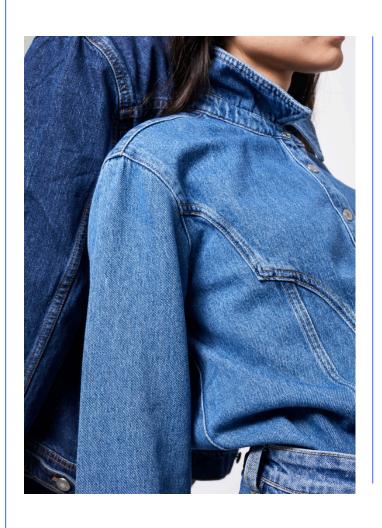# Playbook ↘

From Sales Chaos to Consistent **Growth**

Why Fashion Brands & Online Boutiques Should Launch *Try Before You Buy* Before Year-End

The Q4 Challenge

Q4 post-sales period slumps

BFCM drives traffic but slashes margins, followed by a short lull as shoppers pause before Christmas

Post-Christmas & January bring fatigue, gift card redemptions, and quieter weeks

Q1 pipeline stalls, CAC rises, and inventory sits idle

The Excuse vs. → The Opportunity

"We'll wait until after BFCM" ... is a missed opportunity

Excuse →	Reality →	Opportunity →
"No time to integrate before holidays"	Go live in days with 90% handled by TWM team	Capture holiday traffic + own the lull after

Delaying TBYB until after BFCM means missing one of the biggest wave of high-intent traffic all year.

By launching now, brands don't just lift conversions during peak season; they also set themselves up to capture sales in the quieter weeks that follow. With integration handled almost entirely by our team, the real risk isn't launching it's waiting.

Why TBYB Now

More Than a Feature → A Growth Lever

Instead of seeing TBYB as "another thing to implement," utilise it as a conversion lever that complements existing holiday traffic and an insurance policy against Q1 slowdowns.

Maximize high-intent traffic →

BFCM brings unprecedented shopper flow. TBYB removes the biggest friction (fit, style confidence) so more of those visitors convert at full price.

Protect margin post-discounting →

After heavy promotions, shoppers are fatigued. TBYB provides a reason to purchase at full price, without further discounting.

Fill the post-holiday lull →

January is historically quiet. TBYB encourages multi-piece orders, higher AOV, and gives customers a reason to come back when sales are slow.

Get ahead of 2026 planning: →

Brands that wait until next year will lose the Q1 test-and-learn cycle. Early adopters enter the new year with data, case studies, and shopper trust already built.

Benefits for Brands & Online Boutiques

For DTC Brands

Increased AOV →
Customers add multiple sizes/styles to their basket with $0 upfront with a average uplift 50%+.

First-time customer conversion →
TBYB reduces hesitation, converting browsers into confident buyers.

Fast return cycle →
Orders finalized in ~24 hours, with stock back in 5–10 days. No inventory drag.

Merchandising insights →
Analytics on return reasons, sizing, and fit to guide 2025 buying and production.

For Multi-Brand Boutiques

Elevate the curated experience →
Empower shoppers to explore across labels risk-free.

Differentiate vs. competitors →
Most boutiques rely solely on sales events - TBYB becomes a unique acquisition lever.

Cross-brand exchanges →
Keep shoppers in the boutique ecosystem, even if they return a brand's item.

Customer lifetime value →
Loyalty builds when boutiques solve the confidence gap better than any mono-brand site.

Implementation Advantage

"We don't have time."

TBYB is designed for rapid onboarding.

90%+ of integration handled by our team

Brands stay focused on their campaigns.

Go live in days, not months

Minimum disruption to BFCM prep.

Minimum disruption to BFCM prep.

Aligned to each brand's identity, no re-platforming required.

Centralised support

Try with Mirra manages shopper queries across all brands, reducing customer service pressure.

Who You Attract with TWM vs. BNPL/Return Apps

With Try with Mirra, you attract high-value, high-intent shoppers who just need a small push to commit. Customers looking for confidence in fit and style, not financing. BNPL and return apps, on the other hand, tend to draw low-value, discount-driven buyers.

	Try with Mirra	Buy now Pay Later	Return Apps
Shopper Type	High-value, high-intent	Low-value, discount-driven	Already returning
Experience	No upfront payment, instant refund, easy exchanges	Instalments & late fees	Refund delays & friction
Impact	Higher AOV, faster cycles, smarter data	Higher risk, lower margin	Operational cost only

The Impact of Try with Mirra

90%
of apparel returns = sizing issues (industry benchmark).

68%
increase in converting first-time customers when sizing confidence is improved with TBYB (Mirra data).

54%
Average increase in AOV for a completed Try with Mirra order (Mirra data).

"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. Also, why don't other app have these kinds of metrics? Its almost like other apps are afraid to show ROI but the TWM analytics leads with that."

IDA+S

Turn Q4 into Your Advantage

The busiest quarter of the year doesn't have to be the most chaotic.

With Try with Mirra, you can:

Convert more of the traffic you've already paid to acquire

Protect your margins without leaning on deeper discounts

Keep sales flowing during the quiet post-holiday period

Start 2026 ahead, armed with shopper insights and a proven growth lever

Book a 20-minute strategy session today and see how easy it is to launch TBYB before the year ends.

Most brands wait until "after the holidays" but the ones who act now capture more value when it matters most. With fast, low-lift onboarding handled by our team, there's no need to wait.

Book My Strategy Demo

trywithmirra.com