GUIDE · EXPRESS

Your first event with Mirelia Express, step by step

A complete guide to your first Mirelia Express event: upload photos, set prices, share the link and get paid, with 15 free photos to try it.

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With Mirelia Express you set up an event, upload the photos and share a link where each person finds themselves with a selfie, pays and gets their photos by WhatsApp or email. There's no subscription: you pay for the photos you upload and for the time the event stays active, and Mirelia doesn't take any commission on your sales.

This guide is for you if you want to try a single event before committing to a monthly plan, or if you only shoot events now and then. We walk through the real flow on express.mirelia.net (https://express.mirelia.net/), screen by screen, with the button names exactly as they appear.

At the end you'll find a comparison between Express and Pro so you know when it makes sense to upgrade. If your work is races with bib numbers, skip straight to the guide to selling photos by bib number (https://mirelia.net/en/blog/guides/how-to-sell-race-photos-by-bib-number.html), because that feature is only available in Pro.

What you need before you start

- The event photos in JPG or PNG (up to 5 MB each; larger files are compressed automatically). If you're going to sell videos: mp4, mov, m4v, webm or 3gp, up to 100 MB.
- A display name (yours, your group's or your organization's) and your logo, if you have one.
- A rough idea of your price per photo and the packs you want to offer.
- In Argentina, your Mercado Pago account if you want automatic payments. If not, a short text with your payment details (bank transfer, digital wallet, cash).
- A phone or computer with a browser. You don't need your own WhatsApp number: Mirelia has its own, and its bot delivers the photos.

Step by step

1. Open the new event wizard

Go to express.mirelia.net (https://express.mirelia.net/) and start a new event. The "Nuevo evento" (New event) wizard opens, with three short steps. The Mirelia Express page (https://mirelia.net/express) sums up the idea in three steps: you upload your photos, you share the link and you start getting paid.

2. Choose the gallery type

Under "¿Qué tipo de evento querés?" (What kind of event do you want?) you have two options:

- **"Galería con carrito"** (Cart gallery): to sell individual photos or packs.
- **"Galería pública"** (Public gallery): everyone sees the photos, finds themselves and downloads them for free.

Choose "Galería con carrito" if the goal is to sell. The "Galería pública" works, for example, for an event you were already paid for up front, where you just want each person to find their photos quickly. In both cases people can search for themselves with a selfie.

3. Add your name and logo

Under "¿Cómo te llamás?" (What's your name?) type the name of the photographer, group or organization, and upload the "Logo (opcional)" (Logo, optional). This is what people will see when they open the link, so it's a good idea to use the same name people know you by on social media.

4. Estimate how many photos you'll upload

Under "¿Cuántas fotos vas a subir?" (How many photos will you upload?) enter an estimate. The app shows you what it would cost. If you stay within the 15 trial photos, it shows up as "Bonificado" (Free of charge). Tap "Crear evento" (Create event) to move on to the editor.

5. Build the gallery in the editor

You're now in "Editá tu carrito" (Edit your cart), or "Editá tu galería" (Edit your gallery) if you chose the public one. From here you:

- Upload a banner, which is the event's header image.
- Edit the event title.
- Drag in the photos or tap "+" to pick them.

The app itself tells you that events with more than 150 photos are twice as likely to sell. When you're done, tap "Publicar link" (Publish link) or "Publicar galería" (Publish gallery).

6. Set the price per photo and the packs

Under "¿Cuánto vas a cobrar?" (How much will you charge?) you enter:

- The price per photo (in Argentina, the minimum is ARS 500).
- "¿Vas a vender videos?" (Will you sell videos?), if you uploaded videos and want to price them.
- "Activar packs" (Turn on packs) and then "Agregar pack" (Add pack) for each combination of quantity and price.
- "Incluir videos en los packs" (Include videos in packs), if you want videos to count toward a pack.
- "Pack para las fotos encontradas" (Pack for the photos found): one flat price for every photo the person who searched appears in.

Further down, in the pricing section, you'll find some guidelines for choosing your numbers.

7. Choose how you'll get paid

The "Último detalle..." (One last detail...) screen asks you to pick one of two paths:

- **"Cobrar por MercadoPago"** (Get paid via MercadoPago): the system collects the payment and sends the photos instantly. You tap "Conectar mi cuenta de MercadoPago" (Connect my MercadoPago account) and authorize it. Keep in mind that Mercado Pago charges its own fees.
- **"Escribir instrucciones"** (Write instructions): you write how people should pay you (for example, your alias or CBU, the identifiers Argentine banks use for transfers) and then confirm each payment manually.

Outside Argentina, the option available for now is writing instructions. If you want to compare both methods in detail, see the guide to getting paid with Mercado Pago or by bank transfer (https://mireli a.net/en/blog/guides/get-paid-for-photos-mercado-pago-or-bank-transfer.html).

8. Choose the duration and activate the event

In "Último paso y activa tu link" (Last step, activate your link) you'll see the "Resumen del evento" (Event summary), choose the "Duración" (Duration: 1, 2, 3 or 6 months) and the app calculates the "Total a pagar" (Total due). Tap "Pagar y activar evento" (Pay and activate event). If the event falls within the free allowance, the button says "Activar evento" (Activate event) and you don't pay anything.

Duration matters because the cost is calculated per photo and per month the event stays active. Choose the amount of time you actually need for people to buy.

9. Copy and share the link

You'll see "¡Todo listo!" (All set!) with three buttons: "Copiar link" (Copy link), "Compartir link" (Share link) and "Ver link" (View link). Open "Ver link" first and run a search with your own selfie, if you appear in any photo, so you see exactly what your client will see. Then share it.

10. Confirm manual payments

If you chose "Escribir instrucciones", every time someone sends you a transfer, check that the money has arrived and find that sale among your Express event's sales. Tap "Marcar como pagado" (Mark as paid). Once you confirm the payment, photo delivery is still automatic: you don't have to send any files by hand.

> **Tip.** Only mark a payment as paid when you see the money credited to your account, not because someone sends you a screenshot.

What it costs and how to set prices

What you pay

As of November 2026, Express costs ARS 14 per photo in Argentina and USD 1 per 25 photos everywhere else. You get up to 15 free photos to try it out. In the app, the cost is calculated per photo and per month the event stays active, with a minimum payment of ARS 500 in Argentina. In practice, the same event costs more active for 3 months than for 1 month, so duration is one of your cost decisions. Prices may change: the current reference is on Mirelia plans and pricing (https://mirelia.net/planes).

Mirelia doesn't charge a commission per sale. If you get paid through Mercado Pago, Mercado Pago does charge its own fee, and it depends on how quickly you want to receive the money: according to Mercado Pago's Payment Link page (https://www.mercadopago.com.ar/herramientas-para-vender/link-de-pago), accessed on November 16, 2026, getting the money instantly costs more than waiting a few days (rates may change). You set this up from your Mercado Pago account, not from Mirelia.

What you charge

The price per photo in Argentina starts at ARS 500, and the app suggests that the best-selling events are the ones that charge more than ARS 2,000 per photo. Beyond that, the price depends on your audience and your work. Some guidelines:

- **Use packs to raise the average order value.** A pack that kicks in at a certain number of photos gives people a reason to add one more to the cart.

- **Try the "Pack para las fotos encontradas".** Someone who shows up in lots of photos can take all of them for one flat price, without picking them one by one.
- **Think about videos separately.** If you sell videos, they have their own price and you decide whether they count toward packs.

Tip. Before you share the link, open it on your phone and build a cart to see the prices and packs exactly as your client will see them.

How to share the link so people find it

The link is all your client needs. They open it on their phone, without signing up or downloading any app, tap "Para buscar tu imagen click aquí" (Click here to find your picture), upload a selfie and see only the photos they appear in. If any of them isn't theirs, they remove it with the trash-can button ("No es mía", Not me). Then they choose photos or a pack, decide whether they want to receive them "Por WhatsApp" (By WhatsApp) or "Por Email" (By email), and pay.

WhatsApp is the natural channel to spread it: according to the DataReportal Digital 2027: Argentina (https://datareportal.com/reports/digital-2027-argentina) report, it's the most used platform in the country, with 93.5% of internet users aged 16 and over having used it in the past month (GWI data, second quarter of 2026). Some ideas for getting the word out:

- Send it to the WhatsApp group for the event, the class or the team.
- Ask the organizer to share it on their social media and in their group.
- Post it in your Instagram stories with a sample photo.
- Share it as soon as it's published, while the event is still fresh.

If you get paid with manual instructions, your client sees your text in the "Instrucciones de pago" (Payment instructions) window. Write it clearly and completely: alias or CBU, the account holder's name, and what to do after sending the transfer.

When it makes sense to move to Pro

Express works for a one-off event or for trying things out with no commitment. Pro is a monthly subscription designed for people who work every month, want their own website or need bib number search. This table sums up what each one includes, as of November 2026:

	Express	Pro (paid plans)
How you pay	Per photo uploaded and per active month, no monthly fee	Monthly subscription with a photo allowance
Free trial	Up to 15 photos	20 photos
Commission per sale	0%	0%
Selfie search	Yes	Yes
Bib number search	No	Yes
Website with your brand and custom domain	No	Yes
Password-protected gallery	No	Yes
Collaborators	No	Unlimited
Delivery by WhatsApp and email	Yes	Yes
Payment via Mercado Pago or your own instructions	Yes (Mercado Pago in Argentina only)	Yes (Mercado Pago in Argentina only)

As of November 2026, the Pro plans are Pro Small (USD 40 / ARS 42,000 per month, 4,500 photos), Pro Medium (USD 80 / ARS 90,000, 10,000 photos) and Pro Large (USD 145 / ARS 168,000, 30,000 photos). Pro Medium adds payment splitting between photographers, WhatsApp conversation management and the option to buy extra photos; Pro Large adds automatic electronic invoicing with ARCA (Argentina's tax agency) in Argentina. Current prices are on Mirelia plans and pricing (https://mirelia.net/planes).

Pro is worth a look if any of these apply to you:

- You shoot events every month and want all of them on one website with your brand.
- You shoot races and need runners to find themselves by bib number.
- You work with other photographers who upload to the same event.
- You shoot private events (schools, weddings) and need a password-protected gallery.

You can start the Pro trial at mirelia.net/registro (https://mirelia.net/registro). To get your website ready, follow the guide to setting up Mirelia Pro (https://mirelia.net/en/blog/guides/set-up-mirelia-pro-microsite-watermark-custom-domain.html).

Frequently asked questions

Do I have to pay a subscription to use Express?

No. With Express you pay for the photos you upload and for the months the event stays active, and you get up to 15 free photos to try it out. The monthly subscription only applies to the Pro plans.

Does Mirelia take a percentage of each sale?

No. Mirelia charges a 0% commission per sale. If you get paid through Mercado Pago, Mercado Pago applies its own fees.

Does my client need to sign up or download an app?

No. They open the link on their phone, find themselves with a selfie, pay and receive their photos in high quality and without a watermark by WhatsApp or email.

Do I need to use my own WhatsApp number?

No. Mirelia has its own number, and its bot is what delivers the photos to your clients.

Can I get paid by bank transfer instead of Mercado Pago?

Yes. In "Último detalle..." you choose "Escribir instrucciones" and then confirm each payment with "Marcar como pagado". Outside Argentina, that's the payment method available in Express for now.

Can I sell race photos by bib number with Express?

No. Bib number search is part of the Pro plans. In Express, people find themselves with a selfie.

How long does the event stay active?

As long as you choose when you activate it: 1, 2, 3 or 6 months. The cost is calculated based on that duration.

Related video

The vlog video shows the full journey, from the moment you take the photo until your client receives it: You take the photo, Mirelia does the rest (https://mirelia.net/en/blog/sell-event-photos-automatically.html). If your question is about getting paid, there's also Do you need Mercado Pago to sell your photos? (https://mirelia.net/en/blog/selling-photos-with-mercado-pago-or-bank-transfer.html).

Sources

- Payment Link, Mercado Pago (in Spanish) (https://www.mercadopago.com.ar/herramientas-para-vender/link-de-pago), accessed November 16, 2026
- Digital 2027: Argentina, DataReportal (https://datareportal.com/reports/digital-2027-argentina)
- Mirelia plans and pricing (https://mirelia.net/planes), accessed November 16, 2026