Reduce friction, boost trust and convert more browsers into buyers



TRY WITH MIRRA

When Customers ***Try More*** They **Keep More**

The average increase in AOV across all live brands using Try with Mirra is 67.39% (last 90 days)



The challenge

The biggest reason customers abandon swimwear carts?
Uncertainty around size, fit, or style.

The solution

In-store, they'd hit the fitting room.
Now they can do that at home with Try with Mirra.

Try Before You Buy - at home

Customers try on pieces in real life before committing.
It's secure, easy, and built for confidence.

Less hesitation, more connection

Removing friction at checkout helps shoppers say yes.
They end up keeping more!

Home try-on



STELLA ONE PIECE IN RED

$259.00 AUD

A string triangle bikini top that features an adjustable self-tie and the flexibility for more coverage or a ruched, minimal look.

Colour

Size

SIZE CHART

6 8 10 12 14

ADD TO CART

TRY AT HOME

Select up to 4 items to try at home. TRY WITH MIRRA

SHOP

Add up to 4 items to your cart and checkout with no upfront payment

(Merchants Control Try Item Quantity)

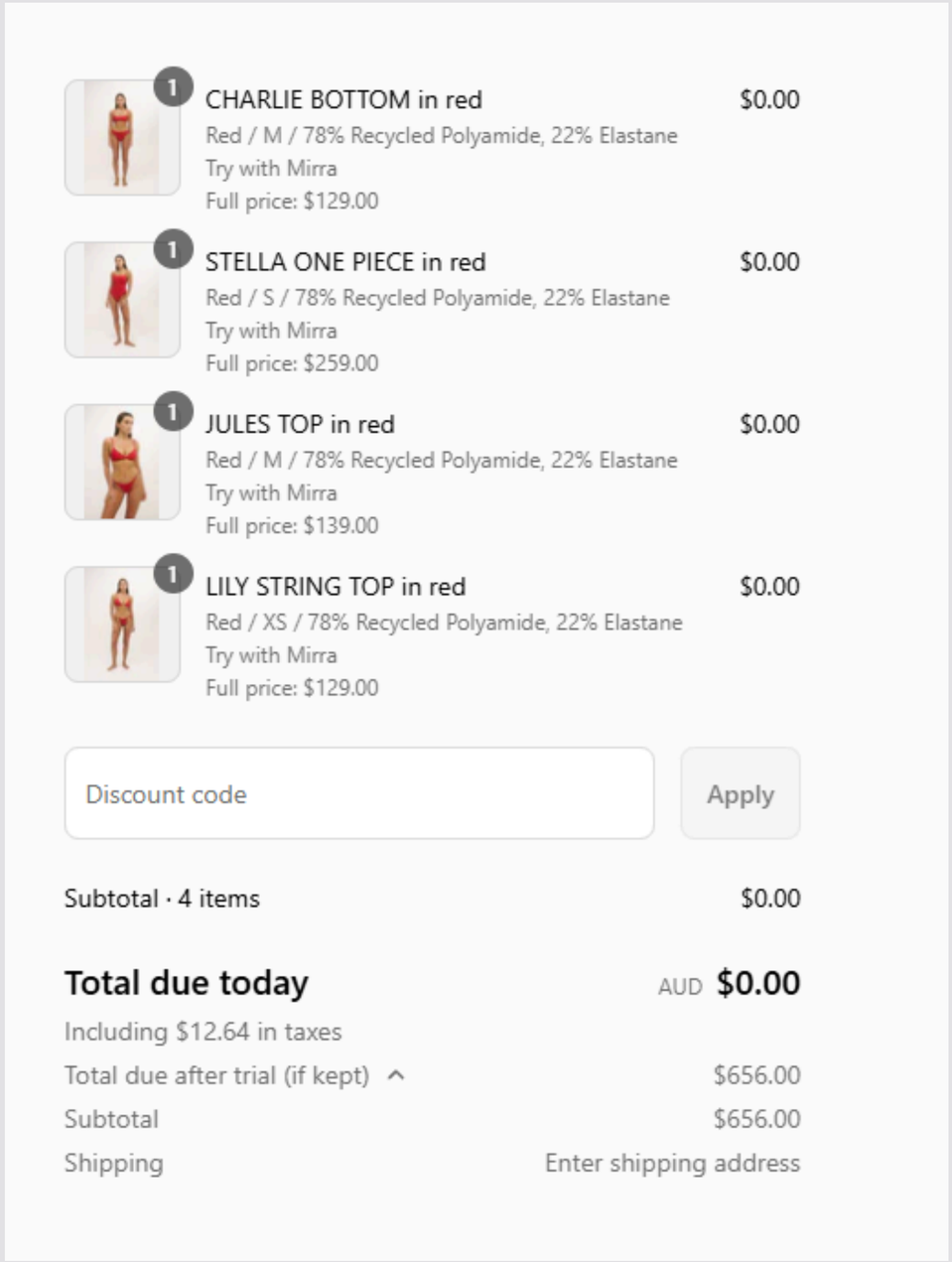
TRY

Your 3 day trial starts when your order is delivered

PAY

Complete your order. Pay for what you keep & simply return the rest

made easy



$0.00 at checkout

Removes friction as the customer is only committing to Trying-On the items to make sure they LOVE them

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Payment hold

An authorisation hold is placed on the customers card so that the funds are secured.

Pending transaction

It will appear as a pending transaction. Similar to a hotel putting a block on a card.

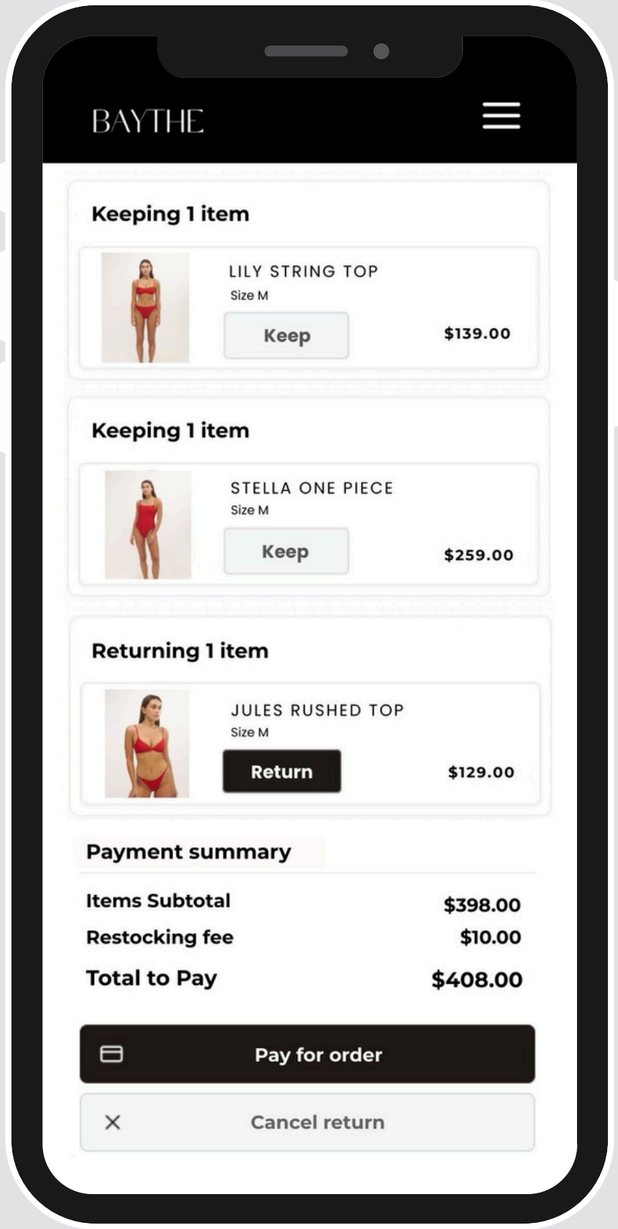
Normal fulfilment

The order will land inside your Shopify and be fulfilled as normal.

Customer Portal

Customers simply use the self-serve portal to choose what to keep or return.

Creating a seamless, confident shopping experience that drives sales.



Try at home

Once the order is delivered the customer has 3 days to complete their purchase using the customer portal.

Trial time

The merchant can set the trial length (although most apparel merchants set a 3 day trial).

Customer insight

90% of customers complete their order within 24 hrs of their order being delivered.

Returns

If there is a returning item, we will generate a return label for the customer.

The Data

+67%

Across all brands, Try with Mirra orders deliver a median 67% increase in average order value, measured after returns.

+68%

First-time shoppers convert at a 68% higher rate when offered a Try at Home option.

+5–35%

Depending on brand activation and marketing support, merchants see between 5% and 35% incremental sales uplift.

Higher Repeat Spend from New Customers

Try with Mirra attracts more first-time shoppers, who then return to purchase again, boosting lifetime value.

Optimised Returns

Because Try with Mirra orders have only a 3–4 day home trial period, returns flow back to the warehouse much sooner, resulting in processing times that are 4x faster than traditional returns.

Less Reliance on Discounts

Because customers make the purchase decision at home (not at checkout), brands report fewer discount incentives needed to drive conversions.

Shoppers Feedback

Real customers, real experiences. See why Try Before You Buy is the smarter way to shop online, risk-free!

"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 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 workK 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."

humii

100 Mystery Shopper Insights. TBYB works & the results prove it

95% More likely to checkout using Try at Home

93% More confident placing an order with TBYB option

93% More helpful in removing hesitation at checkout

87% More likely to shop with the brand again to use TBYB

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.”