

Case Study: Honey Gold

Australia-based Retailer

↑ **22%**

Increase in Conversions*

↑ **17%**

Increase in Sales Value*

↓ **7%**

Decrease in Cart Abandonment*

*Honey Internal Data (comparison period from 14 Mar - 14 Sept, 2020 / optimisation period: 15 Sept to 15 Nov, 2020)





Challenge

An Australia-based retailer was seeking to reduce cart abandonment and increase conversions and sales value in order to hit annual revenue targets. Honey was able to demonstrate to the retailer that Honey Shoppers show up in the very marketplaces that the retailer's products are sold which would allow them to engage with our savvy and loyal shopper base. After reviewing campaign success metrics for similar brands, the partner's marketing team was excited to begin working with Honey.



Product Solution

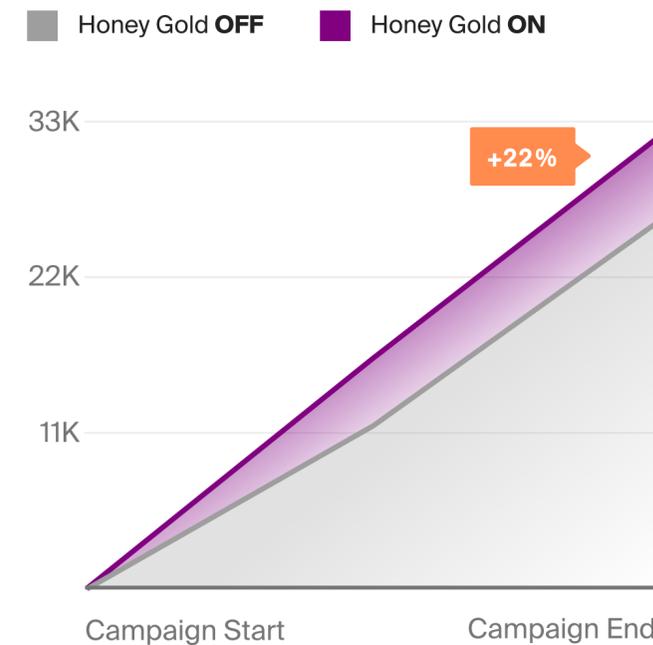
Honey Gold: After six months experiencing the conversion success of Honey Branded Codes (our controlled promotional codes available to customers at checkout) the retailer's marketing team agreed to try Honey Gold, our shopper points system that rewards customers at point of purchase on eligible transactions with "gold" points redeemable for future eligible purchases.



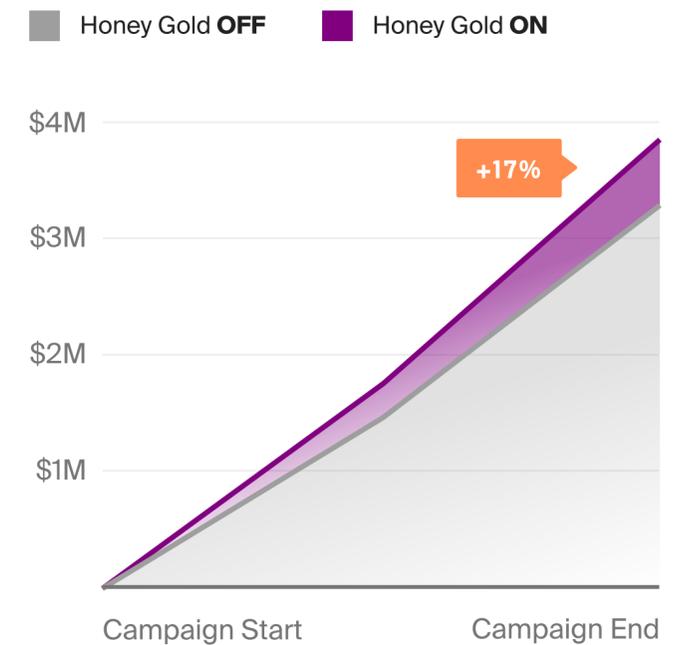
Results

Since activating Honey Gold, the retailer has seen a 22% increase in conversions, a 17% increase in sales value, and a 7% decrease in cart abandonment in the two months that Gold was activated than in the previous two months.¹

Total Conversions²



Total Sales Value³



¹ Honey Internal Data (comparison period from 14 Mar - 14 Sept, 2020 / optimisation period: 15 Sept to 15 Nov, 2020)

² Total Conversions: total number of orders made each month of the optimisation period vs. the comparison period

³ Total Sales Value: dollar amount generated each month of the optimisation period vs. the comparison period

