What's New   Top Deals   Clothing   Shoes

Earn **200 to 800** Honey Gold

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Case Study: Honey Gold

US Luxury Deparment Store

↑ **52%**

Increase in Conversion Rate

↑ **55%**

Increase in Revenue per User

Challenge

A luxury department store in the US collaborated with Honey to gain incremental revenue during a peak shopping period.

Product Solution

01 Honey Shoppers Earn Honey Gold

Honey shows a range of redeemable Gold reward points based on a retail partner's commission rate. The points program helps incentivise shoppers to purchase from your store instead of other sites.

02 Honey Re-engages Shoppers with Good News

Honey re-engages shoppers post-purchase with a personalised email to let them know the value of their redeemable Gold reward points.

**03 Honey Shoppers Redeem Honey Gold**

Shoppers redeem their Honey Gold reward points in the form of gift cards usable at select Honey partners or by donating the value to a charity of their choice.

Results

During the period in which the Honey Gold campaign was activated on the department store's site, users were offered Honey Gold at 1-5%, resulting in a 52% uplift in conversion rate and a 55% revenue increase per user. This substantial revenue increase per user means that with Honey Gold, over time the merchant saw increased and compounded engagement and loyalty in the form of return visits and repeat purchases. Another gain for the department store: cultivated, valuable repeat shoppers due to the merchant's integration of Honey's solutions.

Conversion Rate by Week

- Honey Gold **OFF**
- Honey Gold **ON**

+52%

20%

15%

10%

5%

Week 1   Week 7
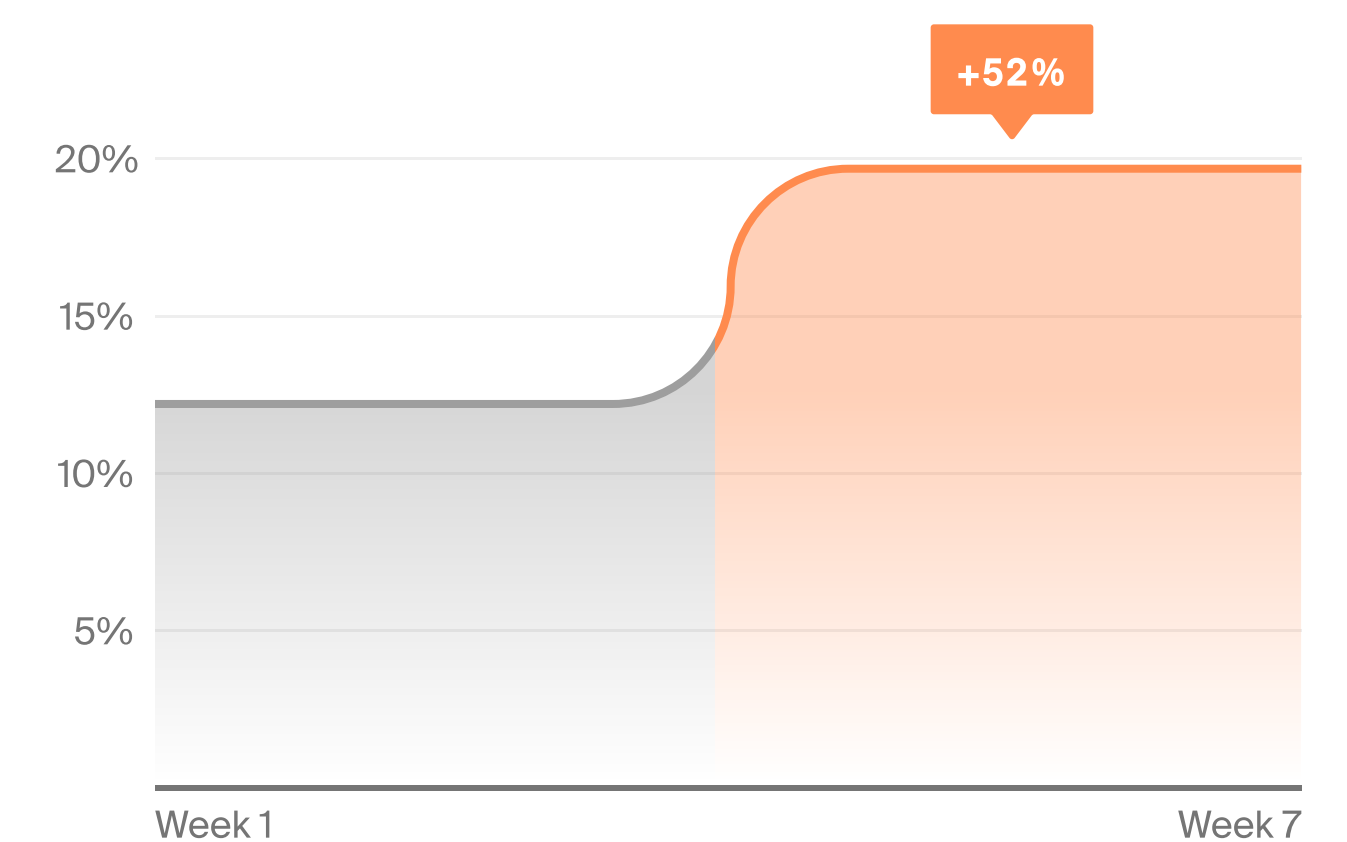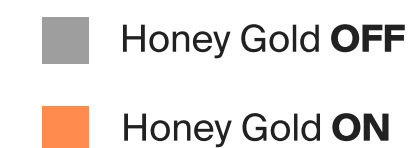
*Honey Internal Data, November 18, 2020 - January 21, 2021. The performance data is presented in weekly increments, showing week over week change in user shopping behavior during the partnership live.

Learn More About Honey Gold
Our Points-based Rewards Program

Honey drives higher conversions rate

Shoppers using Honey were **166.6% more likely to make a purchase** than shoppers who had visited the brands website and did not use Honey

Honey makes already high-value customers even more valuable

Existing merchants who used Honey had **16.3% more revenue per customer** compared to non-Honey merchants

12 months after consumers interacted with Honey, the **revenue per shopper was 38.7% higher** than non-Honey shoppers

Honey's Reward program, Honey Gold, increases basket size

Active Honey Gold shoppers have a **16% higher average order value** and **108% higher gross merchandise value** than non-Honey Gold shoppers