

honey

MARCH 2020

HONEY SPEAKERS



Dexter Dethmers
Partnerships Director



Kelly Rodeck
Partnerships Manager

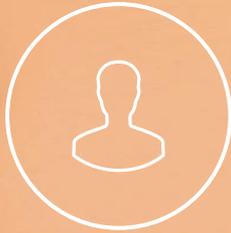


Honey is an online shopping platform that turns passive shoppers into active buyers.

Honey is a better way to buy.

OVERVIEW

Engagement with Honey



17M+

Members Around the
World



16M+

Monthly Visits to
joinhoney.com



\$350M+

Monthly GMV Driven
across our 10K+ Partners



\$13.8B+

Product Purchase
Intent

DEMOGRAPHICS

Honey User Base



70%
Millennial



57% Female | **43%** Male



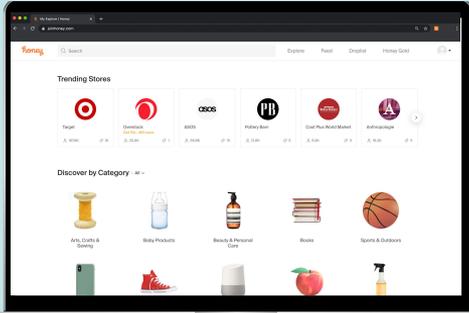
Over-Index
On Income and
Education



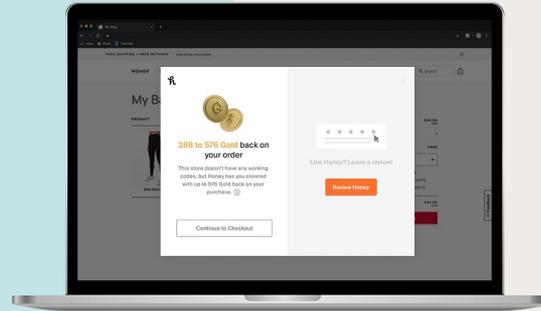
72%
US Based



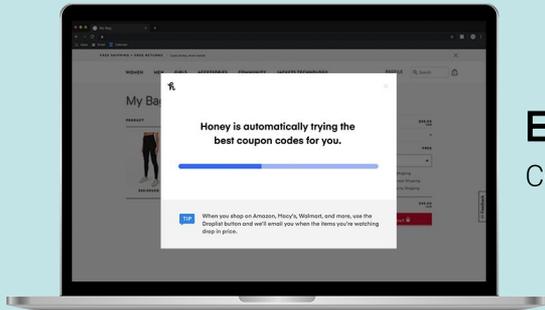
PRODUCT SUITE EXPANSION



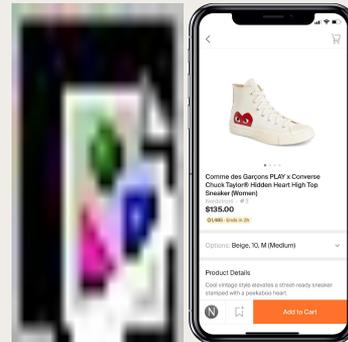
joinhoney.com
Search & Discover Platform



Honey Gold
Points Based Rewards



Extension
Control, Trust, Satisfaction



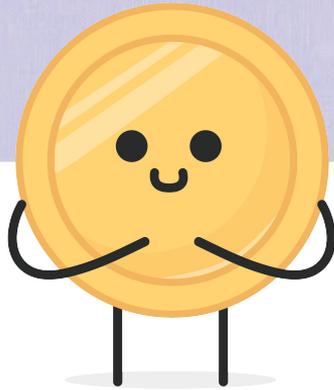
Honey Mobile App
Smart Shopping Assistant



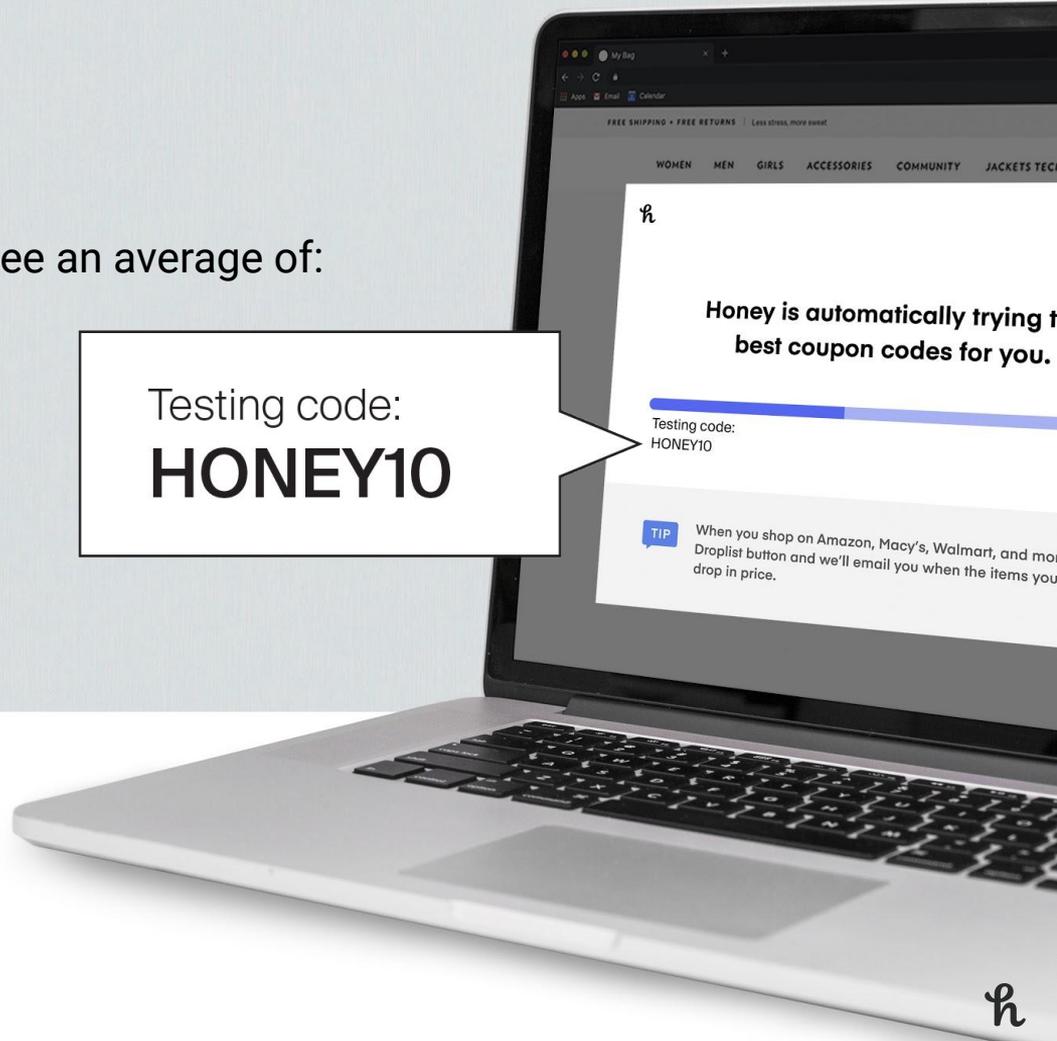
HONEY EXTENSION

Merchants with Honey Branded Codes see an average of:

- **5%** higher conversion rates
- **6%** higher average order values
- **10%** revenue increase from Honey



Testing code:
HONEY10



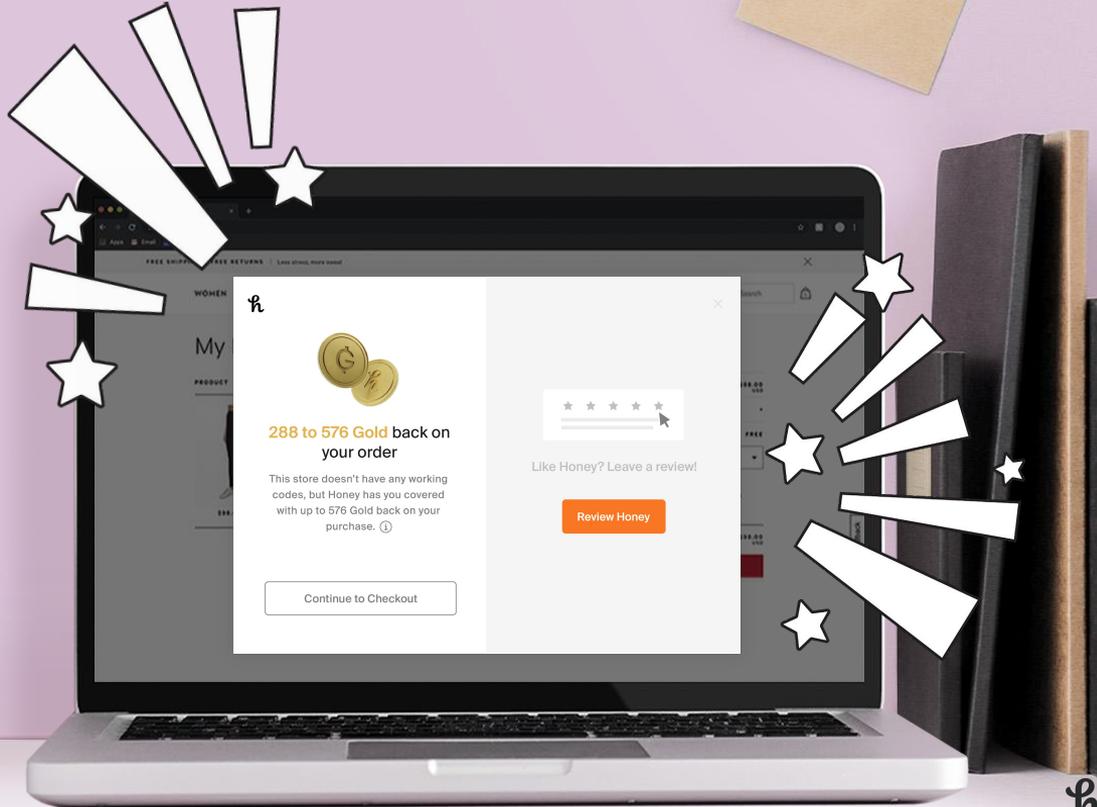
HONEY GOLD

Points Based Loyalty Rewards

Reduce Cart Abandonment

Reduce Comparison Shopping

Increase Revenue per User



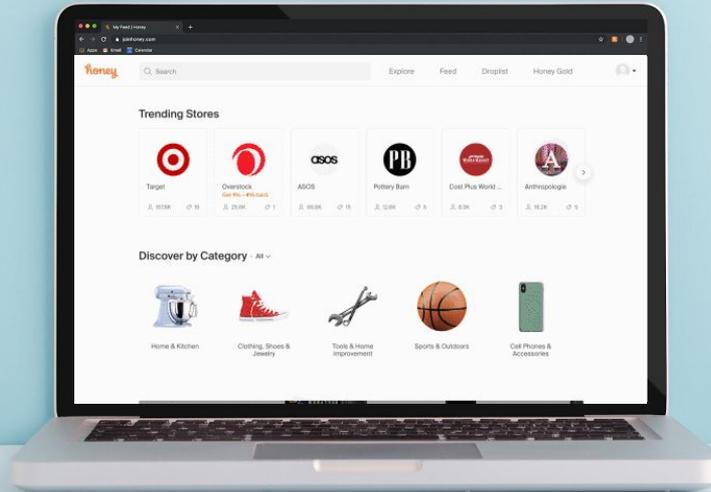
JOINHONEY.COM

Search & Discover
Platform

Personalized
Feed

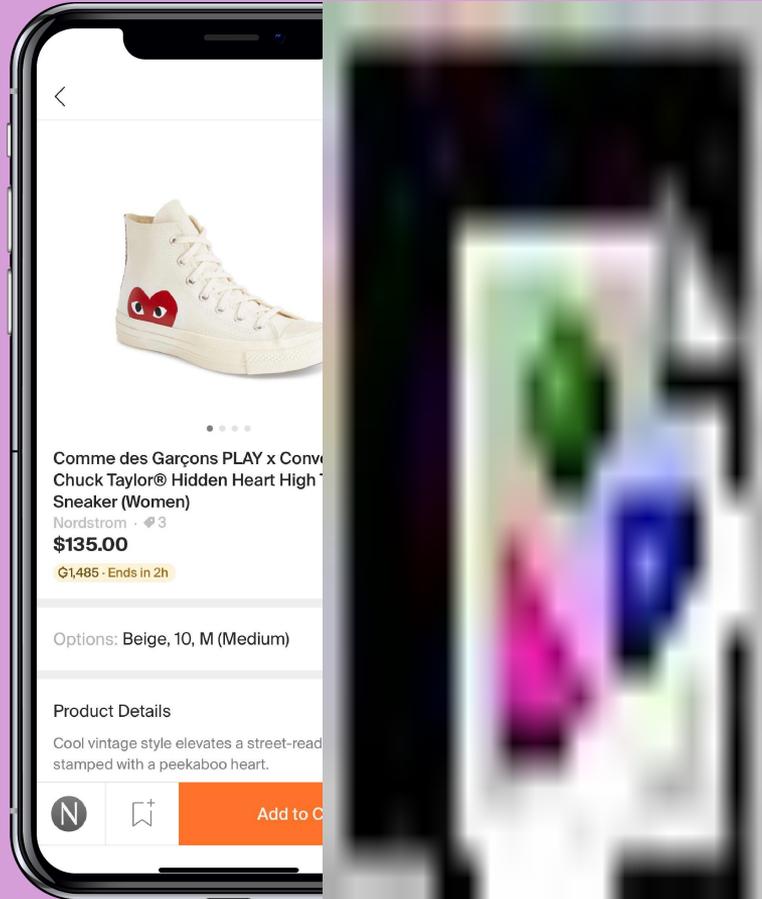
16+ Million
Visits

64% Direct-to-Site
Traffic



HONEY MOBILE APP

- Personalized Shopping Experience
- Selection & Customization
- Universal Shopping Cart



250+
Stores

5.5M+
Shoppable
Items

2M+
Downloads

honey
Thank you!

