

Case Study: Honey Gold

Australian Home Goods & Bedding Retailer

↑ **27%**
Increase in Average Order Value*

↑ **37%**
Increase in Sales Value*

*Honey Internal Data (comparison period from 12 Nov - 14 Nov, 2019 / optimisation period: 10 Nov to 12 Nov, 2020)





Challenge

An Australian home goods and bedding retailer was looking to win more market share and gain 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.

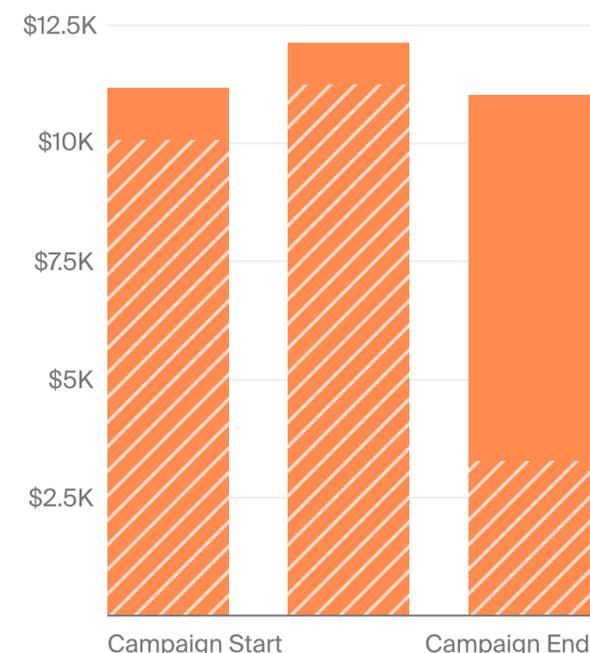


Results

During the timeframe in which the home goods and bedding retailer activated a Honey Gold campaign on their site, they saw an 27% lift in average order value and a 37% increase in sales value.¹

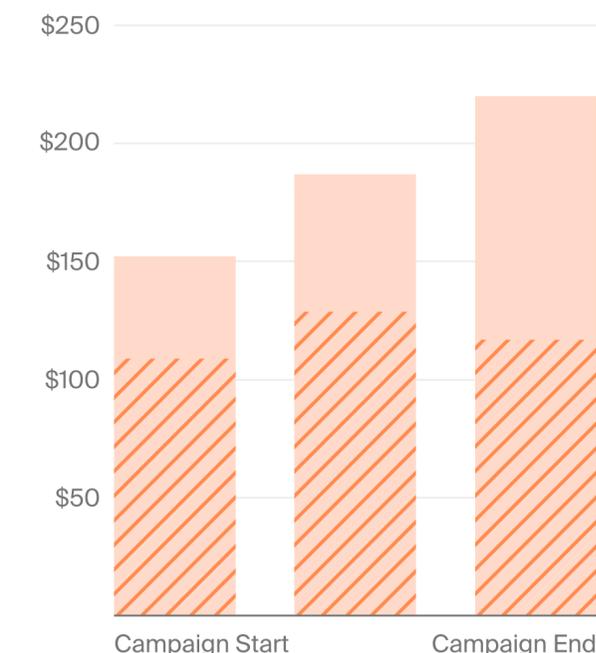
Daily Sales Value²

Legend: Honey Gold Base (diagonal lines), Honey Gold Increase (solid orange)



Daily AOV³

Legend: Honey Gold Base (diagonal lines), Honey Gold Increase (solid light orange)



¹ Honey Internal Data (comparison period from 12 Nov - 14 Nov, 2019 / optimisation period: 10 Nov to 12 Nov, 2020)

² Daily Sales Value: dollar amount generated each day of the optimisation period vs. the comparison period

³ Daily AOV: average dollar amount of orders made each day of the optimisation period vs. the comparison period

