Case Study: Honey Gold + Honey Branded Codes

UK Beauty Brand

With Honey Gold, this UK beauty brand saw:

↑ **14%**	↑ **30%**	↑ **44%**
Increase in AOV	Increase in Orders	Increase in Sales

With Honey Branded Codes, this UK beauty brand saw an additional:

+ **3%**	+ **30%**	+ **34%**
Increase in AOV	Increase in Orders	Increase in Sales

What's New   **Top Deals**   **Shop**   **Sale**

You saved **£20.00** !

🏷 HONEYCOUPON

+1,100 to 1,200 Gold back

Honey Gold   +1,100 to 1,200 Gold

Estimated Gold arrival date: 22nd Sept ⓘ

Checkout ›

Challenge

A leading UK beauty brand was looking for an effective way to drive sales, increase the number of orders and increase average order value.

Product Solution

Honey Gold + Honey Branded Codes

During the promotion period (1 May – 31 May 2021) the beauty brand partner increased their Honey Gold commission from 5% to 7% and launched a Honey Branded Code for 20% off orders of £35+ in the final week of the increased commission period.

01 **Honey Branded Codes Helps Motivate Shoppers to Buy**

Promotional codes available exclusively to Honey shoppers as an additional motivator to help increase conversions, order value and reduce cart abandonment.*

02 **Honey Shoppers Can 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.

**03** **Honey Shoppers Can Redeem Honey Gold**

Shoppers can 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

Since activating the Honey Gold increase during the 4-week promotion period, the beauty brand experienced a **14% uplift in AOV, a 30% uplift in orders** and an **44% uplift in sales** when compared to those in February, when the 5% standard baseline commission was live.*

When the Honey Branded Code was activated in the final week of the promotion period—in addition to Honey Gold at 7%— AOV increased by another 3%, **orders increased by an additional 30%** and **sales increased by another 34%** when compared to the week prior without a Honey Branded Code offered.**

These substantial increases show that an optimised Honey offering—in this case, a Honey Gold commission increase, combined with Honey Branded Codes—can have a significant, positive effect on KPIs.

Total Sales
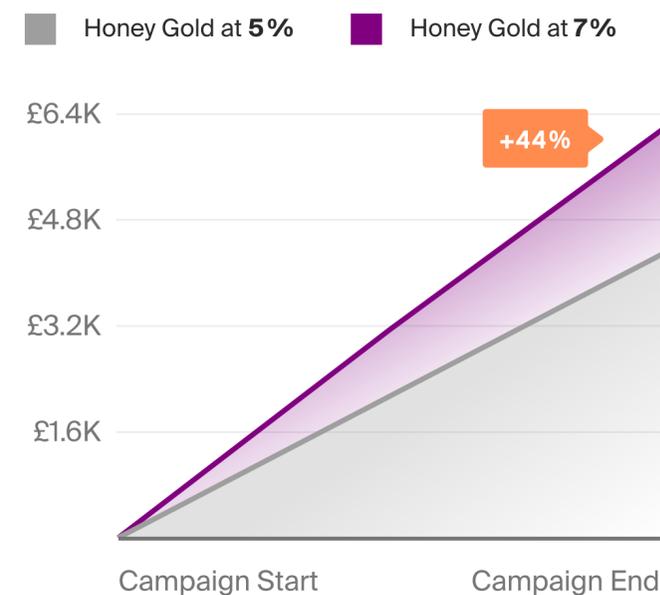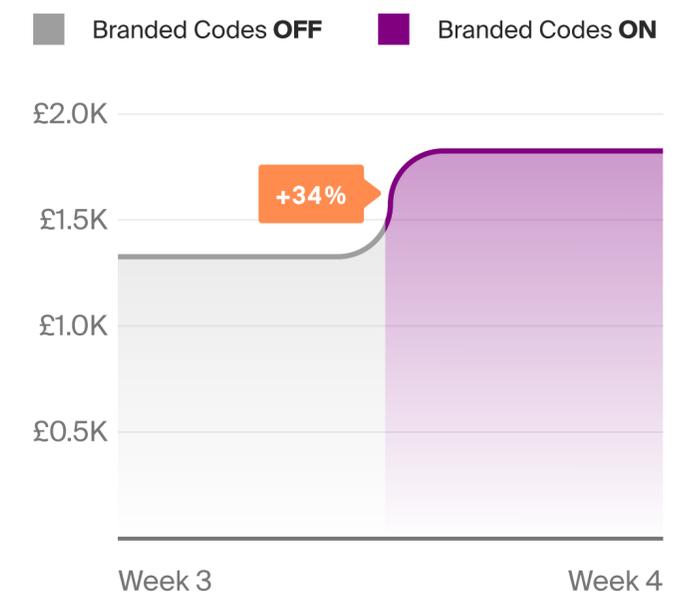
■ Honey Gold at **5%** ■ Honey Gold at **7%**

£6.4K
£4.8K
£3.2K
£1.6K

+44%

Campaign Start   Campaign End

Sales Value by Week

■ Branded Codes **OFF** ■ Branded Codes **ON**

£2.0K
£1.5K
£1.0K
£0.5K

+34%

Week 3   Week 4

Learn More About Honey Gold
Our Points-based Rewards Program

Honey helps drive high conversion rates

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 helps make already high-value customers more valuable

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

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, helps 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