



Bodybuilding.com Case Study: Honey Offers

↑ **252%**

Lift in Conversion Rate

↑ **58%**

Increase in Store Visits

↓ **9%**

Reduction in Comparison Shopping

Honey Internal Data 5/29/20 - 7/16/20

*252% conversion rate lift is measured by comparing Members that go to a product page and activate an Offer vs. go to a product page and don't see an Offer.

*58% increase in store revisits is measured by comparing Members that revisited a store's site within a 7 day window after redeeming an Offer vs. not redeeming an Offer.

*9% reduction in comparison shopping is measured by comparing the % of Members who visited at least 1 competitor site after seeing Offers vs. those that did not visit competitor sites after seeing Offers.





Challenge

Bodybuilding.com, an online retailer specializing in dietary, sports, and fitness supplements, was looking for new ways to drive sales and customer loyalty. During the COVID pandemic, along with many e-tailers that have been pressed to perform with tighter budgets, bodybuilding.com needed to allocate their advertising spend toward channels with a strong, proven ROI.



Product Solution

Bodybuilding.com and Honey partnered to launch Honey Offers on the bodybuilding.com website. Honey Offers are limited-time product deals shown to shoppers on a merchant's product pages to incentivize purchases. Merchants set their desired ROAS and pay only when purchases occur, resulting in greater efficiency and control over their ad spend.



Results

The Honey Offers campaign was live on bodybuilding.com's website for 1.5 months and drove a 10:1 ROAS - well above the initial 7:1 ROAS target - as well as a 252% conversion rate lift.

Shoppers that engaged with Honey Offers also stayed longer on bodybuilding.com's site, were 9% less likely than other shoppers to comparison shop, and 58% more likely to revisit the site within seven days. Bodybuilding.com will renew its Offers campaign in H2 2020.



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