforward, and the Mirra team has been incredibly responsive and supportive, ensuring everything runs perfectly from both a customer and operations perspective.”



FIGUR

“The 'Try Before You Buy' app has been a game changer for us. It has opened up orders where customers were initially unsure, converting them into sales.

Both conversions and order value have increased.”



AM EYEWEAR

“It has definitely increased confidence in shopping and we have already seen a significant increase in AOV. Furthermore, we have saved multiple hours in customer service!

We recommend it 100% - it’s the future of online shopping!”



IDA+S

“The Try with Mirra team have been fantastic! It's been almost 4 months and our AOV for TWM orders is 44% more than non TWM orders.

Wow. I knew as a new brand that the try before you buy would be super helpful for conversions but this is next level.”