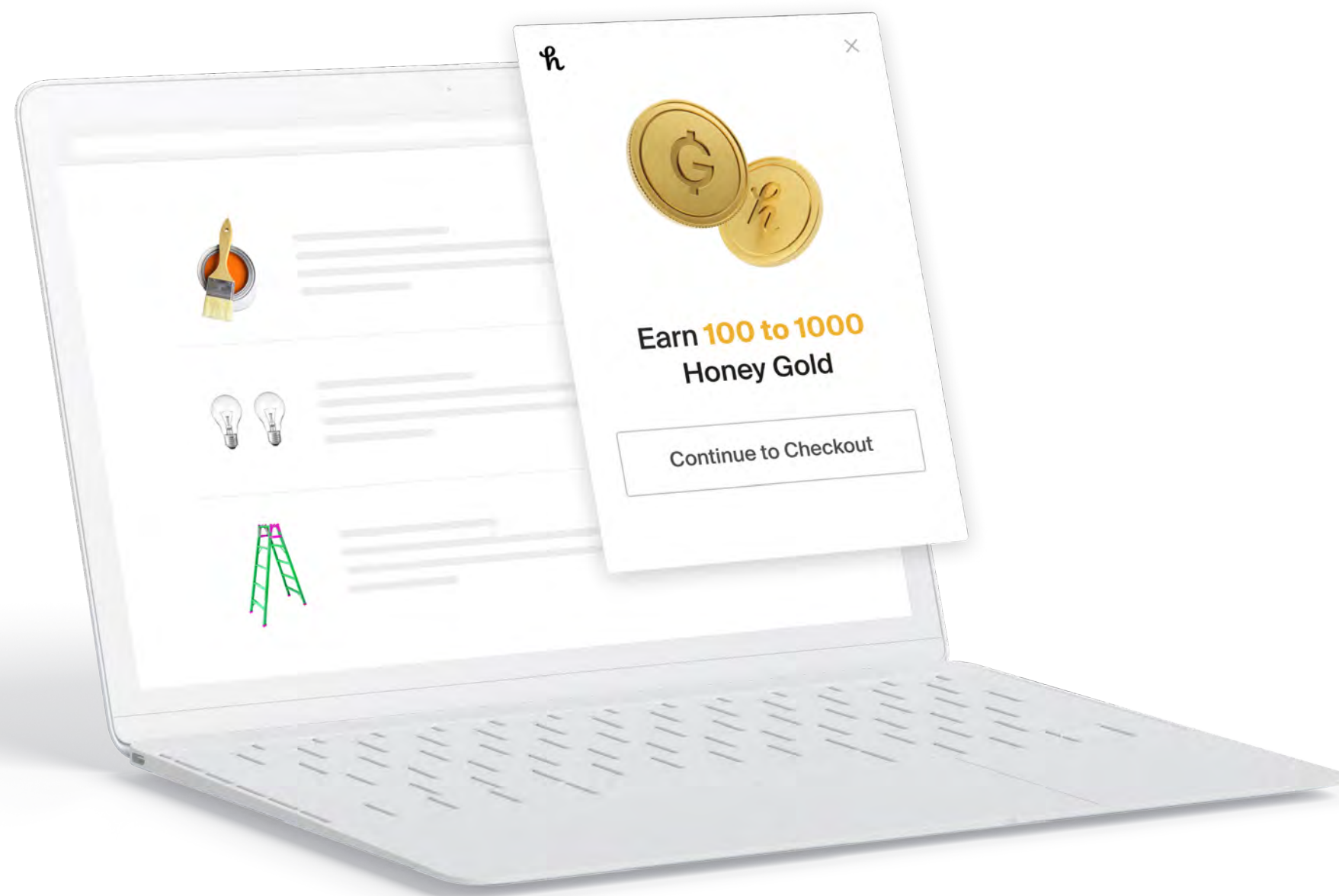


Case Study: Honey Gold

Home Improvement Brand

The Challenge

A major home improvement brand was looking to win market share and incremental revenue during a peak period.



The Product Solution

Honey Gold helps incentivize shoppers to buy now from your store and spend more with confidence, knowing they are getting a good deal and added value through Honey. This brand increased their Honey Gold spend by 2% and saw an increase in their Average Revenue per User and a decrease in cart abandonment.

The Results

At the end of the campaign, the home improvement brand saw the following performance success:

25% Increase in the **Average Revenue per User**

9% Decrease in **Cart Abandonment**