Case Study: Honey Gold

Australian High Fashion Retailer

↑**164%**
Increase in Sales Value*

↑**10%**
Increase in Average Order Value*

↑**139%**
Increase in Conversions*

↓**6%**
Decrease in Cart Abandonment*

*Honey Internal Data (comparison period from 28 Mar - 5 Apr, 2019 / optimisation period: 26 Mar - 2 Apr, 2020)

Challenge

An Australian high fashion retailer was looking to gain more market share and capture incremental revenue during a peak shopping period.

Product Solution

01 Honey Shoppers Earn Honey Gold

Honey shows a range of Gold reward points based on a retail partner's commission rate that are redeemable on eligible transactions. The points program helps incentivise shoppers to purchase from your store instead of other sites.

02 Honey Re-engages Shoppers with Good News

Honey re-engages shoppers post-purchase with a personalised email to let them know the value of their redeemable Gold reward points.
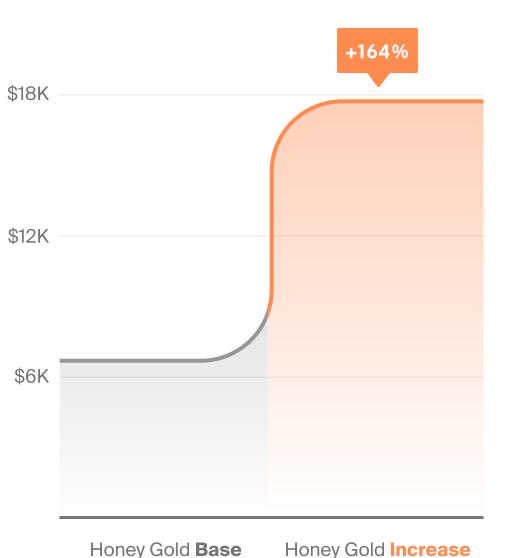
03 Honey Shoppers Redeem Honey Gold

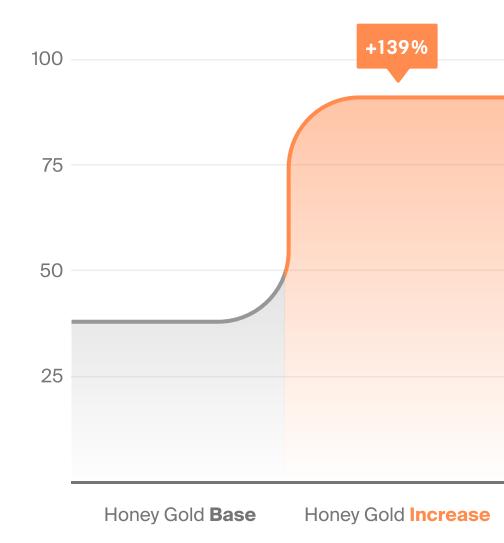Shoppers redeem their Honey Gold reward points in the form of gift cards usable at select Honey partners.

Results

When the high fashion retailer activated Honey Gold, they were able to realise a 164% increase in sales value, a 10% increase in average order value, a 139% increase in conversions and 6% decrease in cart abandonment compared to the same timeframe one year earlier when they did not have Honey Gold turned on.[1]

Total Sales Value[2]

+164%

$18K

$12K

$6K

Honey Gold **Base**   Honey Gold **Increase**

Total Conversions[3]

+139%

100

75

50

25

Honey Gold **Base**   Honey Gold **Increase**