

Case Study: Honey Branded Codes

Home Goods and Apparel Retailer

↑ **236%**

Increase in Conversions*

↑ **275%**

Increase in Revenue*

↑ **12%**

Increase in Average Order Value*

*Honey Internal Data (comparison period from 8 Jan - 8 June, 2020 / optimisation period: 9 June - 9 Nov, 2020)



Challenge

An Australian home goods and apparel retailer was looking to optimise shopper adoption of promotional codes to increase revenue.

Product Solution

Honey Branded Codes: Promotional codes on eligible purchases from a rewards program that Honey consumers trust.

Honey Branded Codes provide Honey shoppers validation on eligible purchases from a rewards program they trust, which reduces shoppers' impulse to abandon cart and search for other codes, which in turn increases conversions.*

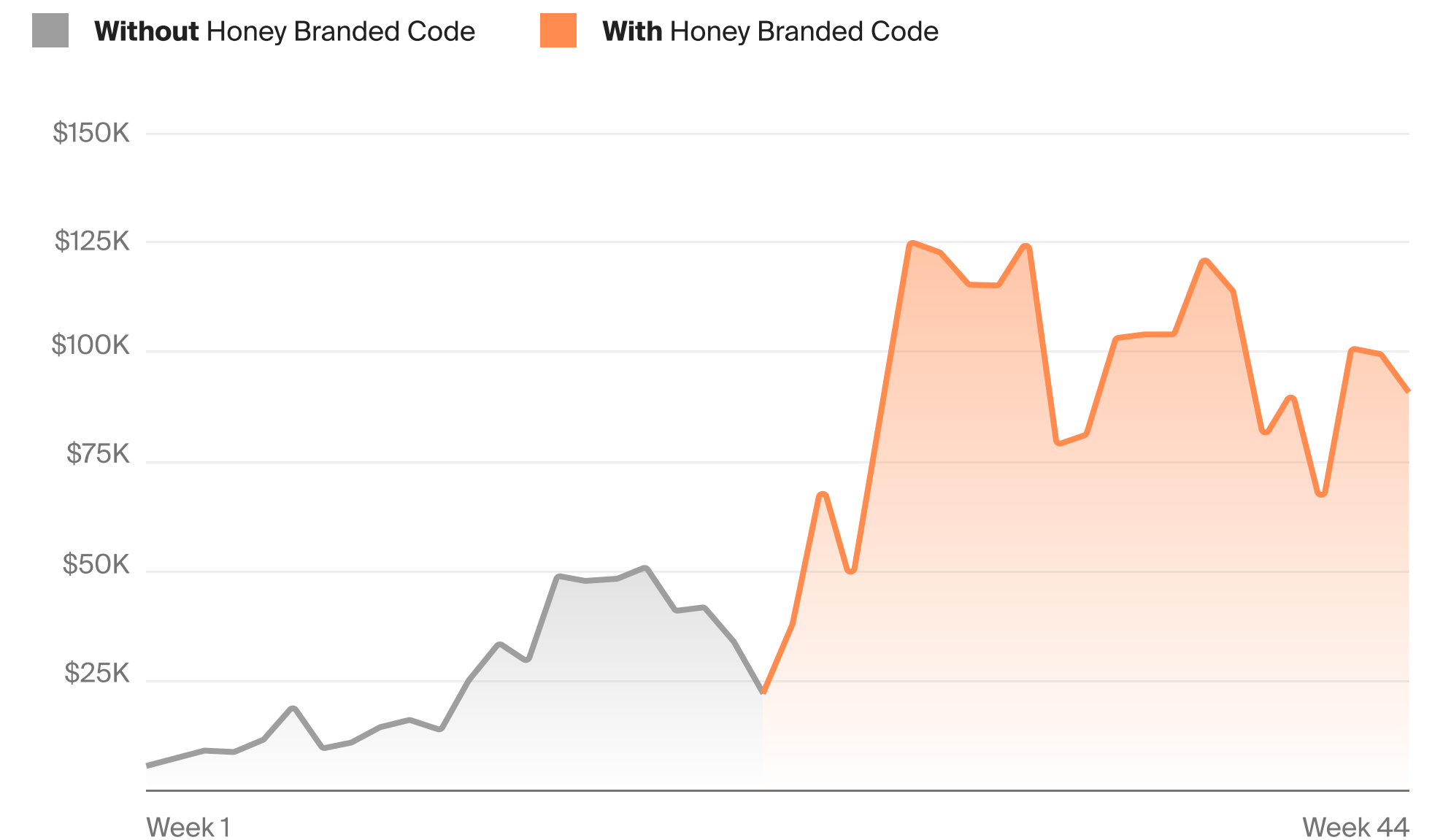
This solution allowed the retailer the flexibility to choose the promotion level that best suited their budget to ROI ratio. Shoppers received the promotional code when it was automatically applied in the retailer's online checkout experience.

*Honey Internal Data, 2020

Results

Since activating their Honey Branded Code in June through November 2020, the home goods and apparel retailer has seen a 236% increase in conversions, a 275% increase in revenue and a 12% increase in average order value.¹

Sales Dollar Value²



¹ Honey Internal Data (comparison period from 8 Jan - 8 June, 2020 / optimisation period: 9 June - 9 Nov, 2020)

² Total Sales Value: dollar amount generated each week of the optimisation period vs. the comparison period

