

Case Study: Honey Gold

Australian Multi-goods Retailer

↑ **84%**

Increase in Average Order Value*

↑ **32%**

Increase in Sales Value*

↑ **18%**

Increase in Clicks*

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





Challenge

A multi-goods retailer in Australia 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

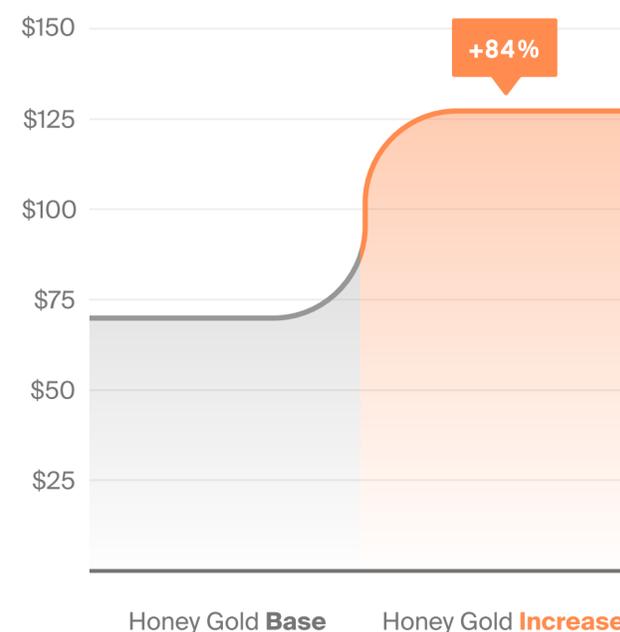
Shoppers redeem their Honey Gold reward points in the form of gift cards usable at select Honey partners.



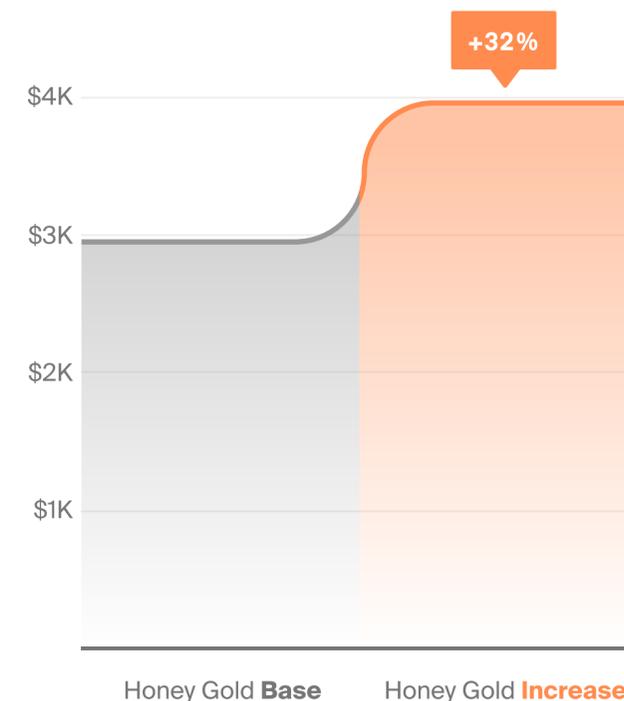
Results

During the timeframe in which the multi-goods retailer activated a Honey Gold campaign on their site, they saw an 84% lift in average order value, a 32% increase in sales value, and an 18% increase in clicks.¹

Average Order Value²



Total Sales Value³



¹ Honey Internal Data (2 Nov - 14 Nov, 2019 / optimisation period: 10 Nov to 12 Nov, 2020)

² Average Order Value: average dollar amount of orders made during optimisation period vs. the comparison period

³ Total Sales Value: total dollar amount generated during the optimisation period vs. the comparison period

