Campaign Teardown
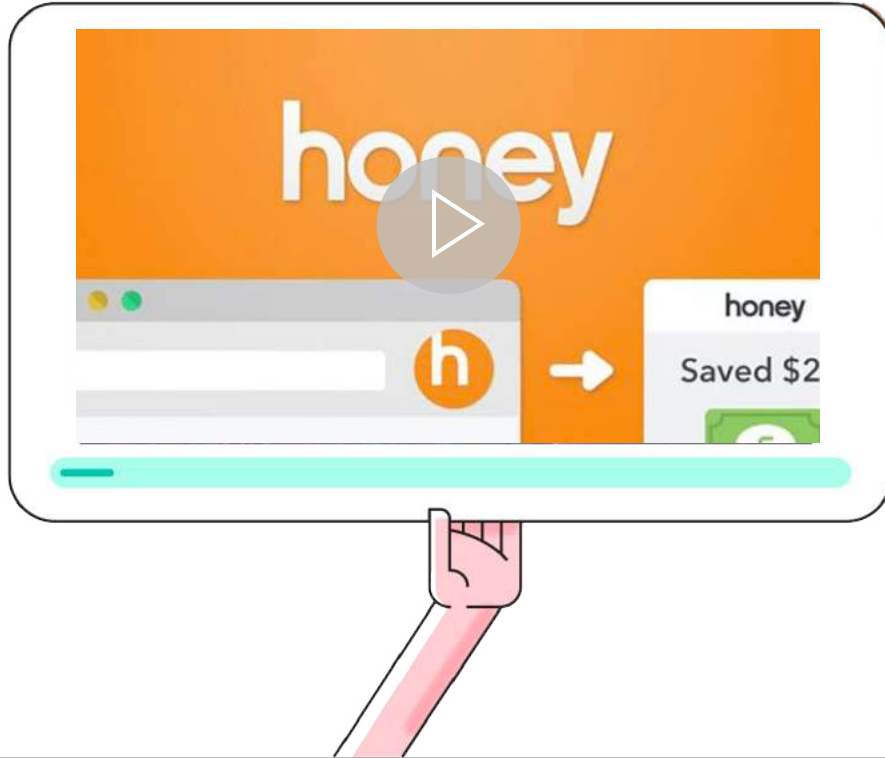
Honey

Honey

In 2012, Honey was founded in Los Angeles, California by entrepreneurs Ryan Hudson and George Ruan. The pair created the free browser extension and with just one click Honey automatically finds, tests, and applies the best coupon code at checkout. Honey has access to over 30,000 retailers including mega household brands like Amazon, Target, Nike, Walmart, and Apple. The extension even has a rewards program named "Honey Gold" where members earn gold with each Honey purchase and later redeem their gold for gift cards to their favorite stores. Google Chrome, Firefox, Safari, Opera, and Edge support Honey as a browser extension.

Honey prides itself on ensuring no buyers remorse is felt after a purchase. In 2017, Honey saved members over 170 million dollars. Today, the browser extension saves members an average of $126 a year. **That averages to be over 2 billion dollars saved a year with 17 million users around the world.**

Honey in Q3

With over 17 million users around the world, Honey has established itself as a premier coupon browser extension. The browser extension created a name for itself on social media and surpassed competitors such as WikiBuy and RetailMeNot through influencer marketing efforts on a handful of different platforms.

Some of Honey's most notable marketing strategies include their sponsorship of the Barstool Podcast "Call Her Daddy" and their YouTube campaigns working with top influencers such as The Ace Family and MrBeast. In our Social Intelligence Insights Report for Q3 Honey landed as the second top spender on YouTube overall and second top spender in the Tech industry on the platform. **Our report estimates Honey spent nearly $10 million on influencer marketing on the platform.**

Metrics	Q3 2020
Total Videos	2,366
Total IMV	$68,617,127.54
Total Reach	6,036,957,790
Total Views	458,462,663
Total Likes	27,789,031
Total Comments	2,767,389
Like to Dislike Ratio	55.21
Avg. IMV	$29,002.32
Avg. Reach	2551546
Avg. Views	193771
Avg. Comments	1170
Avg. Likes	11745

Honey in Q3

Top Recognizable Influencers

- MrBeast6000
- Dude Perfect
- PewDiePie
- OneMeeelionDollars
- MichaelReeves
- TheAceFamily
- ZHComicArt
- UnboxTherapy
- MatthewPatrick13
- Veritasium

During Q3, Honey sponsored a total of 63 videos and worked with 56 influencers. Our Social Intelligence Report highlighted the top 10 most recognizable channels from sponsored videos on YouTube for Q3 and Honey was the **only** top spender to partner with a top 10 most notable influencer/channel. Honey worked with not just one, but three of the top ten influencers of Q3.

Honey's universal, anyone can use it, so they promoted their browser extension by sponsoring entertainment, comedy, gaming, lifestyle and more. Each influencer was given their own "Join Honey" link for their viewers to join for free. The average Honey ad lasted just over a minute and most of the content was integrated into the influencers video, rather than starting or ending the video with the sponsorship.
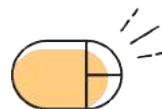
NEOREACH

MrBeast

👁	💵	🔔
17.3M	**$2.9M**	**40.4M**
Views	IMV	Reach

Statistics Gathered in Q3 2020 - NeoReach Raw Social Intelligence Data

NEOREACH

TheAceFamily

👁️	💵	📂
5.7M	**$811K**	**19M**
Views	IMV	Reach

Statistics Gathered in Q3 2020 - NeoReach Raw Social Intelligence Data

MichealReeves

👁 3.4M	💵 $836K	🟠 4.8M
Views	IMV	Reach

NEOREACH

Statistics Gathered in Q3 2020 - NeoReach Raw Social Intelligence Data
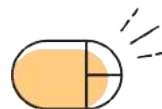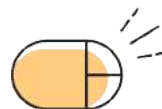
NEOREACH

GeorgeNotFound

👁	💵	💊
3.5M	**$561K**	**1.3M**
Views	IMV	Reach

Statistics Gathered in Q3 2020 - NeoReach Raw Social Intelligence Data
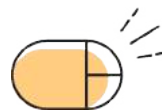
NEOREACH

TheDolanTwins

👁	💵	🟠
2.7M	**$811K**	**19M**
Views	IMV	Reach

Statistics Gathered in Q3 2020 - NeoReach Raw Social Intelligence Data
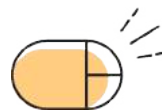
Final Results

Overall, Honey drew in $9,830,037.98 in IMV and 60,308,056 total views on YouTube. The top three performers MrBeast, TheAceFamily, and MichaelReeves, which were also a part of the top ten notable influencers in Q3, contributed greatly and brought in the highest views, IMV, and reach numbers.

As more and more individuals turn to online shopping, Honey's presence will be more important than ever. With influencer marketing and sponsorships on trend to continue growing in upcoming years, Honey has endless opportunities to expand into different platforms, grow their membership base, and continue to surpass their competitors. Honey saves money, who wouldn't want to use it?