

The Mirror Case Study

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MISSION

Empowering creators and
publishing in web3.

Users don't have a way to monetize their writing practice or fundraise projects with the advantages of web3.


Users don't have visibility into who's reading or collecting their writing on Mirror.

Users are unable to integrate third-party, composable NFTs from the web3 ecosystem in a first class manner.

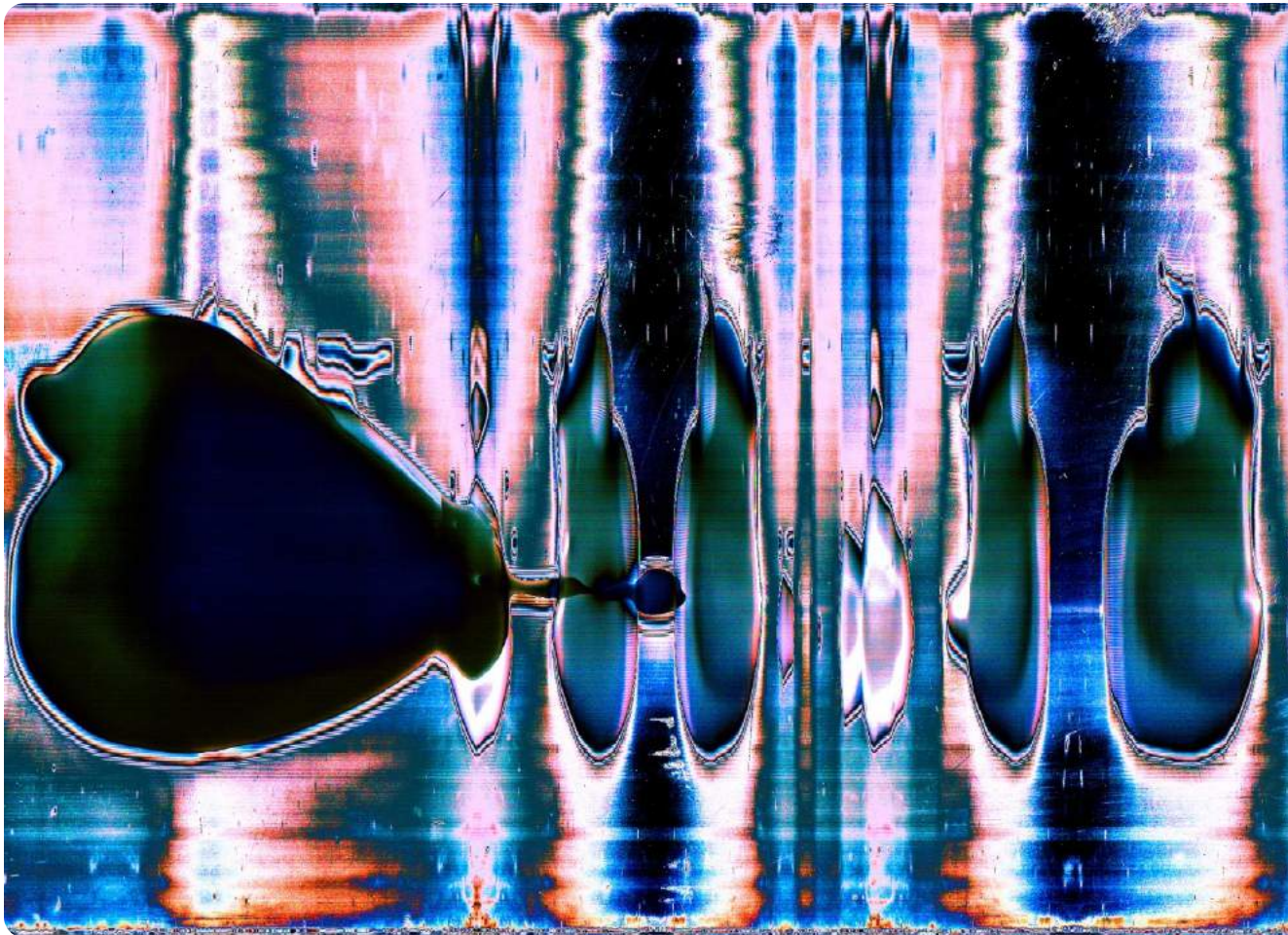
Problem

Monetization


Creators should have a way to monetize with their audience and take advantage of the web3 ecosystem through Mirror's platform. This can allow users to truly grow their writing practice.

 **Soft Interface**
ENS softinterface.mirror.xyz

[Subscribe](#) [Collect](#)




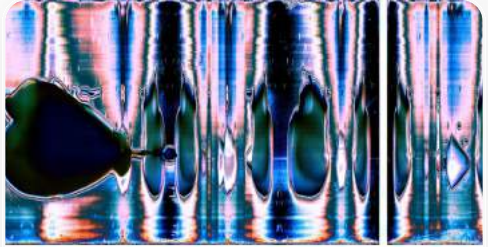
When the sun hits

 **Soft Interface** 0xCC65 April 12th, 2023


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When the sun hits

 Soft Interface
softinterface.mirror.xyz

| Price | Minted |
|--------------------------------|------------------------------|
| 0.005 ETH \$8.18 USD | 1,608 Open edition |

Collectors pay a 0.00069 ETH mint fee. 

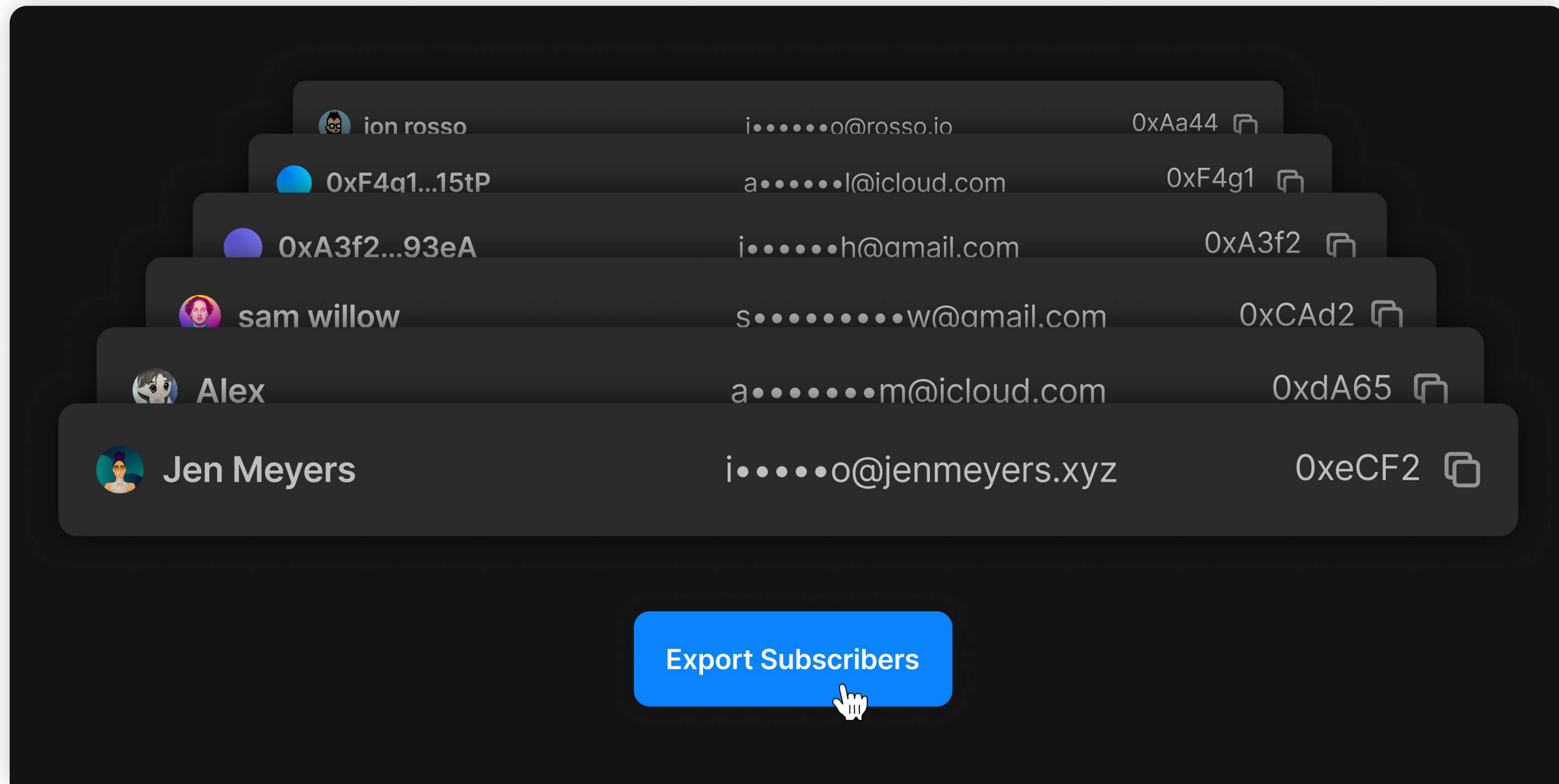
[Collect Entry](#)

Subscribe to **Soft Interface**

[Switch Wallet](#)

Growth & Audience

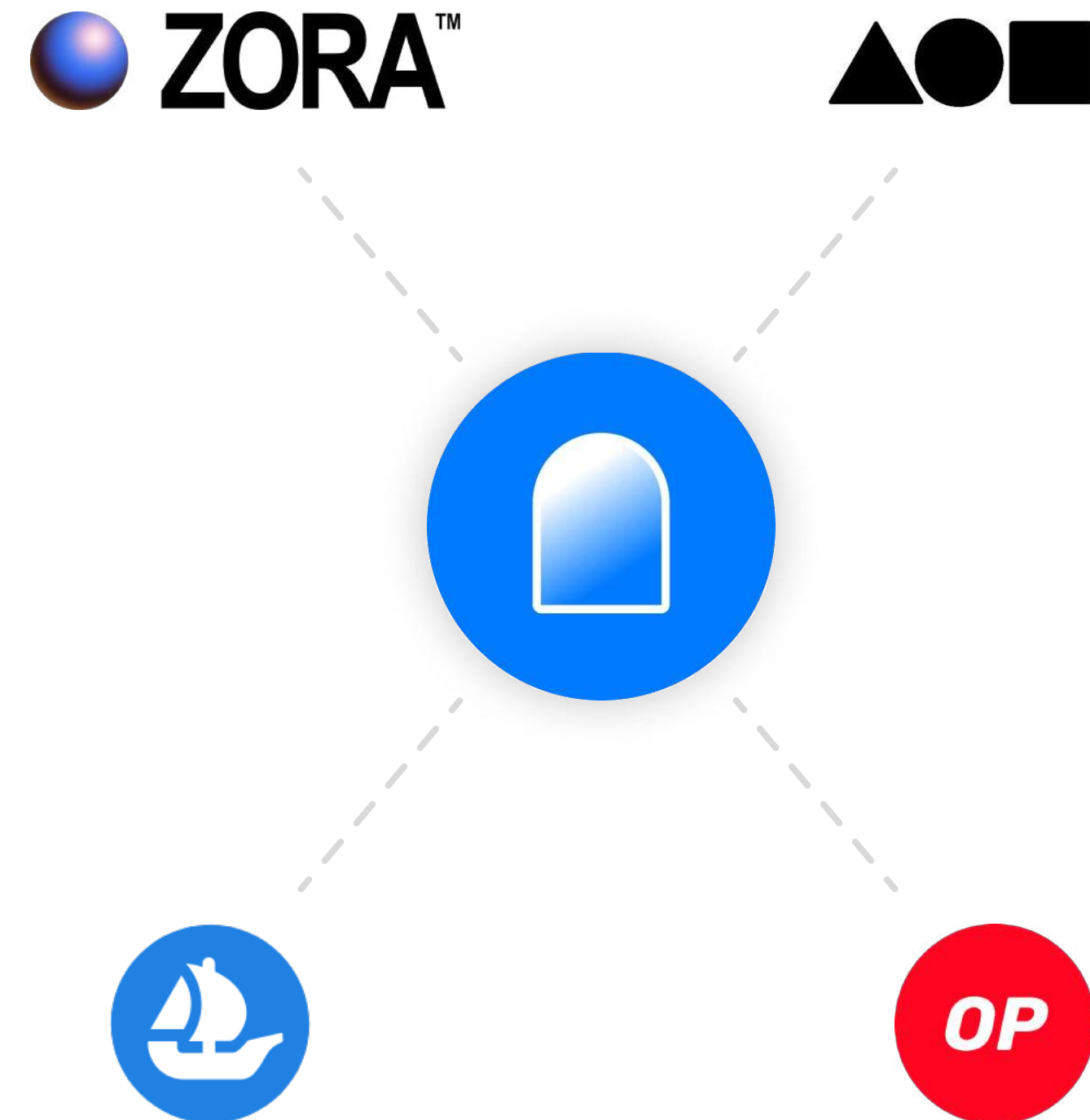
To support a creator's writing practice and keeping fans in the loop, subscriptions go a long way and foster community. In web3, so do wallet addresses, so how can we give transparency and accurate values of web3 audiences?



Interoperability

There are a lot of different NFTs minted through different platforms, and bridging them to Mirror could provide a seamless canvas for creators, simplifying the way they share and promote their work.

This integration could enrich the digital ecosystem, making it intuitive for both creators and audiences.



MONETIZATION

Creating Writing NFTs

Giving the creators the power to set a price in ethereum for their writing unlocks earning revenue for their work. If someone resonates with your publishing they can collect it on-chain forever, and you decide the supply and price. Set a limited supply of 10 for special pieces, or create open editions.

Publish entry

Writing NFT **Open Edition**

Free ETH Edit

Notify subscribers

Sign and Publish

Collecting is free by default. Pricing your writing NFT turns your collectors into patrons.

Publish entry

Writing NFT **Limited 500**

0.01 ETH Edit

\$18.34

Earn up to 5 ETH (\$9,170) with these settings.

I confirm these settings are correct

Funds will be sent to 0xAbcD...1234 ↗

Notify subscribers

Sign and Publish

Collecting is free by default. Pricing your writing NFT turns your collectors into patrons.

MONETIZATION

Collection

On the reader surface, collecting should be simple and very familiar as an “exit through the gift shop” experience. Similar behaviors and patterns within a lot of eCommerce products help us execute this feature.

Ethereum: The Infinite Garden Dashboard

Collect

ETHereum
THE INFINITE GARDEN

Ethereum: The Infinite Garden

The Infinite Garden

Price: **0.05 ETH**
\$134.65 USD

Collected: **34/500**
466 available

To collect this entry, first connect your wallet.

Connect Wallet

A FEATURE DOCUMENTARY FILM

Ethereum: The Infinite Garden

The Infinite Garden

Price: **0.05 ETH**
\$134.65 USD

Collected: **34/500**
466 available

Collect Entry

Switch Wallet

Collected

Ethereum: The Infinite Garden

The Infinite Garden

This entry has been added to your collection!
It may take just a moment for it to appear.

Collect Other Entries

View Your Collection

View On Etherscan

Announcing the Film

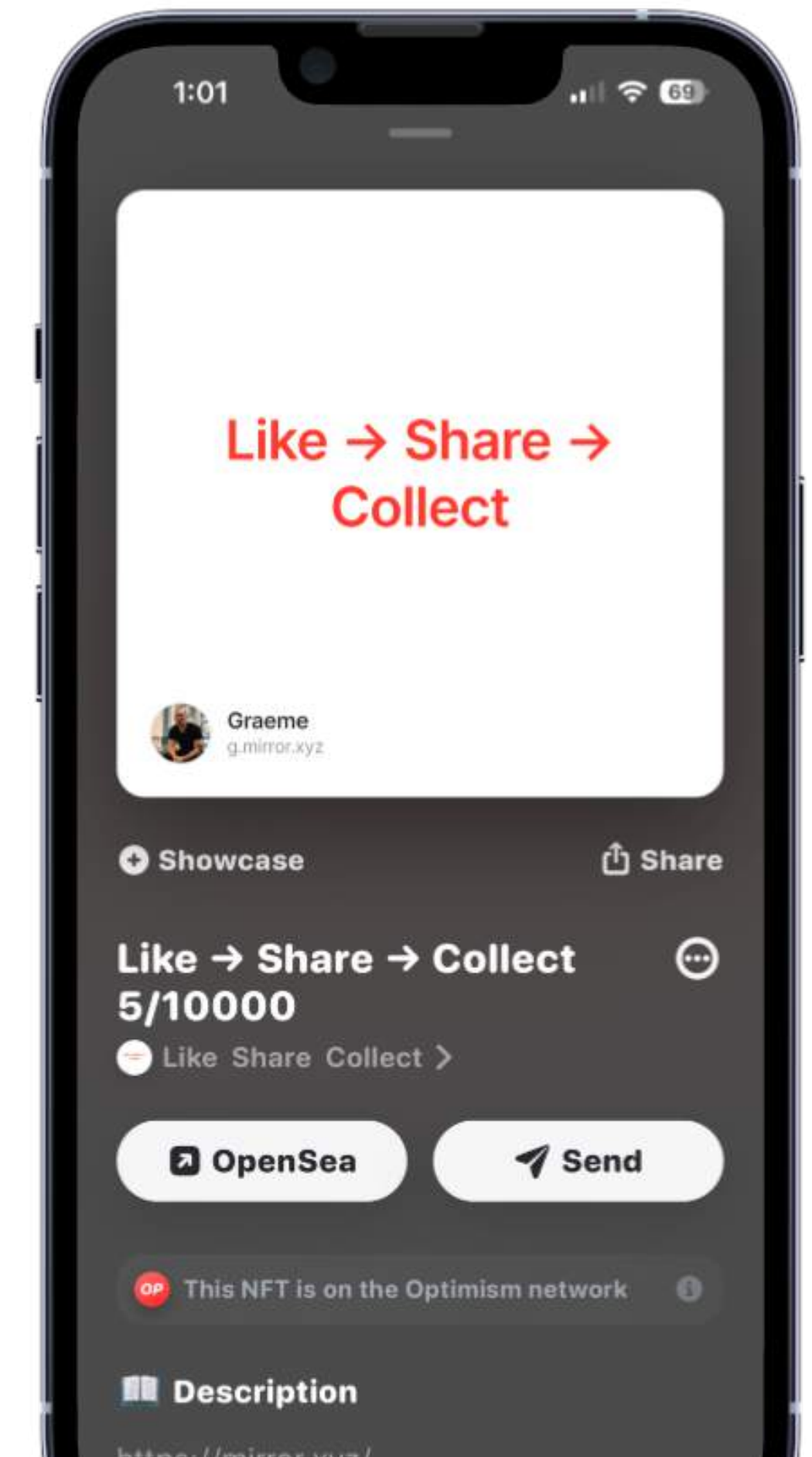
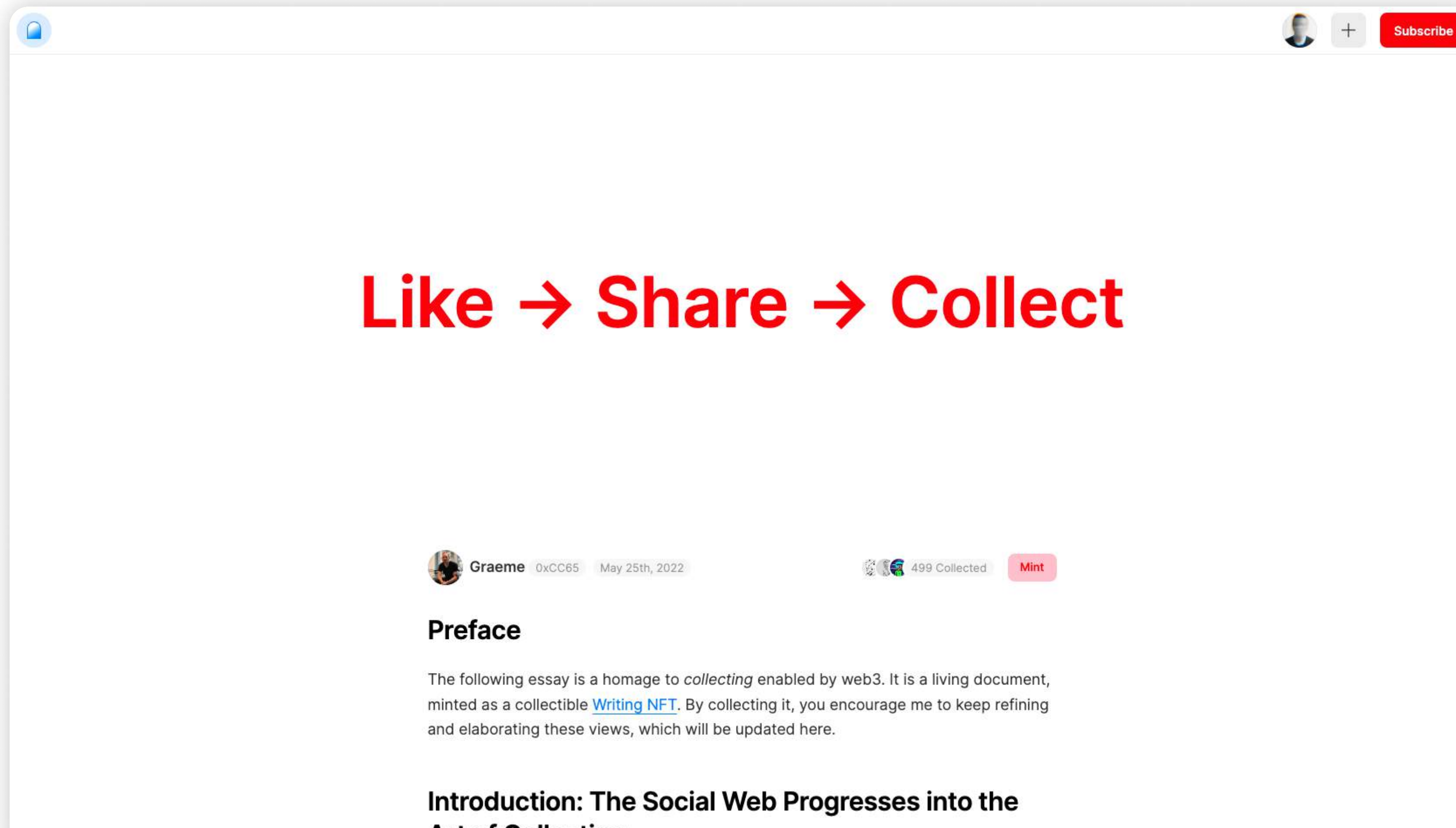
Ethereum: The Infinite Garden 0xCC65 Draft

We are setting out to make the first feature-length Ethereum documentary!

MONETIZATION

On-Chain Artifact

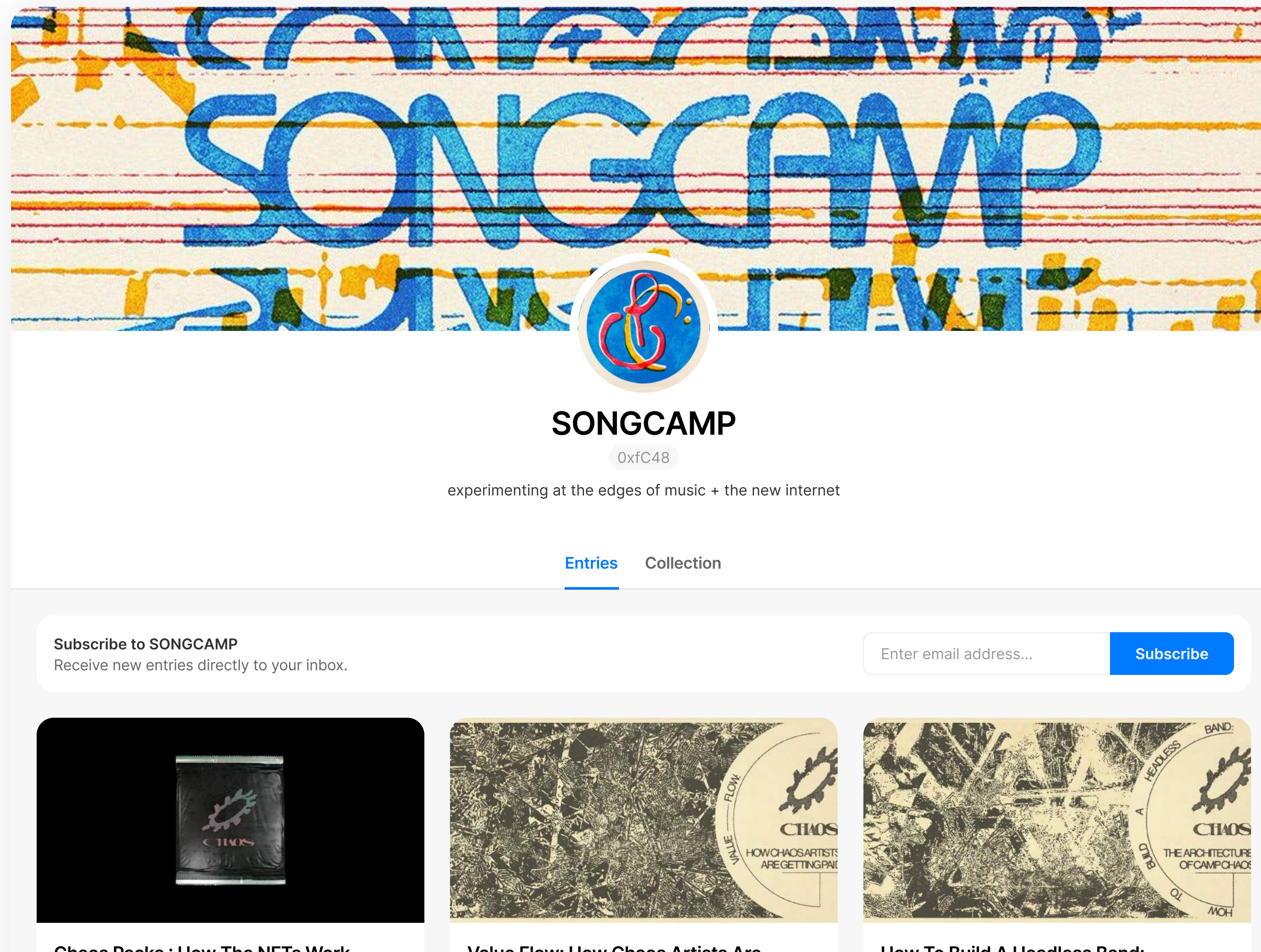
Once a creator publishes, a representation of the entry is made into an on-chain artifact. This representation is stored in your wallet forever, on-chain, and also serves as its artifact where ever it appears on secondary markets.



GROWTH & AUDIENCE

Introducing Subscriptions

We found creators had roadblocks with visibility into who their audience was, retention on Mirror, and distribution without replying on Twitter. Users now are notified as soon as a user publishes, and receive new entries straight to their inbox.



The screenshot shows the profile page for SONGCAMP on the Mirror platform. The profile banner features the word "SONGCAMP" in large, blue, stylized letters on a background of musical staff lines with colorful splatters. Below the banner is the profile picture, which is a circular logo with a stylized "S" and "C" in blue and red. The name "SONGCAMP" is displayed below the profile picture, followed by the handle "0xfC48" and the bio "experimenting at the edges of music + the new internet". There are two tabs: "Entries" (which is active) and "Collection". Below the profile information is a subscription form with the text "Subscribe to SONGCAMP" and "Receive new entries directly to your inbox." followed by an input field for an email address and a "Subscribe" button. At the bottom, there are three featured entries with thumbnails: "Chaos Deck: How The NFTs Work", "Value Flow: How Chaos Artists Are...", and "How To Build A Headless Band".

SONGCAMP published a new entry on Mirror.



Read Entry



All the Ways We Are Together

June 1st, 2022

Don't miss the release event of the century — Chaos Festival kicks off at 4pm ET on Friday June 3 in the Songcamp discord. RSVP at lu.ma/chaosfestival.

Collect Entry

Unsubscribe

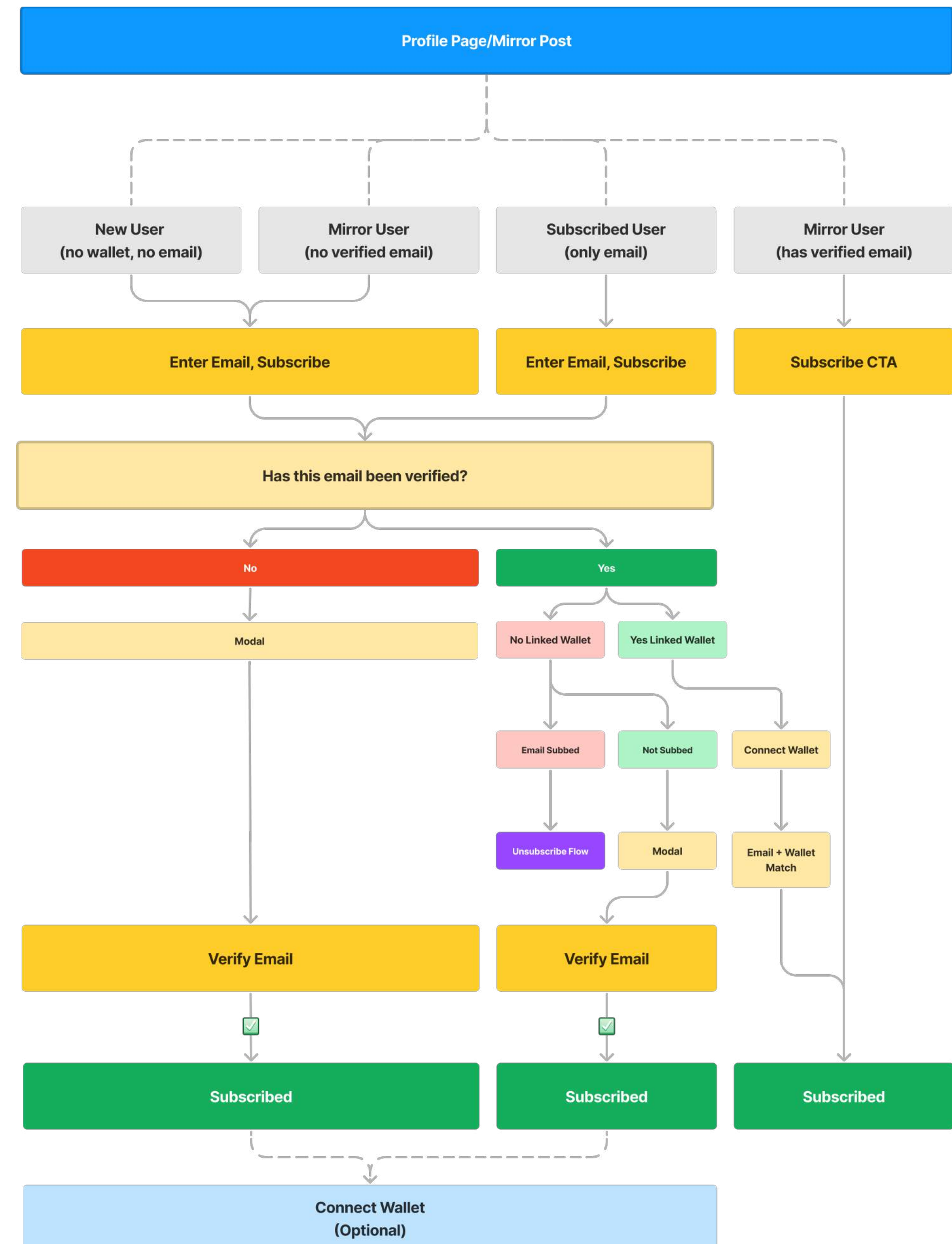
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GROWTH & AUDIENCE

The Web3 Subscription System

Since this is web3 subscriptions, and users primarily sign-in with a wallet (like MetaMask), introducing email capture for subscribing is a big wrench tossed into a 1:1 user profile setup.

Before designing anything, it was important for us to hash out edge cases for subscribing, and establishing a system for how we can properly link new and existing user's emails with their wallet.



GROWTH & AUDIENCE

Email + Wallet = Audience Value

Through user research interviews, we asked questions around how we can provide more value besides simply surfacing subscribers and allowing to export, a top requested feature. We started to think about the advantages of creators having both emails **and** wallet addresses, and realized being able to gauge your audience's value is very powerful for a user's strategy and practice.

The screenshot displays a dashboard for a user named 'Stateful' (ENS: stateful.mirror.xyz). The main section is titled 'Subscribers' and shows 44 subscribers, with 3 new subscribers in the last 30 days. Key metrics include an Audience Network Worth of 34.13 ETH (up 5.28%) and an Entry Open Rate of 78% (Read) and 22% (Not Read). The dashboard also lists top collectors: mikebatts.eth (12), Jon-Kyle (11), and Holly Herndon (9). A list of subscribers is shown below, including Jon-Kyle (0xCC65), mikebatts.eth (0xCC65), Holly Herndon (0xCC65), Peter (0xCC65), Alex (0xCC65), and two users with wallet addresses 0xA3f2...93eA.

Stateful (ENS: stateful.mirror.xyz)

Subscribers

44 Subscribers
You've gotten 3 new subscribers the past 30 days ↗

AUDIENCE NETWORK WORTH
34.13 ETH
+ 5.28%

TOP COLLECTORS

- mikebatts.eth (12)
- Jon-Kyle (11)
- Holly Herndon (9)

ENTRY OPEN RATE

- Read: 78%
- Not Read: 22%

Active Feed Oldest Export

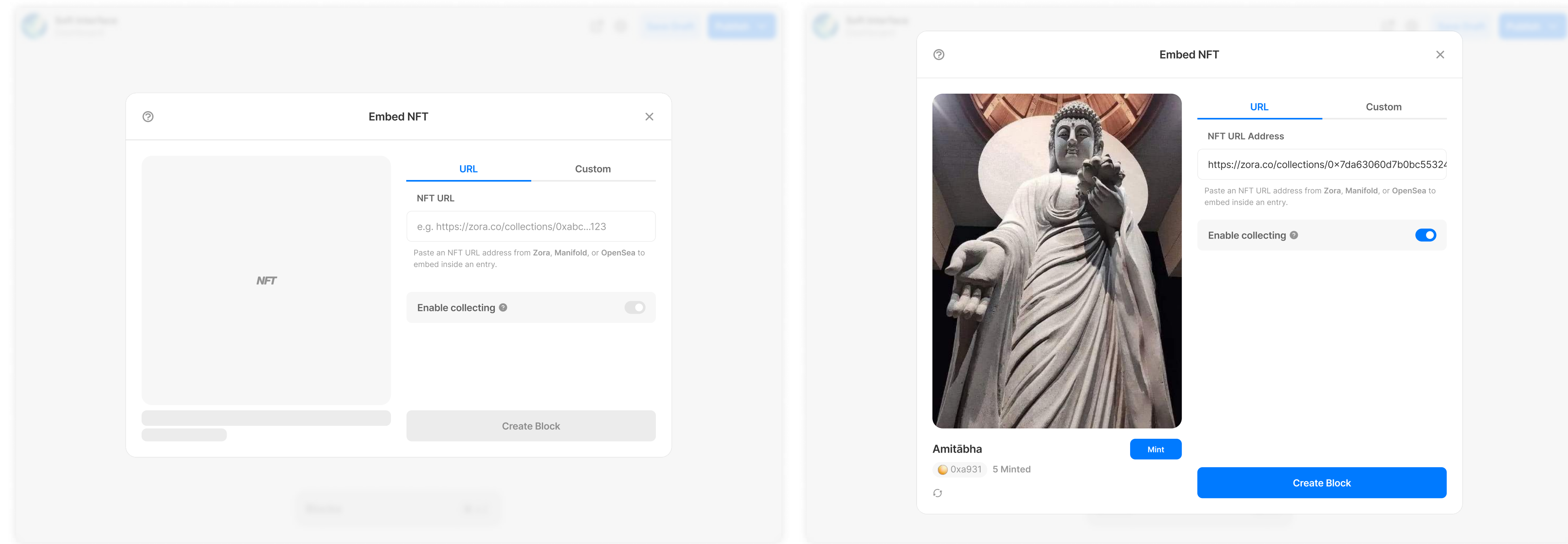
Subscribers list:

- Jon-Kyle (0xCC65)
- mikebatts.eth (0xCC65)
- Holly Herndon (0xCC65)
- Peter (0xCC65)
- Alex (0xCC65)
- 0xA3f2...93eA
- 0xA3f2...93eA

INTEROPERABILITY

Embedding NFTs

A lot of creators on Mirror mint NFTs with third-party tools in the ecosystem, and then paste links to them inside their Mirror entries. We thought we could fix this by giving a proper block feature in the editor that is composable, and seamlessly works with any NFTs.

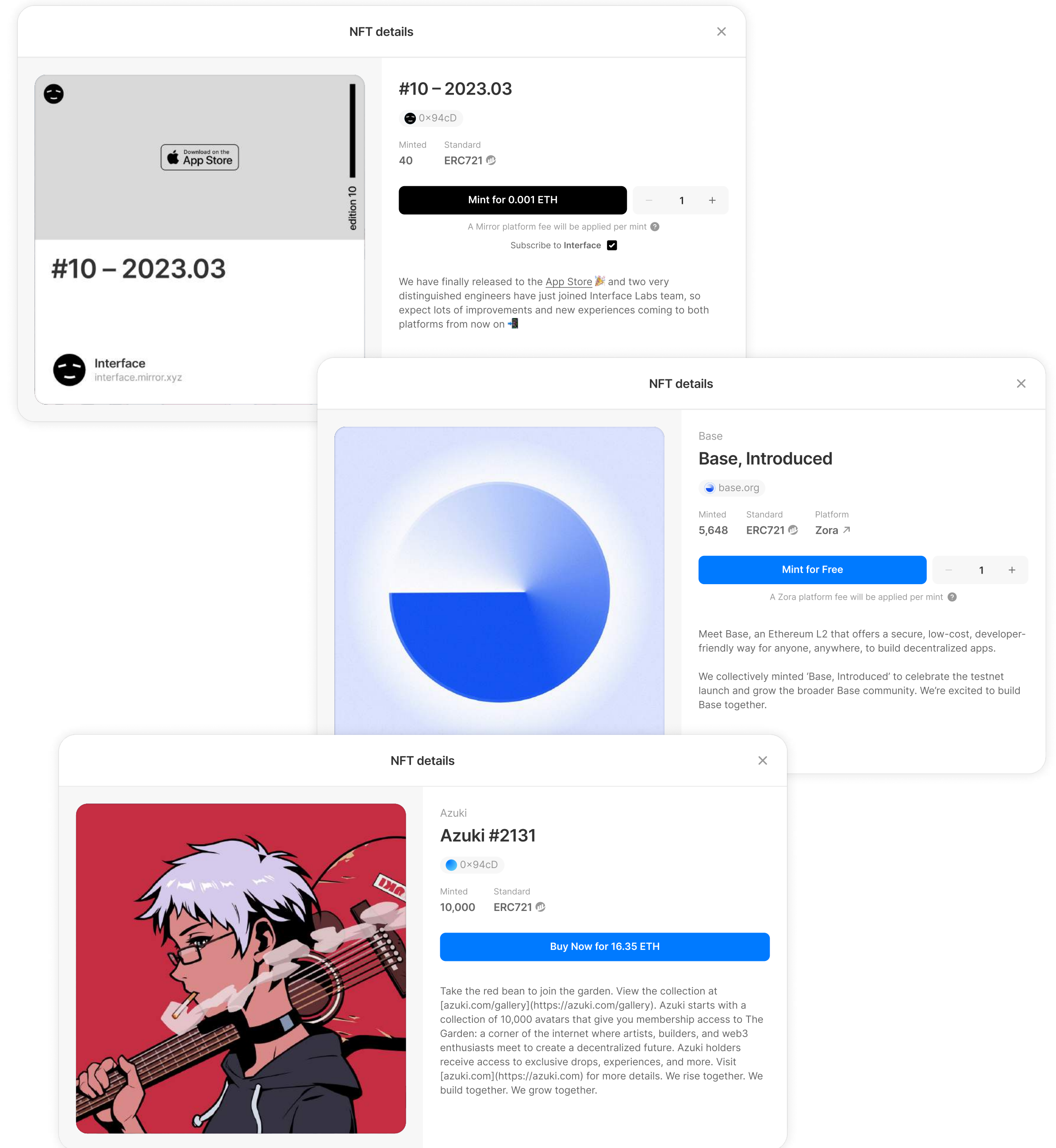


INTEROPERABILITY

Minting & Secondary

Part of the new embed feature is successfully minting through Mirror. This allows to think about business goals by implementing fees on every mint, whether the NFTs are created through Mirror or elsewhere.

After implementing, Mirror saw revenue upwards of **\$450k** in 30 days solely from writing NFT collection.



INTEROPERABILITY

The Home For Projects

With embeds, creators don't have to link out to third-party tools for engagement with their projects anymore. Now, everything can be housed in one place with Mirror. Subscribe to the project, collect the entry, mint the project's NFT, and stay in the loop for what comes next — all on one platform.

The screenshot shows the profile page for 'Cabin' on the Mirror platform. At the top left, the user 'mikebatts.eth' is listed with a 'Dashboard' link. A green 'Subscribe' button is in the top right. The main header image shows a wooden cabin at sunset. Below the image is a green house icon in a circle, followed by the name 'Cabin'. The bio reads: 'a community of cabins for web3 workers', 'a DAO retreat & residency program', and 'an experiment in decentralized cities'. Social links for '0xAbcD...1234', '@creatorcabins', and 'creatorcabins.com' are provided. Navigation tabs for 'Entries', 'Collection', and 'Community' are visible. The 'Featured' section highlights an entry titled 'Join Us for a Magical Coliving Experience at Neighborhood Zero' by Roxanne Kee, dated August 14th, 2022, with 4 collectors. The entry description mentions a 28-acre retreat center near Austin. Below this, the 'More Entries' section shows two other entries: '#14 Mars College: Building Temporary Desert Cities' (dated April 24th, 2022) and '#13: Culdadesac & Co-Living: Human Behavior & Neighborhood Design with Phil Levin' (dated March 27th, 2022).

Concluding Thoughts

Mirror's Growth & Audience focus shows how to build a closer bond between readers and journalists through a niche web3 ecosystem.

The case study presents a community-centric model, blending creator storytelling with active reader engagement mechanics to enhance projects and provide strategies for revenue. These are principles we can apply to different consumption mediums today.



Thank You!