

Case Study: Honey Branded Codes

German Lighting Retailer

↑ 67%
Increase in Sales Value

↑ 66%
Increase in Orders



Challenge

A German lighting retailer was looking for an effective way to increase sales value and the number of orders generated from their website.

Product Solution

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

During the four-month promotion period (January – April 2021) the German lighting retailer **offered Honey Branded Codes to shoppers with 5% off the total value of merchandise in their carts**. Honey members received the discount when the code was automatically applied at checkout.

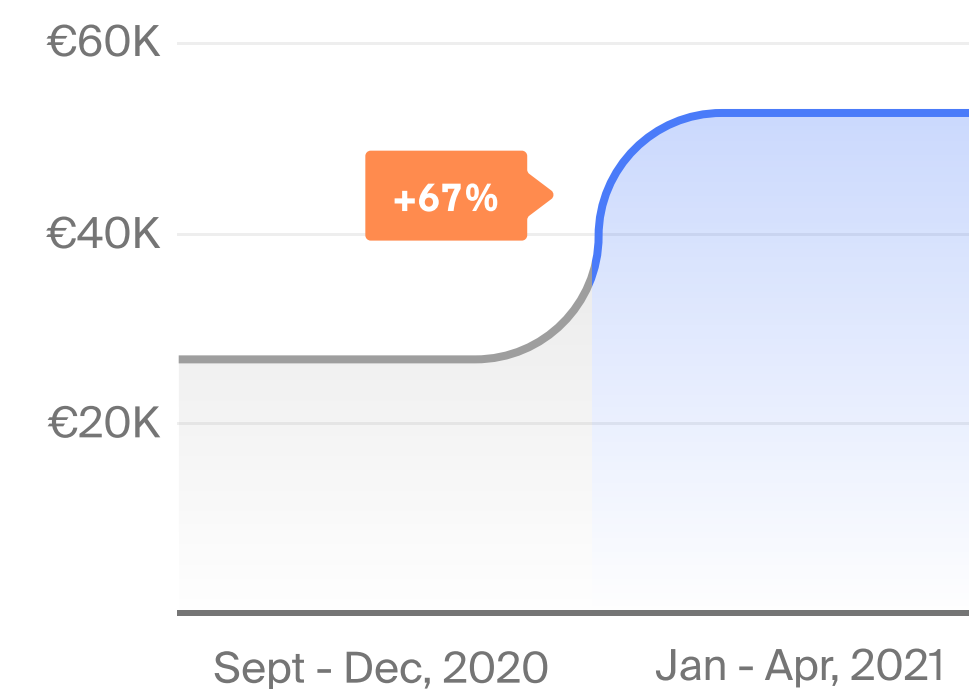
Honey Branded Codes provides shoppers with validation from a brand they trust, which reduces shoppers' impulse to abandon cart and search for other codes, which in turn increases conversions.

Results

Since activating Honey Branded Codes during the January – April promotion period, the German lighting retailer experienced an **67% uplift in sales value** and an **66% uplift in orders** when compared to the four months prior, when Honey Branded Codes was not activated. These results are especially impressive since the non-promotion period included Cyber Week.

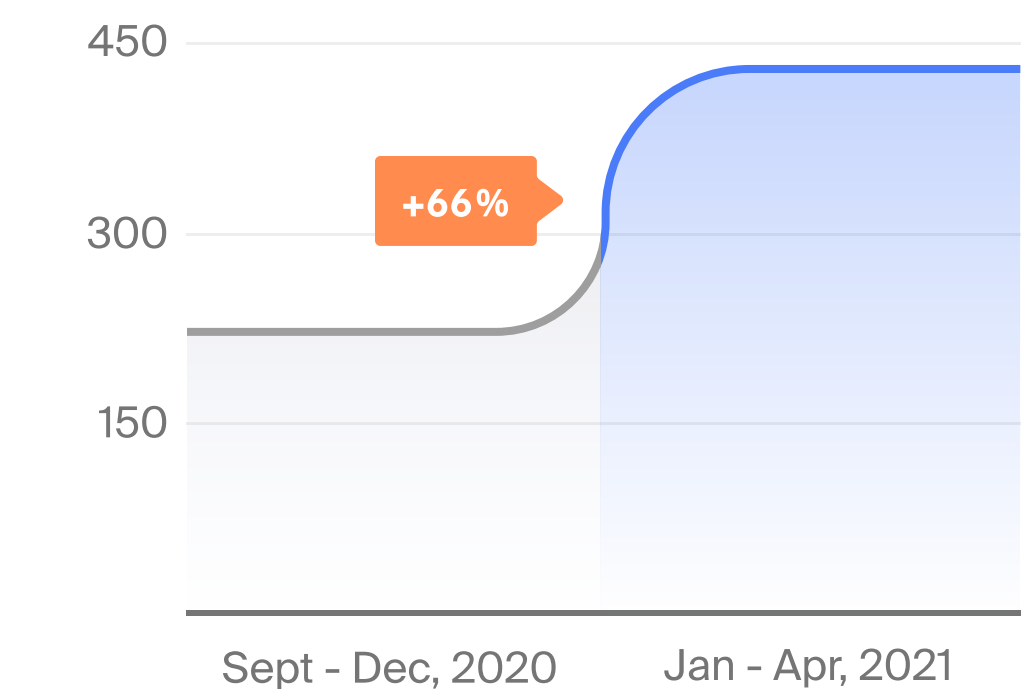
Total Sales Value

■ Branded Codes OFF ■ Branded Codes ON



Total Orders

■ Branded Codes OFF ■ Branded Codes ON



*Honey Internal Data, Honey Branded Codes comparison period from September - December 2020 / optimisation period: January - April 2021
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