

## SUCCESS STORIES

# Lenovo

Partnership Date: September 2015 - Present

Source: Impact Radius platform and Honey internal data

## The Story

Lenovo was an early adopter of Honey's consumer shopping technology. They were one of Honey's first large partnerships and we continue to work together today. Lenovo is in the hyper-competitive industry of personal computers and is always working towards improving performance of its business-to-consumer website. Any sale that happens on Lenovo.com comes with increased profit margins when compared to a Lenovo sale on a reseller site such as, BestBuy.com. This is particularly important in the low margin electronics industry. Honey used its conversion products, including automatic Honey Codes at checkout and HoneyGold to incentivize purchases to drive more sales and to increase average order values. Honey currently offers its shoppers up to 14% cash back in HoneyGold on Lenovo.com.

The combination of Honey Codes, HoneyGold along with targeted Facebook campaigns, resulted in a year-over-year increase in order value of 20%. In addition, the conversion rate of Honey visitors to Lenovo customers increased by 15%. By accessing Honey's 4M shoppers, 67% of which are millennials, Lenovo recognized 4.5 times the number of Honey unique users on a year-over-year basis.

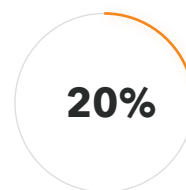
Providing savings to the consumer and increasing margins for Lenovo, simultaneously - Honey, creating abundance for everyone!

## Objective

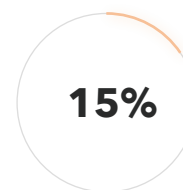
- Acquire more traffic for Lenovo.com
- Increase conversion rates
- Increase average order values for Honey shoppers

## Strategy

- Integrate with Lenovo's coupon and deal information in real-time to offer Honey shoppers available deals on Lenovo.com
- Implement HoneyGold on Lenovo.com to incentivize transactions for Honey shoppers
- Acquire more Lenovo consumers to the Honey platform via targeted Facebook campaigns



INCREASE IN  
AVERAGE  
ORDER VALUE



CONVERSION RATE

“ Honey is a rising star in our Affiliate program. I'm impressed and very happy to see their sales grow steadily since they joined. The team is fast and responsive, which makes it even easier to work together. Overall, Honey is a fantastic addition to our Affiliate program.

” - Sandy S. Affiliate Manager