



# **2025** **Customer** Insight Report

TRY WITH MIRRA

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# Try First *pay later*

At Try with Mirra, we place a strong emphasis on customer feedback to drive continuous innovation.

Our Try Before You Buy (TBYP) model enhances the online shopping experience by fostering consumer confidence and providing brands with valuable insights into shopper behaviour.

This report gathers data and feedback from 1,000 customers we surveyed to help further enhance the overall user experience.



# Overall Experience Rating

**4.86/5**  
average rating

**90.9%**  
Rated their experience  
★★★★★

This overwhelmingly positive feedback shows that Try with Mirra builds trust and confidence at checkout

**"Very impressed first time user. It was an excellent service — would buy this way again"**

With 91% of customers rating their experience 5 stars, it's clear the service enhances the shopping journey and removes barriers to purchase.

**"They were very easy to deal with. My experience was excellent"**

Customers described the experience as easy, empowering, supportive, and in some cases, life-changing.

For those who normally struggle with sizing, confidence, or accessibility, Try with Mirra gave them a safe and stress-free way to shop.

One customer even said: "I always have a breakdown buying bras — but this process was amazing. Life changing."

# Ease of Use Rating

**93% of customers rated their understanding as 4 or higher out of 5**

## 4.91/5

**Ease-of-use rating**

Try with Mirra is simple and intuitive, with nearly 93.3% of customers saying they clearly understood how it worked before ordering.

This shows that the value proposition is clear, trust is built early, and there's minimal confusion helping brands deliver a smoother, more confident customer experience.

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## 93.2%

**of customers gave us a perfect score of 5 out of 5**



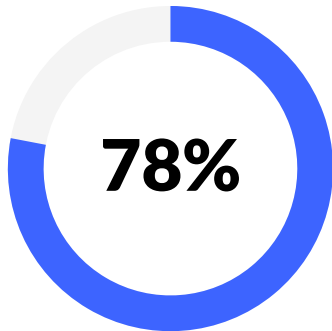
### **For Customers**

93% of customers rated the ordering process a perfect 5 out of 5, confirming that Try with Mirra is easy to use and seamlessly integrates into the customer journey.

### **For Brands**

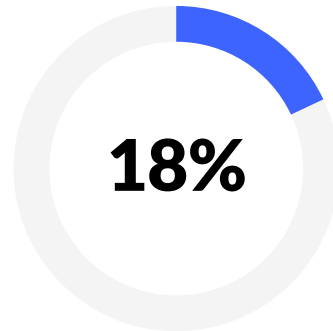
This means less friction at checkout, a smoother customer experience, and more completed purchases with less support required.

# Customer Conversion



**78% of customers** said they would have either hesitated to order or not purchased without the option to TBYB.

That means nearly **8 in 10 shoppers face friction at checkout** when TBYB isn't available highlighting just how powerful the service is in reducing doubt, increasing cart confidence, and capturing revenue that might otherwise be lost.



**Only 18% of customers** said they would have confidently made their purchase without the option to Try Before You Buy.

This reveals a significant trust gap in the traditional online shopping experience one that TBYB bridges by giving shoppers the reassurance they need to commit. For brands, it's a clear signal that offering TBYB isn't just a nice-to-have, it's a critical driver of confidence and conversion.

***"Love this service. To be able to try on a few different styles and sizes without the upfront cost is great"***

# Increased Order Value

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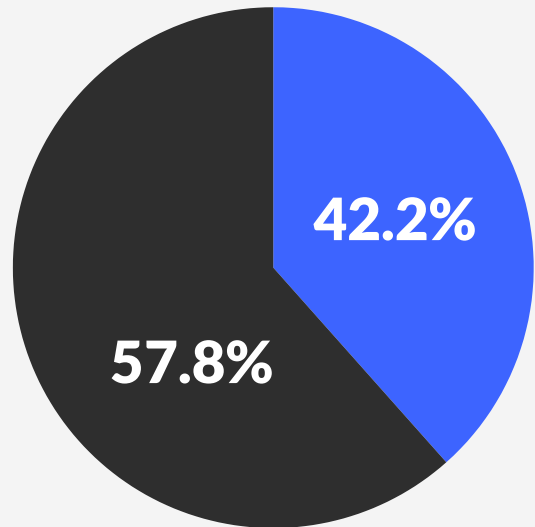
## 42.2%

42.2% of customers ordered more items than they normally would because of Try with Mirra

57.8% ordered the same amount

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**Try with Mirra boosts basket size, with over 40% of customers adding more items due to the option to try before buying. This leads to increased revenue per transaction and greater product exposure without raising ad spend.**



# Payment Process

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## 97.8%

97.8% of customers said the payment process was clear and smooth

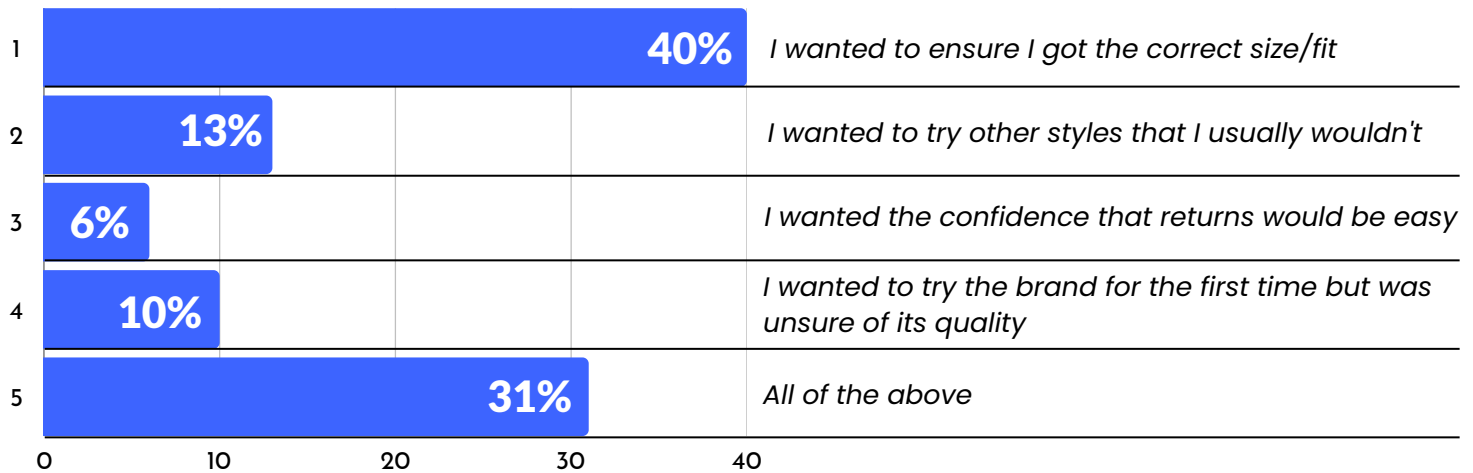
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### Seamless for Every Online Shopper

**This highlights how well the experience works across diverse customer demographics, regardless of age or digital experience.**

**It's a strong signal that TBYB is accessible, easy to use, and won't create barriers for shoppers at checkout.**

# Why Customers Choose Try Before You Buy



## +70%

With more than 70% of customers opting for either "correct size" or "all of the above," it's evident that shoppers view TBYB as a low-risk, high-value choice that enhances their confidence.

This is particularly true for first-time buyers or those who are hesitant to experiment with new styles.

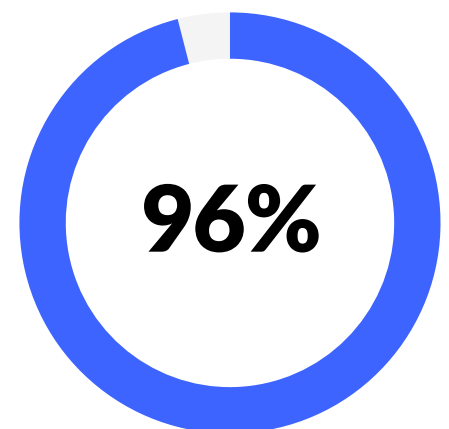
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**95.6% of customers said they would definitely recommend Try with Mirra to a friend**

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### Impact on Customers

Try with Mirra creates experiences worth sharing. With 96% of customers eager to recommend it and not a single person saying no, the service is clearly leaving a lasting impression.



### Impact on Brands

For brands, this means high customer satisfaction, strong brand alignment, and a built-in referral engine.



# 3 Day Try-on Trial Period

**68%**

**68% of customers found a 3-day trial period sufficient for decision-making**

Indicating that brief, seamless try-on experiences are effective. This challenges the necessity for 30–60 day return policies, suggesting that shorter trial periods with a clear TBYS experience can expedite purchases and reduce operational burdens for brands.

**26%**

**26% who wanted more time only asked for a couple of days or less**

Unlike traditional return windows of 30+ days, this proves customers don't need weeks—they just need a frictionless try-on experience. For brands, this means faster decisions, quicker inventory turnover, and less return risk, all while delivering higher customer satisfaction.

**2%**

**2% of customers requested a full week, but no more than that**

The 3 day trial period aligns well with customer expectations, with only 2% requesting an extended full-week trial. This confirms that the current timeframe provides ample opportunity for shoppers to make confident purchase decisions.

# Easy Returns

# 97.2%

97.2% of customers had a positive experience when returning an item, with most describing it as very easy.

This reinforces that the Try with Mirra return process is simple and stress-free, helping customers feel confident to order while keeping the experience hassle-free for brands.

**“Buying clothes online can be really tricky but this made the process a lot easier.. made me feel confident. Also the return process was so simple”**



“Game changer! I buy often online but if its a new brand I am not always sure of my size”



“I live in a regional area where we are very limited so being able to try at home made so much difference”



“Being able to try before paying took all the stress out of ordering online. So easy to use”

# Repeat Customers

97.8% of customers said they're likely to use Try with Mirra again, with the overwhelming majority giving it a **perfect 5 out of 5 score.**

This shows the experience not only delivers on its promise, but leaves customers keen to come back.

96%

88%

88% of customers found Mirra's updates helpful for managing their trial, highlighting the importance of proactive communication through email and SMS.

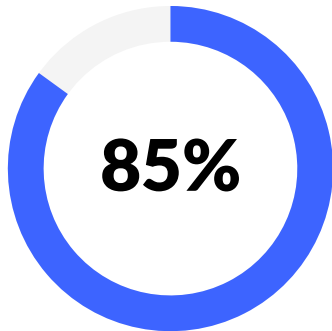
This approach fosters a smooth experience, builds trust, and minimizes the need for customer service follow-ups.

"Thank you for actually being a brand that thinks of its customers... this process was so amazing... life changing"



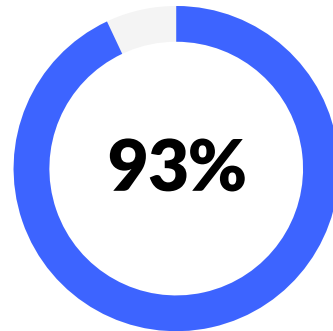
"Game changer! I buy often online but if its a new brand I am not always sure of my size. The option to choose a few styles or sizes of a style and try at home is awesome. I will be seeking out other brands that offer this service"

# Built-In Conversion Power



**85% of customers** discover Try with Mirra directly on the store's website, proving its effectiveness as an on-site conversion tool.

Customers instantly recognize the value at checkout, but brands that actively promote the service through email, social media, and ads see even stronger engagement and sales growth.



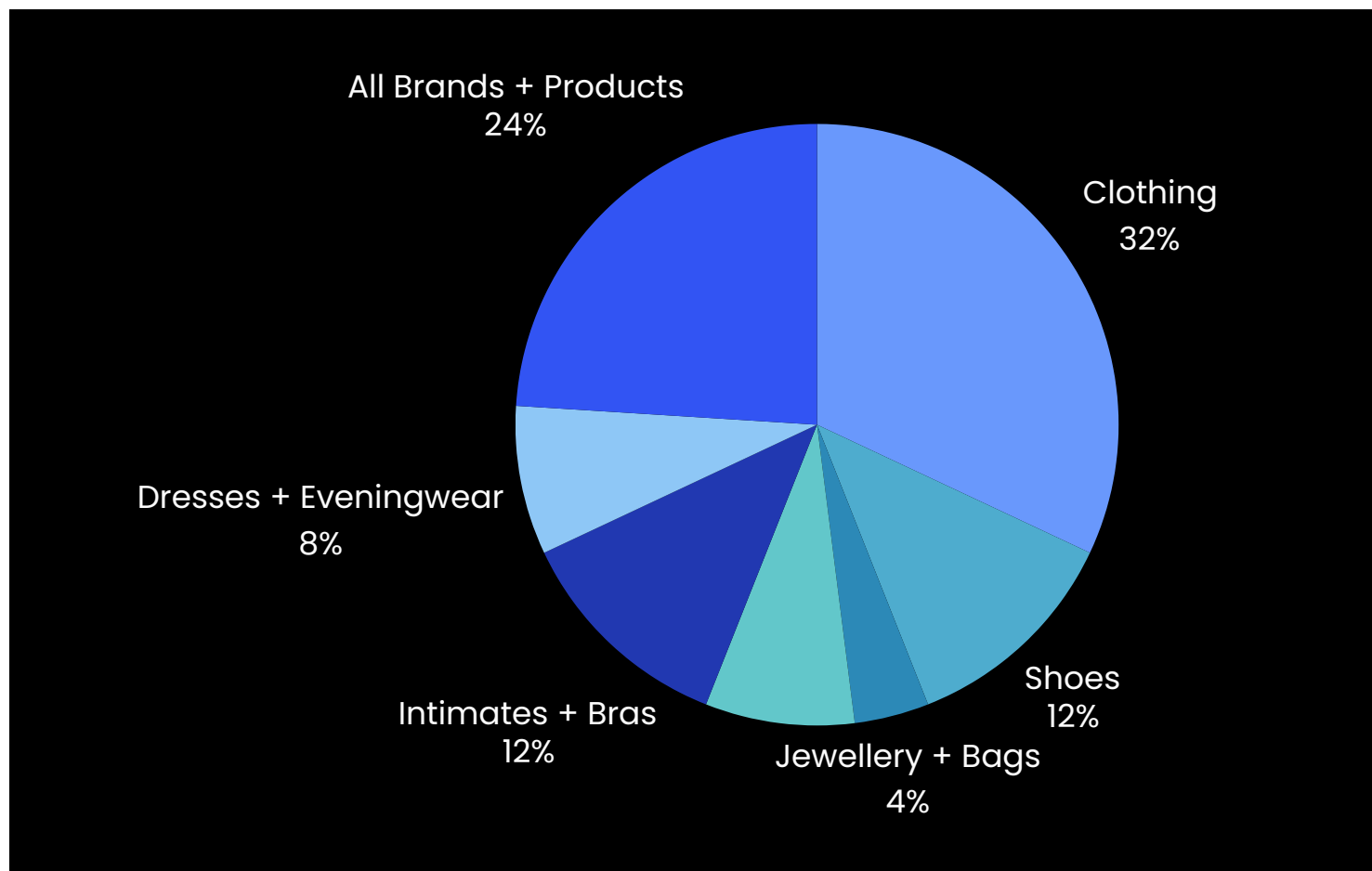
Customers aren't just satisfied with Try with Mirra they're thrilled, with **93% giving it a perfect 5-star rating**.

This highlights the seamless experience and real value it brings to both shoppers and brands. High satisfaction means stronger brand loyalty, increased conversions, and more confident purchases.

***This is more than a checkout feature. It's a shift in how people engage with brands online. It builds trust, removes risk, and puts the customer first — all while lifting conversion and loyalty for brands.***

***Try with Mirra doesn't just help people shop. It helps them feel good while doing it.***

# Top Requested Categories for Try Before You Buy



**Customers want Try with Mirra to be available on all online fashion stores for every product.**

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Additional categories mentioned were beauty, skincare & homewares

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***Shopping isn't just about products — it's about how people feel when they buy them. That's the power of Try with Mirra.***

***We set out to create an experience that removes stress, builds trust, and makes customers feel seen, supported, and in control. And now, thanks to real feedback from real shoppers, we know it's working.***

# **Contact** **Us**

**TRY WITH MIRRA**

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