

Case Study: Honey Branded Codes

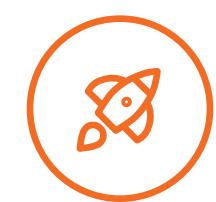
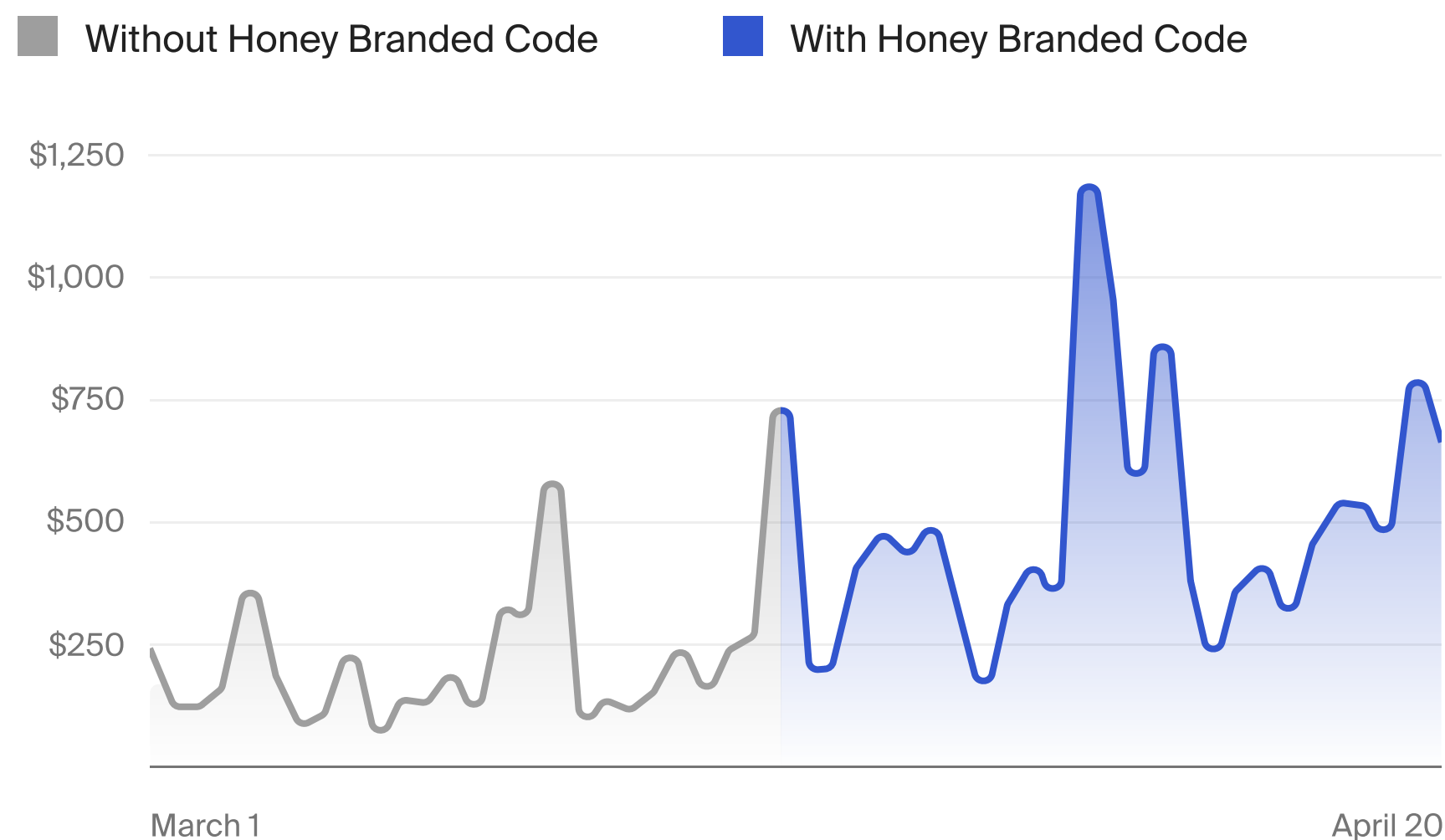
Leading CPG Brand



The Challenge

A leading CPG brand was looking to grow average order size for their online business.

Average Daily Revenue



The Product Solution

Honey Branded Codes provide shoppers with validation from a brand they trust, which reduces shoppers' impulse to abandon cart and search for other codes, which in turn increases conversions. This CPG brand chose the discount amount, allowing them control over their ROI and ad spend. Honey members received the discount when the code was automatically applied at checkout.



The Results

At the end of the seven-week campaign, the CPG brand saw the following performance success:

155% Increase in **Average Daily Revenue**

44% Increase in number of **Unique Shoppers** who purchased

163% Increase in **Total Number of Sales**

*Honey Internal Data, March 1, 2020 - April 20, 2020

