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Miva Merchants See Single Biggest Sales Day in Miva History on Cyber Monday 2023

Online merchants using the Miva ecommerce platform outperformed sales records from previous years in a stunning start to the holiday retail season.

San Diego, CA — November 29, 2023 — Miva, Inc., a leading ecommerce software and service provider for mid-size and enterprise merchants, today announced that online sellers using the Miva platform saw their biggest sales day in the platform’s 27-year history on Cyber Monday 2023. The outstanding sales performance of Miva merchants during Black Friday and Cyber Monday 2023 surpasses the previous platform-wide sales record, set in 2022, by 5%.

“Miva merchants have continued to grow their online Black Friday and Cyber Monday sales year over year since 2020, when ecommerce sales surged during the pandemic,” said Rick Wilson, CEO of Miva, Inc., “demonstrating continuous growth and success despite reports that the pandemic had artificially inflated the growth of ecommerce. What we’re seeing now, very clearly, is that ecommerce is growing and Miva’s customers are growing with it.”

Observing that website speed is the single biggest driver of increased GMV and growth for online sellers, Miva has built an ecommerce platform that delivers fast, flexible websites that drive conversions, minimize the risk of cart abandonment, and delight shoppers.

“Website speed is especially important during the hectic holiday season,” said Wilson, “We want to be spending this time with our families, not waiting on a website. If a page is slow to load or isn’t working shoppers are going to take their business elsewhere immediately. That’s why we are absolutely focused on frictionless shopping and delivering the fastest site speed in the business—so both shoppers and sellers can spend less time waiting and worrying and more time celebrating.”

To learn more about the Miva ecommerce platform, visit: <https://www.miva.com/>

About Miva, Inc.

Miva offers a flexible and adaptable ecommerce platform that evolves with businesses and allows them to drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years and empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at www.miva.com.

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