



Influencer Case Study: PRINCESS POLLY

↑ 41%

Increase in Revenue in Australia

↑ 36%

Increase in Revenue in the US

* Honey Internal Data, 5/15/2020 - 5/25/2020



Challenge

Online clothing retailer Princess Polly was looking to increase revenue and sales volume in both Australia and the U.S.

Product Solution

The Honey team recommended Honey Savings Finder, a savings and promo code product, as part of a broader co-marketing initiative with a prominent fashion & lifestyle YouTube influencer. Honey Savings Finder helps incentivize shoppers to “buy now” from your store because it helps them automatically find active promo codes at point of purchase on ecommerce sites. In this campaign, Honey offered an influencer-branded promo code. The code automatically applied a 20% savings across Princess Polly’s site when her viewers clicked a unique link that drove to the clothing site and prompted them to download the Honey Savings Finder browser extension.

Methodology

Honey partnered with Princess Polly and a prominent YouTube influencer to drive revenue and sales volume by running a co-branded influencer campaign from May 15th to May 25th, 2020.

Results

Within the campaign’s ten-day timeframe, Princess Polly saw a revenue increase of 41% in Australia and 36% in the U.S. Additionally, the influencer-branded code tripled revenue for Princess Polly across the US and Australia campaigns.

“Honey has been an important part of the evolution of our Affiliate Marketing program and converting new customers for Princess Polly on a global scale. The browser extension helps us converting users at the end of the funnel and plays an important part in our overall marketing strategy. Thank you, Honey, for the continuous support in helping us grow and exceeding our targets.”

Kim Zorn | Head of Performance, Princess Polly