

# Fast Fashion Retailer Case Study: Honey Offers

↑ **149%**  
Lift in Conversion Rate

↑ **43%**  
Increase in Store Revisits

↓ **16%**  
Reduction in Comparison Shopping

Honey Internal Data, May - August 2020  
\*149% 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.  
\*43% 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.  
\*16% 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

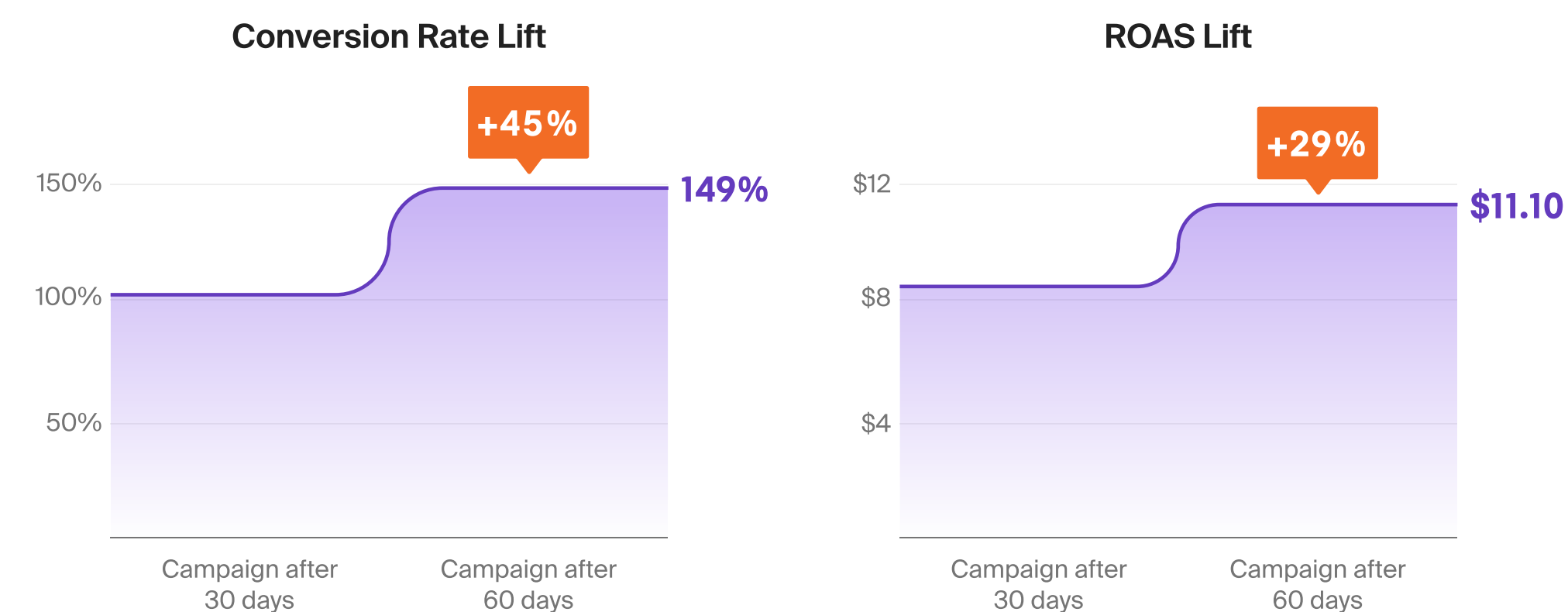
A leading fast fashion retailer was looking for creative new ways to drive more sales and customer retention. They partnered with Honey to launch Honey Offers across various product categories on their website.

## Product Solution

Honey Offers are limited-time product deals shown to shoppers at different stages of the shopping journey to **incentivize purchases**. Merchants pay only when purchases occur, resulting in greater efficiency and control over their ad spend.

## Results

A few weeks after launch, Honey analyzed the campaign's performance, combined with its proprietary Offers performance data, to identify optimization opportunities around category targeting, spend allocation, and offer rates.



As a result, the retailer was able to **reduce initial ad spend by 27%** and **increase ROAS by 29%** (from \$8.60 to \$11.10) while **maintaining revenue levels**. Conversion rates also **increased by 45%** to yield a **149% total lift**. Shoppers that engaged with Honey Offers were also **43% more likely to revisit the site** and **16% less likely to shop on competitor sites**.

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