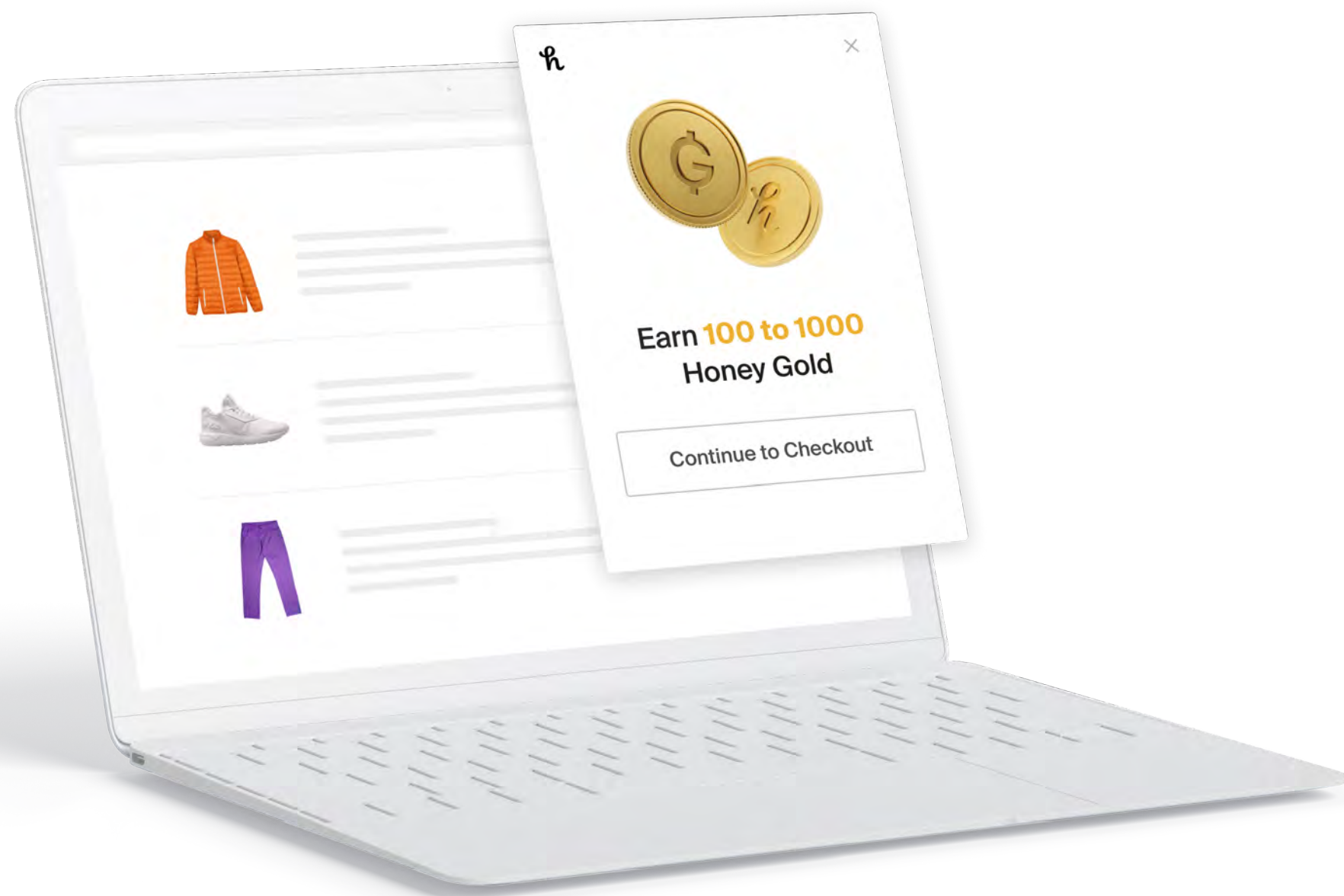


Case Study: Honey Gold

Clothing Retailer

The Challenge

A major clothing retailer 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. When the clothing retailer increased their Honey Gold CPA range from 5% to 6%, they saw increases in Average Revenue per User, Average Order Value, Total Sales, and GMV.

The Results

At the end of the campaign, the clothing retailer saw the following performance success:

31%	Increase in Average Revenue per User	20%	Increase in the Average Order Value (AOV)
35%	Increase in Total Sales	56%	Increase in GMV