



Mirrolure Case Study

Full-Service Marketing Campaign

At a glance

Mirrolure, a renowned provider of custom fishing lures, partnered with VIV to launch an online store tailored to their niche audience. By streamlining their operations and integrating payment solutions from Evolv, Mirrolure has experienced exceptional growth. Additionally, VIV's marketing tools built into the website have driven increased traffic and conversions, resulting in impressive sales and revenue figures within the first year of launch.

Key metrics

Mirrolure was able to drive the following results in a short amount of time.



248,882+
Impressions Generated



\$476K
Online Sales



2,803+
Abandoned Carts Recovered



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

CHALLENGES

- Launch a fully functional eCommerce store that could handle high volumes of traffic and transactions.
- Simplify operations by integrating a seamless payment processing solution.
- Ensure that their marketing efforts could be tracked and optimized through built-in tools on the site.

SOLUTIONS

- **Custom eCommerce Website:** VIV built a custom online store for Mirrolure with a focus on user experience, high-performance capabilities, and ease of navigation.
- **Evolv Payment Integration:** To streamline payment processing, VIV integrated Evolv, allowing Mirrolure to efficiently manage transactions and provide a smooth checkout experience for customers.
- **Marketing Tools:** VIV implemented comprehensive marketing tools within the website, enabling Mirrolure to drive sales through data-driven insights and targeted campaigns.

BENEFITS

Increased Sales & Revenue

1

The custom eCommerce platform, along with targeted marketing campaigns, helped Mirrolure generate \$476,062 in revenue in its first year. A 3% conversion rate from placed orders significantly contributed to the store's profitability.

Improved Checkout & Payment Flow

2

The integration of Evolv Payments simplified the purchasing process, providing a seamless and secure way for customers to complete transactions, which also contributed to the 18,822 started checkouts.

Enhanced Customer Engagement

3

With built-in marketing tools, Mirrolure could engage with 197,713 potential buyers who added items to their carts, representing \$670k worth of carts. Recovery emails helped regain 2,803 abandoned orders, boosting revenue.