

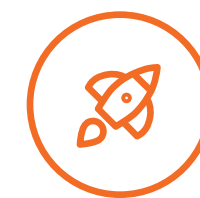
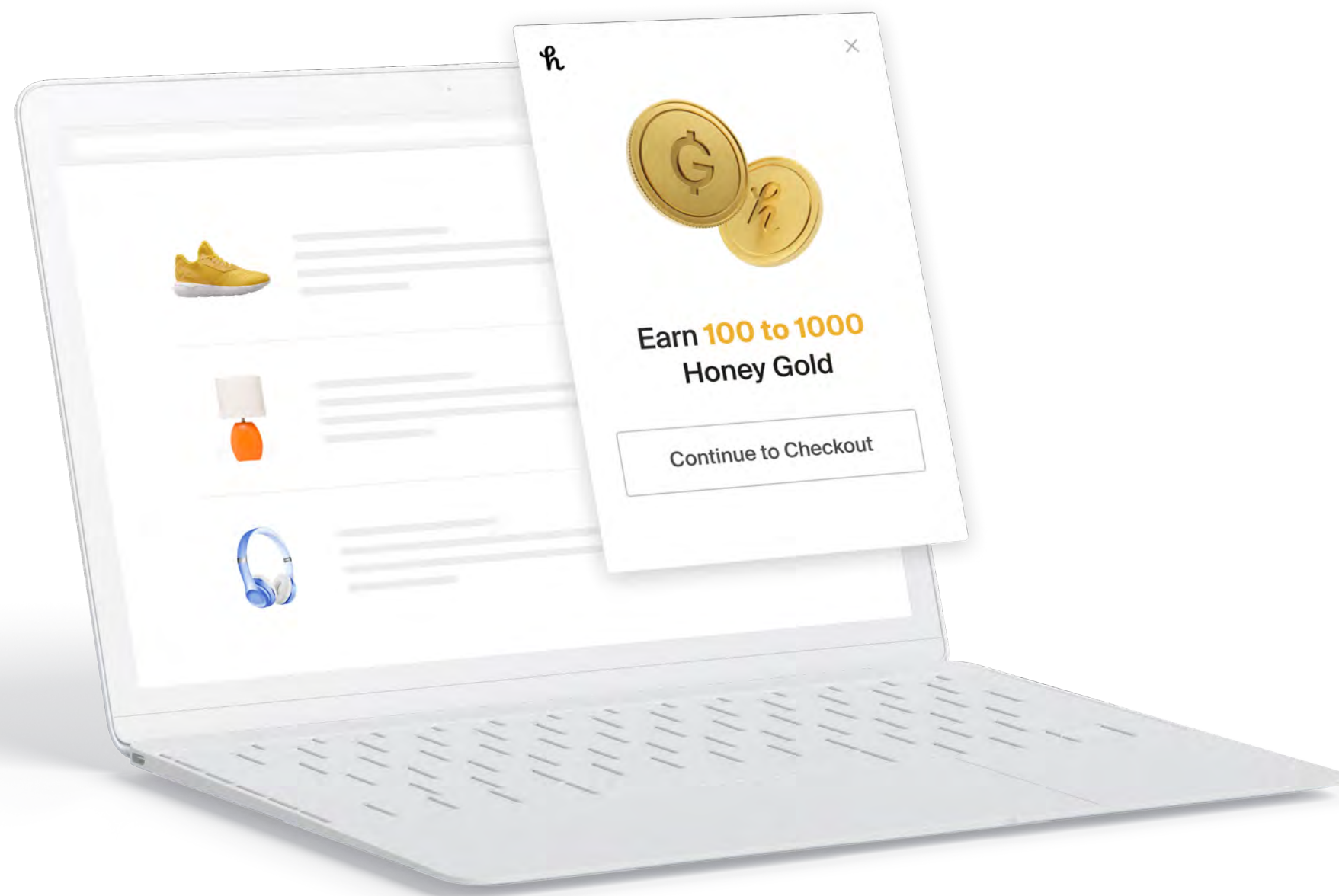
Case Study: Honey Gold

Department Store



The Challenge

A major department store was looking to win market share and incremental revenue during a peak period.



The Product Solution

Honey Gold helps incentivize shoppers to buy now from your store and spend more with confidence, knowing they are getting a good deal and added value through Honey. When the department store activated Honey Gold at 5%, they saw increases in Average Order Value, Share of Orders, and Average Revenue per User.



The Results

At the end of the campaign, the department store saw the following performance success:

18% Increase in the **Average Order Value (AOV)**

16% Increase in market **Share of Orders**

22% Increase in **Average Revenue per User**