



honey

An Advertise Purple case study

## A partnership to guide clients through COVID-19 uncertainty

How Honey and Advertise Purple helped generate **\$27M** new sales for clients in response to the coronavirus pandemic, a weak March for e-commerce, and in the face of an economic downturn in 2020.



honey



ADVERTISE  
PURPLE  
Affiliate Management

# The Challenge

Let's go back to March 2020.

The coronavirus pandemic had already begun to affect other parts of the world, but rumors circulating that the United States might go on lockdown were becoming true, as shelter-in-place and mandatory stay-at-home orders were slowly being rolled out by governors, state by state.

A major issue for brands looking to navigate these times was in understanding that recovering from this predicament would take time (lots of it), energy, and many of a company's available resources.

COVID-19 affected the stock market, the global economy, and job security for millions in the United States and around the world. Buyers and sellers alike were shocked by what was happening around the world and in their own lives.

Brands needed somewhere to turn, and Advertise Purple and Honey knew with their relationship and expertise with the affiliate channel, together, they could lend a hand. By doing so, brands benefitted but so did the consumer, who more readily could find products and services they love. Little did they know, the affiliate channel would be put to the test and that it would pass with flying colors, leading to strong YoY and MoM revenue growth for these brands in the face of uncertainty.

With the world going increasingly digital, we knew there was an opportunity for our e-commerce infrastructure to help brands large and small stay afloat during this unpredictable and chaotic crisis.

Read on to learn more about how we did just that.

# The Solution

Advertise Purple and Honey's formula for client success included:

- Heightened communication and operational support enabling clients to pivot quickly
- Continuing to utilize a fair and effective CPA payment structure, which proved to be even more important during this uncertain time
- Leveraging Honey Gold, vanity codes, Offers,

Smart Coupons, and CPA increases to drive rapid growth for key verticals

- Both teams working together to execute a strategy that would hit the brand's KPIs and simultaneously drive performance



Clients in partnership with Advertise Purple, with support of industry leader Honey, were able to proactively combat projected declines and instead drive consistent growth across numerous different verticals.

By leveraging Honey's suite of products such as Honey Gold and the Honey Savings Finder, merchants were able to better incentivize and influence customers at the point of purchase while simultaneously rewarding brand loyalty in the midst of uncertainty.

There was no one size fits all solution and strategies varied client-by-client, but the majority of these brands who understood the value of the affiliate channel as a strong revenue driver were rewarded by sticking with

it and operating with a fair and effective CPA payment structure. These clients, on aggregate, saw revenue increases that they would not have been able to see without utilizing the Advertise Purple affiliate and Honey's loyalty and rewards solutions.

With Honey Gold, present during the shopping journey, customers had the confidence and assurance that they were getting the best deals which motivated them to buy.

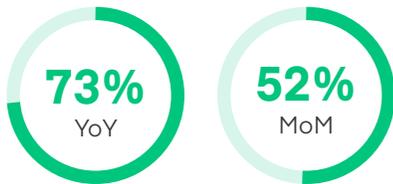
In the end, Advertise Purple helped clients succeed by using Honey's solutions during a time when online sales have meant even more, due to uncertainty and volatility in the overall market, as a result of COVID-19.

**Advertise Purple leveraged Honey Gold and other Honey solutions, which led to clients' immediate performance success as a result.**



## Turning around April 2020

Revenue increased...



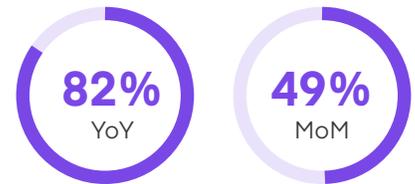
Apr 2020 vs. Apr 2019    Apr 2020 vs. Mar 2020

Orders increased...



Apr 2020 vs. Apr 2019    Apr 2020 vs. Mar 2020

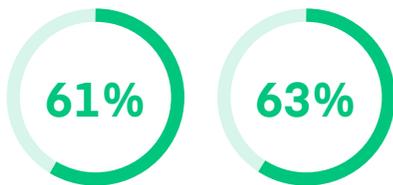
Clicks increased...



Apr 2020 vs. Apr 2019    Apr 2020 vs. Mar 2020

## With continued growth all the way through July...

Revenue increased...



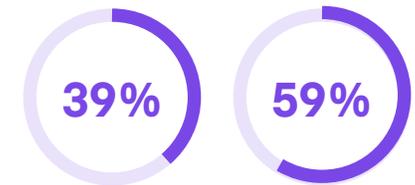
Apr 2020 - Jul 2020 vs. Dec 2019 - Mar 2020    Apr 2020 - Jul 2020 vs. Apr 2019 - Jul 2019

Actions increased...



Apr 2020 - Jul 2020 vs. Dec 2019 - Mar 2020    Apr 2020 - Jul 2020 vs. Apr 2019 - Jul 2019

Clicks increased...



Apr 2020 - Jul 2020 vs. Dec 2019 - Mar 2020    Apr 2020 - Jul 2020 vs. Apr 2019 - Jul 2019

I have managed dozens of agencies throughout my career, and Advertise Purple ranks among the best. Responsive, committed, and always going above and beyond. Would not hesitate to recommend to anyone looking for a good affiliate agency.

Aaron A.  
Advertise Purple Client



# About Advertise Purple

## The Right Affiliate Partners

We pair your brand with quality publishers to ensure unique conversations, avoiding any brand poaching scenarios or duplicate conversion attribution nightmares.

## Increase & Exclusive Inventory

Since we're performance based, we purchase additional, exclusive ad placements on your behalf from top consumer websites. How do we know which placements works? Simple; we use 9 years of successful media buying data as our roadmap.

## Transparent Data

Proprietary software and detailed KPIs show our worth on a daily basis. From sales down to impressions, all our activity can be tracked back to it's unique and compliant source.

## Leading Retailers and Brands

Advertise Purple is highly selective with the merchants we partner with. We work with numerous blue chip,

leading brands on and offline in North America, United Kingdom, and Germany.

## 24-7 Brand Monitoring and Compliance Software

We collaborate with an award-winning brand monitoring and compliance technology, ensuring your search and display policies are enforced 24-7 in all geos, all browsers, and on all devices.

## Performance Based

We bill based on performance. Learn more about how we can reduce your costs, increase your sales, and maximize your ROAS.

Our staff of Account Managers, Data Scientists and Media Buyers are here to provide your brand the support, knowledge and direction to take your program to the next level.

**To learn more, email us at**  
[partnerships@advertisepurple.com](mailto:partnerships@advertisepurple.com)

## Follow Us

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