

Case Study: Honey Gold

UK-based Luxury Department Store

↑ **429%**

Increase in Orders

↑ **525%**

Increase in Sales Value

*Honey Internal Data, Oct 2020 - Dec 2020. This case study describes the experience of one merchant. Actual results may vary. This content is provided for informational purposes only.





Challenge

A UK-based luxury department store was looking to win more market share and gain incremental market share during a peak shopping period.



Product Solution

01 Honey Shoppers Earn Honey Gold

Honey shows a range of redeemable Gold reward points based on a retail partner's commission rate. 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

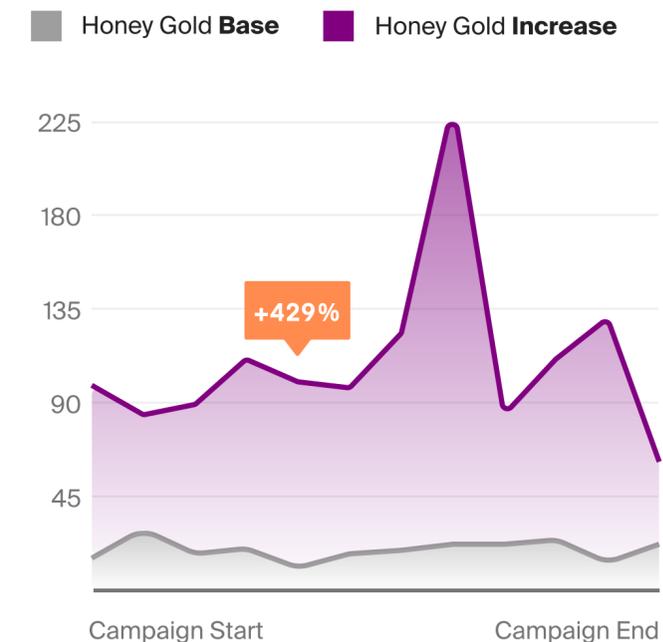
Shoppers redeem their Honey Gold reward points in the form of gift cards usable at select Honey partners or by donating the value to a charity of their choice.



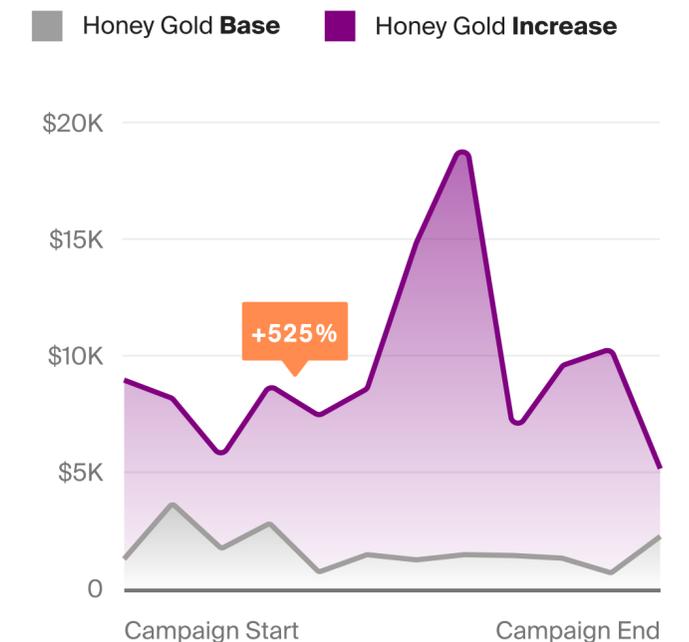
Results

During the timeframe in which the luxury department store activated a Honey Gold campaign on their site, they saw an 429% lift in orders and a 525% increase in sales value. This demonstrates the direct impact Honey Gold could have on KPIs for luxury goods retailers.

Total Orders



Total Sales Value



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