

Case Study: Honey Gold

Australian Luxury Goods Retailer

↑ **38%**

Increase in Sales Value*

↑ **41%**

Increase in Conversions*

↑ **26%**

Increase in Clicks*

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





Challenge

A luxury goods retailer in Australia was looking to gain more market share and gain incremental revenue during a peak shopping season.



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

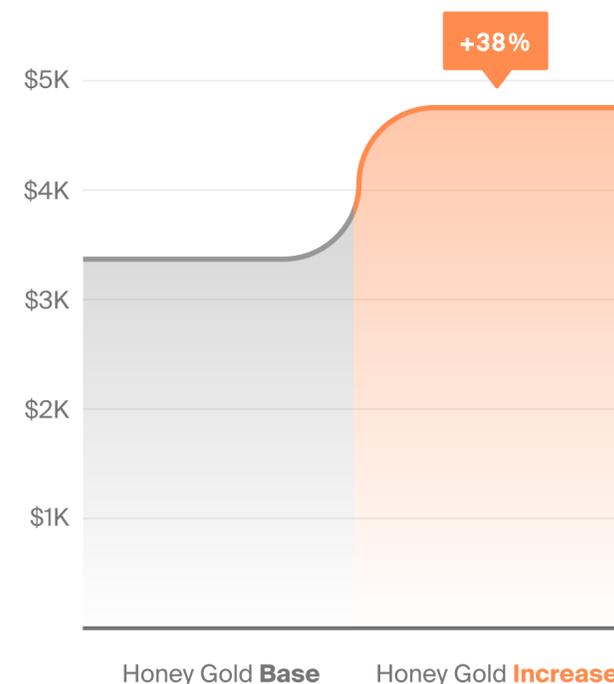
Shoppers redeem their Honey Gold reward points in the form of gift cards usable at select Honey partners.



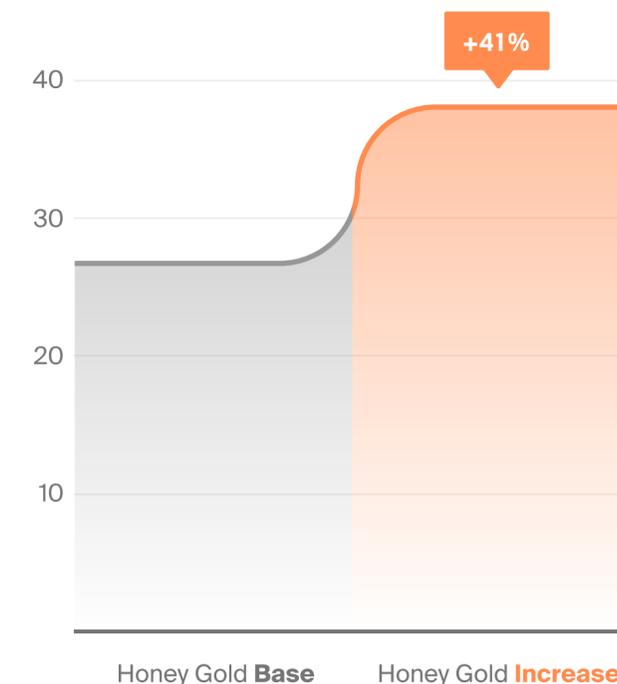
Results

Compared with the same time period one year earlier without Honey Gold activated, the luxury goods retailer saw a 38% increase in sales value, a 41% lift in order volume, and a 26% increase in clicks.¹

Total Sales Value²



Total Conversions³



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

² Total Sales Value: total dollar amount generated during the optimisation period vs. the comparison period

³ Total Conversions: total number of orders made during the optimisation period vs. the comparison period

