

# Payment model test: **heat pump**, Netherlands

Which payment model do homeowners  
choose when they see all three side by side?

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Sample report · fictional data · Decision: Offer models · Industry: Energy · Market: Netherlands · Meta · 1 to 7 June 2026



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# Buy, rent or subscribe: how do Dutch homeowners want to pay for a heat pump?

LEAD QUESTION

Which payment model do homeowners choose when they see all three side by side?

Auwerk wants to offer Dutch homeowners moving off gas a heat pump from a single provider: planning, installation, service.

The business model is open. Purchase ties up no capital at Auwerk, rental and subscription require financing over 15 years. The decision shapes the balance sheet, partners and sales.

RQ 1

Preferred model

Which of the three models is chosen most often?

RQ 2

Financing

Do consumers choose a monthly model over purchase?

RQ 3

Overall demand

How strong is the Purchase Signal for the offer overall?

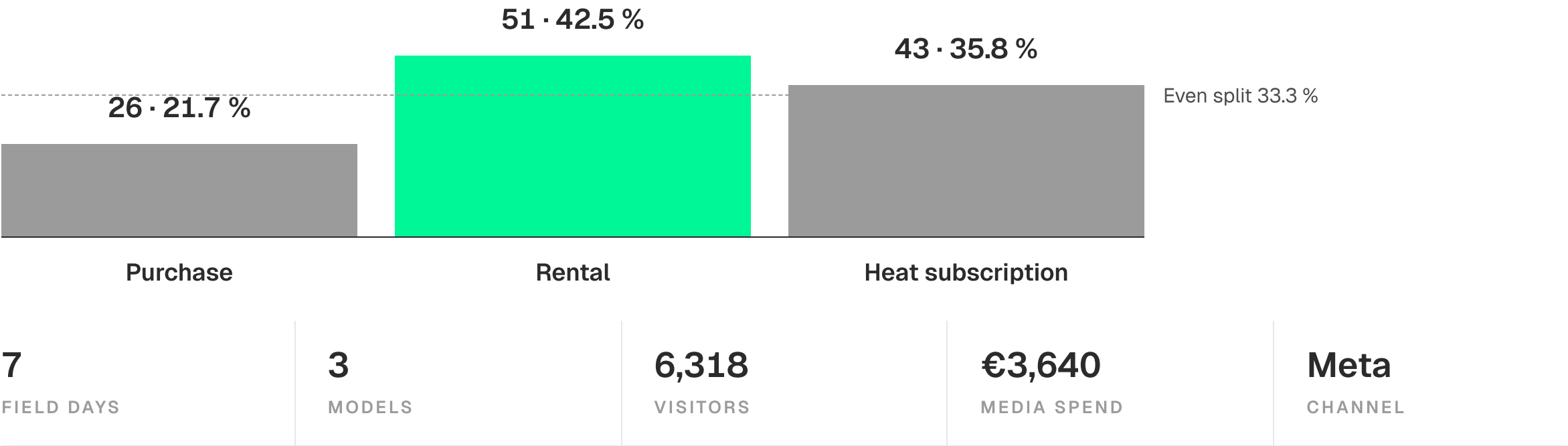
# Monthly models beat purchase, rental and subscription are level.

With an identical unit, the same page and prices of all three models visible, 42 of every 100 applicants choose rental, 36 the heat subscription and only 22 purchase. The barrier is the upfront investment, not the heat pump: those who can pay monthly apply. Whether rental or subscription becomes the lead model the test does not yet support; the two are within random variation of each other.

WHAT THE DATA SUGGESTS

- 01 Build the heat pump as a monthly offer, keep purchase as an option.
- 02 Bring financing partners and balance-sheet impact into planning now.
- 03 Settle rental versus heat subscription in the next test on separate pages.

PAYMENT MODEL CHOSEN ON CLICKING “NU AANVRAGEN” (APPLY NOW) · SHARE OF PURCHASE SIGNALS · SCALE 0–60 %



78 %

Choose a monthly model instead of purchase

94 of 120 Purchase Signals; an even split would indicate two thirds

SCOPE OF THE TEST

Netherlands excluding the centres of the four largest cities · 1 to 7 June 2026 · homeowners 35 to 65 · Meta · endpoint Purchase Signal with model choice

KEEP IN MIND

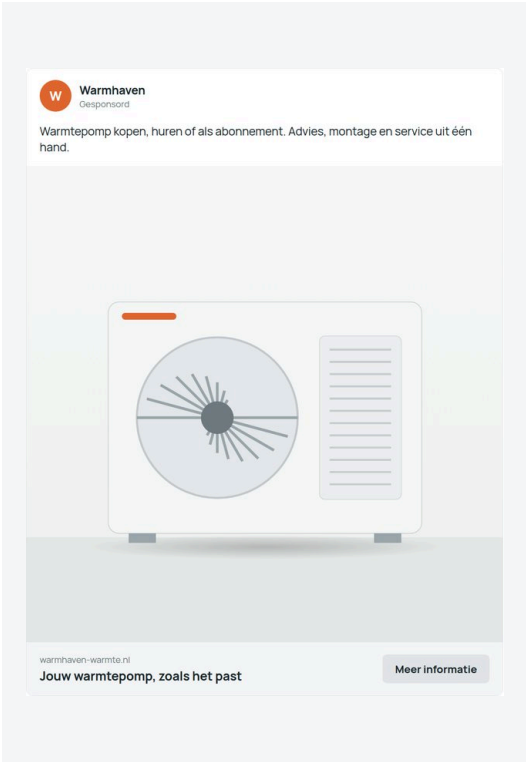
The test measures the spontaneous choice without advice. The monthly amounts were not calculated against the purchase price; people who do the maths may decide differently.

# We measure the choice with prices visible, not opinion.

|                                                                                     |                                         |                                                                             |                                      |
|-------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------|--------------------------------------|
|    | <b>Ad</b>                               | Ad for the heat pump from a single provider.                                | INTEREST IN THE OFFER                |
|    | <b>Landing page</b>                     | Offer with all three models, click on “Bekijk het aanbod” (view the offer). | INTEREST SIGNAL                      |
|    | <b>Product page</b><br>PRIMARY ENDPOINT | Choose a model, click on “Nu aanvragen” (apply now).                        | PURCHASE SIGNAL WITH<br>MODEL CHOICE |
|  | <b>Resolution</b>                       | “Not yet available” notice, email for notification.                         | OPT-IN · SINGLE                      |
|  | <b>Confirmation</b>                     | Double opt-in by email.                                                     | OPT-IN · DOUBLE                      |

All visitors see the same page. The three models sit side by side with equal weight; none is preselected or highlighted.

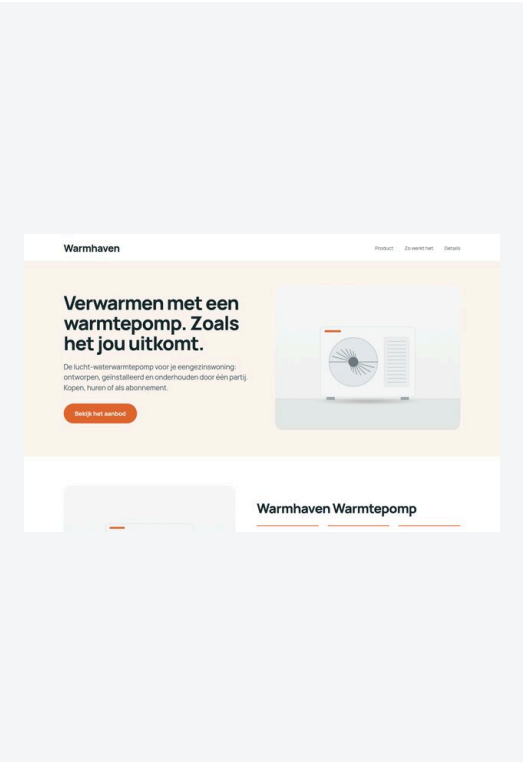
# One page, three models, then an honest resolution.



STEP 01

Ad

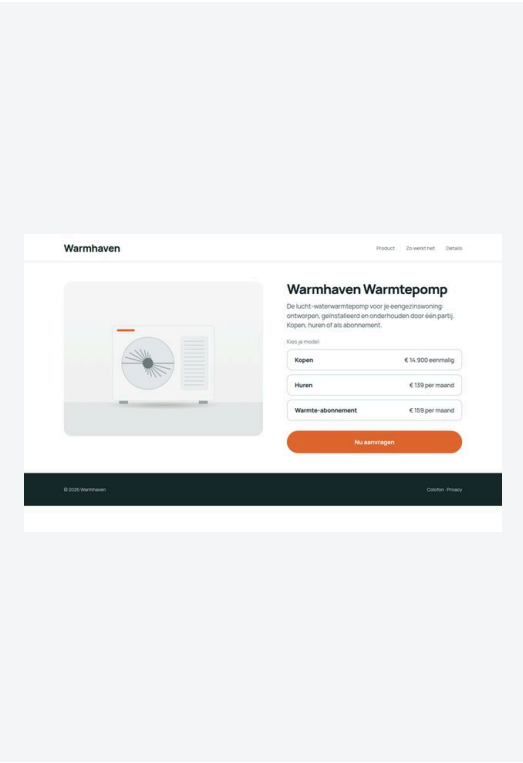
Feed ad, all models named.



STEP 02

Landing page

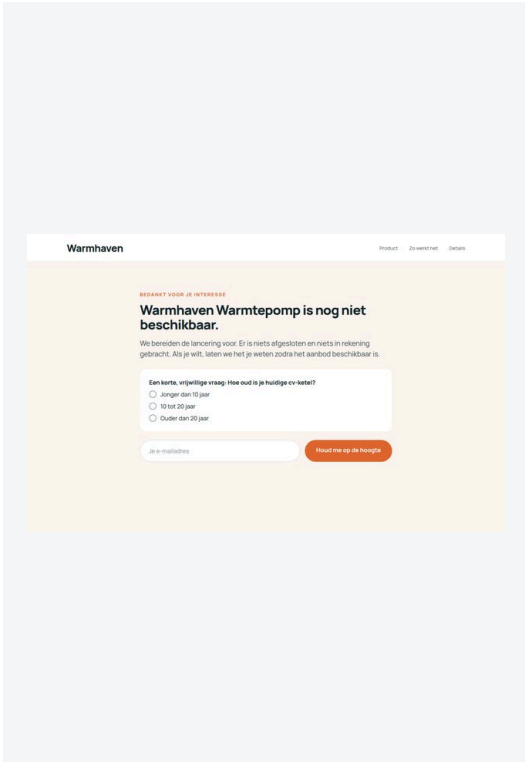
Offer, CTA I “Bekijk het aanbod”.



STEP 03 · ENDPOINT

Product page

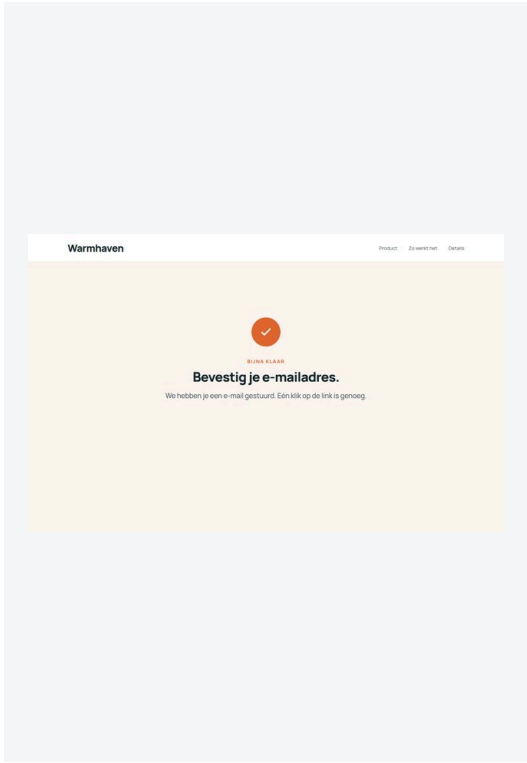
Choose a model, CTA II “Nu aanvragen”.



STEP 04

Resolution

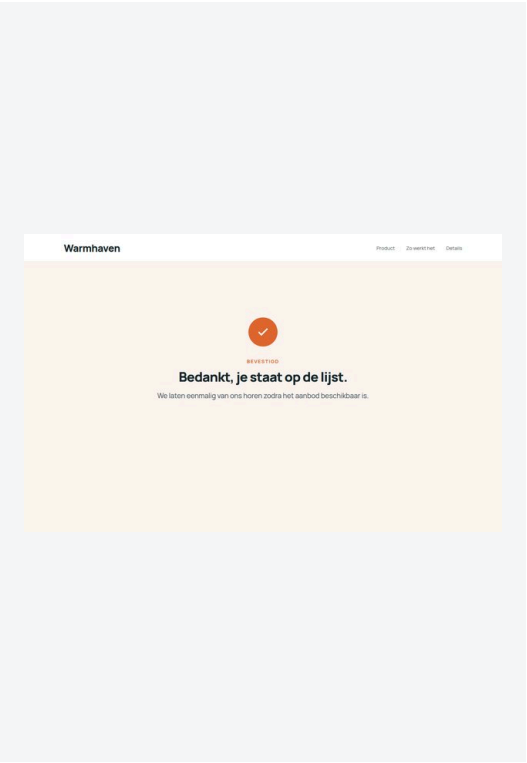
“Not yet available”, optional question, email.



STEP 05

Confirm

Please confirm your email address.



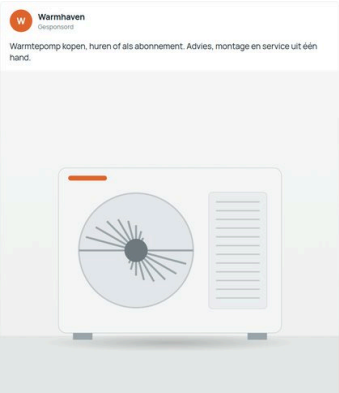
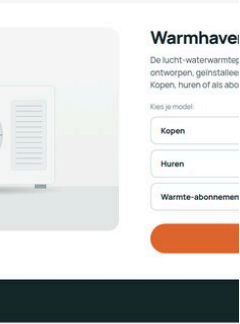
STEP 06

Confirmed

Signed up for the notification.

The choice is made at step 3, with prices of all models visible. The order of the models on the page was fixed: purchase, rental, heat subscription. Screens show the Dutch build.

# One offer, three models to choose from, only the payment method differs.

| VARIANT                                                          | AD                                                                                  | LANDING PAGE                                                                         | PRODUCT PAGE                                                                          | ISOLATED VARIABLE                                                                                                                    |
|------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <div>Purchase</div> <div>Option 1 · one-off payment</div>        |    |    |    | €14,900 one-off, installation included, maintenance separate. The model without financing and the reference for both monthly models. |
| <div>Rental</div> <div>Option 2 · monthly model</div>            |   |   |   | €139 a month over 15 years, maintenance included, then the unit is taken over. Compared with purchase, the payment method changes.   |
| <div>Heat subscription</div> <div>Option 3 · monthly model</div> |  |  |  | €159 a month, all inclusive, cancellable monthly after 3 years. Compared with rental, it adds flexibility and €20 more a month.      |

All visitors see the same ad and the same landing page; the three models sit with equal weight on one product page. That is why the images are identical in every row.

VARIABLE ISOLATION

- Unit: the same 8 to 12 kW air-to-water heat pump in all three models.
- Service: planning, installation and ISDE subsidy application included in every model.
- Page layout: fixed order purchase, rental, heat subscription, none preselected or highlighted.
- Brand: MVP brand Warmhaven, no Auwerk branding.
- Budget and runtime: one campaign, one time window for all models.

# Homeowners of renovation age, outside city centres.

|                    |                                                                                                      |
|--------------------|------------------------------------------------------------------------------------------------------|
| FRAME              |                                                                                                      |
| MARKET             |  <b>Netherlands</b> |
| CHANNEL            | <b>Facebook · Instagram</b>                                                                          |
| AGE AND GENDER     | <b>35 to 65 · all</b>                                                                                |
| GEOGRAPHY          | <b>excl. centres of the four largest cities</b>                                                      |
| INTERESTS          | <b>Home ownership, renovation, heating, solar panels, energy saving</b>                              |
| ESTIMATED AUDIENCE | <b>around 2.1 million</b>                                                                            |

WHO WE REACHED

- Homeowners in the Netherlands interested in renovation, heating and energy saving, outside the four large city centres, where owner-occupied terraced and detached houses dominate.
- All visitors see the same page. Differences in choice come from the model, not from who saw the ad.
- 1,093,750 impressions and 7,000 clicks; the click-through rate of 0.64 % is above the illustrative benchmark of 0.50 %.
- Tenants are not excluded. The test measures the broad homeowner market, not a pre-filtered group of renovators.

# Choice by **model.**

Which payment model is chosen, whether monthly beats purchase and how strong the offer is overall.

# 6,318 visitors, 120 of them choose a model.

HOW TO READ THIS One column, because all visitors see the same page. Percentages refer to unique landing-page visitors, the split of choices to Purchase Signals. The framed row is the primary endpoint; stages below 30 signals are grey.

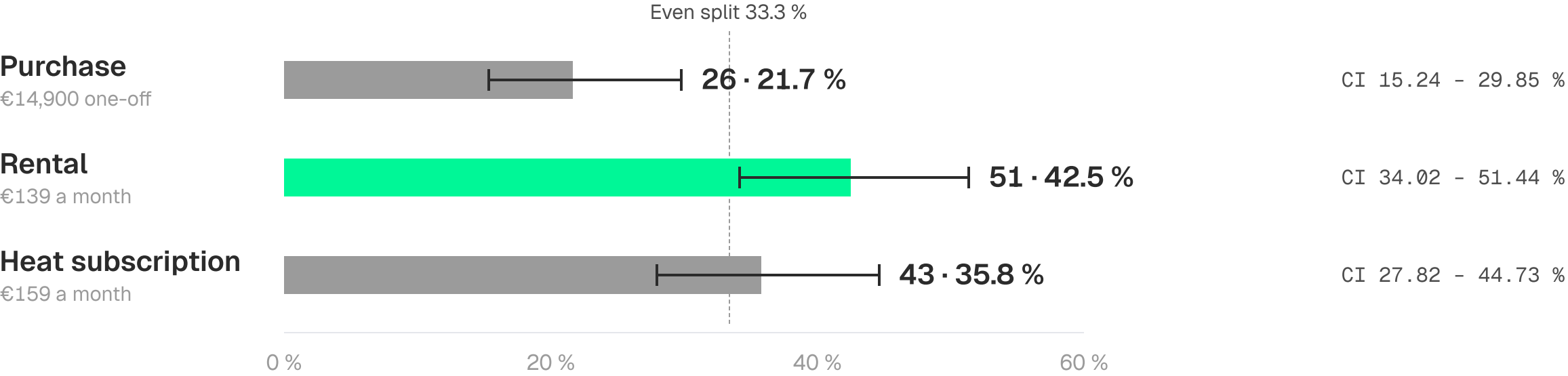
|                                |                                |                    |
|--------------------------------|--------------------------------|--------------------|
|                                | Total                          |                    |
| MEDIA SPEND                    | €3,640.00                      |                    |
| IMPRESSIONS                    | 1,093,750                      |                    |
| CLICKS · CTR                   | 7,000 0.64 %                   |                    |
| CPC                            | €0.52                          |                    |
| LANDING-PAGE VISITORS (UNIQUE) | 6,318                          |                    |
| INTEREST SIGNAL · CTA I        | 687 10.87 %                    |                    |
| PURCHASE SIGNAL · CTA II       | 1.90 %<br>120 Purchase Signals | ← PRIMARY ENDPOINT |
| OF WHICH PURCHASE              | 26 21.7 % of choices           |                    |
| OF WHICH RENTAL                | 51 42.5 % of choices           |                    |
| OF WHICH HEAT SUBSCRIPTION     | 43 35.8 % of choices           |                    |
| OPT-IN · SINGLE                | 41 0.65 %                      |                    |
| OPT-IN · DOUBLE                | 26 0.41 %                      |                    |
| COST PER PURCHASE SIGNAL       | €30.33                         |                    |

Rate = count ÷ unique landing-page visitors; shares of choice = count ÷ Purchase Signals. Data source: Meta Ads Manager and Horizon dashboard, as of 8 June 2026.

# Rental and subscription are level, purchase falls behind rental.

Question: Which of the three models is chosen most often?

PAYMENT MODEL CHOSEN · SHARE OF PURCHASE SIGNALS · SCALE 0–60 % · WHISKER IS THE 95 % INTERVAL



The only difference between the options: the payment method. Unit, service and page are identical.

**EXPLANATION** Of every 100 applicants, 42 choose rental, 36 the subscription and 22 purchase. (Denominator: Purchase Signals)

Share = choice of the model ÷ Purchase Signals with model choice. No benchmark exists for model choice; the reference is an even split.

The subscription costs €20 more a month and is chosen almost as often as rental: cancellability and “all inclusive” weigh about as much as the lower amount.

- Rental ahead of purchase: +20.8 pp (95 % interval +7.0 to +34.7), confirmed.
- Subscription ahead of purchase: +14.2 pp (95 % interval +0.8 to +27.5), p = 0.053 above the threshold, so reported as a direction.
- Rental versus subscription: +6.7 pp (95 % interval –9.1 to +22.5). P(best): rental 79.3 %, subscription 20.6 %.

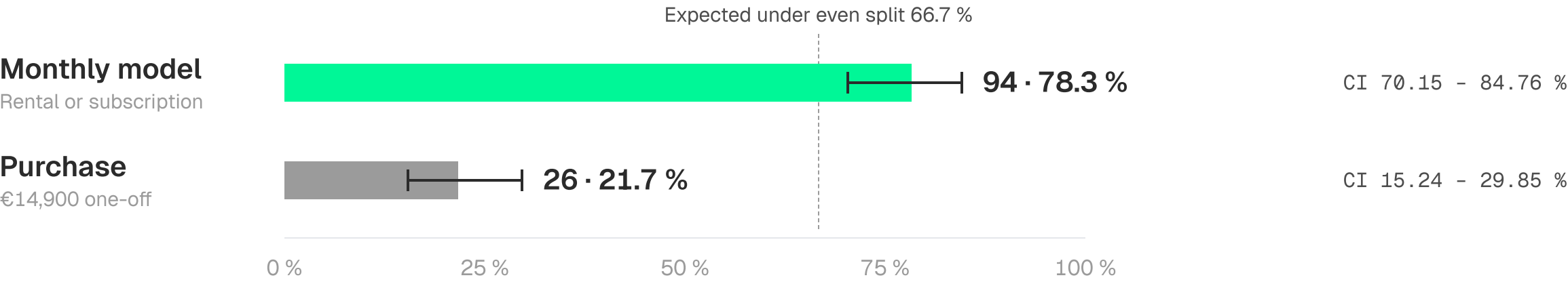
**STATISTICS** — NO DIFFERENCE

Pairwise binomial tests, Bonferroni-corrected, threshold 0.0167 · rental vs. subscription p = 0.47 · subscription vs. purchase p = 0.053, direction, not proof · rental vs. purchase p = 0.0059, confirmed. Purchase below 30 choices.

# 78 % choose a monthly model instead of purchase.

Question: Do consumers choose a monthly model over purchase?

MONTHLY MODEL VERSUS PURCHASE · SHARE OF PURCHASE SIGNALS · SCALE 0–100 % · WHISKER IS THE 95 % INTERVAL



An even split would indicate two thirds for the two monthly models; the measured value is 78.3 %.

**EXPLANATION**      Almost eight in ten applicants want to pay for the heat pump monthly. (Denominator: Purchase Signals)

*Share = choices ÷ Purchase Signals with model choice. No benchmark.*

The barrier is the upfront investment, not the technology. What draws people is the heat pump without capital outlay.

- Purchase is chosen far less often than an even split would indicate.
- For Auwerk, this means financing partners and balance-sheet impact belong in planning now, not after launch.
- Whether consumers stay with the monthly model once total costs are calculated for them is not measured by this test.

STATISTICS

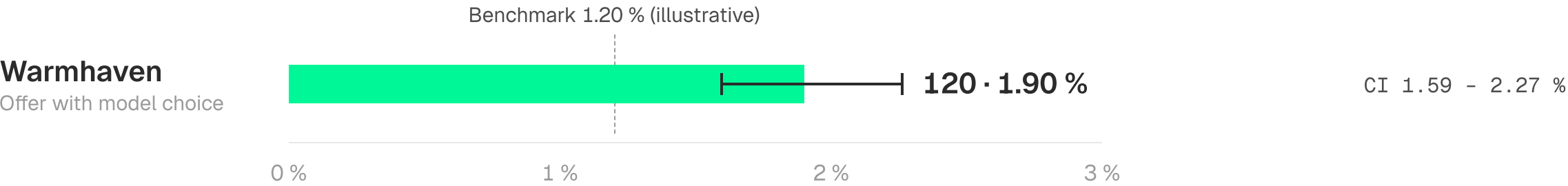
CONFIRMED

Binomial test against 2/3, p = 0.0065 below the corrected threshold 0.0167 · interval 70.1 % to 84.8 % excludes 66.7 %; monthly model and purchase do not overlap.

# Overall, the offer sits above comparable tests.

Question: How strong is the Purchase Signal for the offer overall?

PURCHASE SIGNAL WITH MODEL CHOICE · SHARE OF LANDING-PAGE VISITORS · SCALE 0–3 % · WHISKER IS THE 95 % INTERVAL



The 95 % interval of the Purchase Signal rate runs from 1.59 % to 2.27 % and lies entirely above the illustrative benchmark.

**EXPLANATION**      Of 1,000 visitors, 19 want to apply for a heat pump. (Denominator: landing-page visitors)

*Benchmark illustrative: energy services, Meta, NL, MVP brand, high price, rough fit.*

**The complete single-provider offer carries enough demand to align the business model with it.**

- The rate measures the offer with all three models; which model lifts overall demand only a test with separate pages can separate.
- The comparison is rough, because few tests with model choice on the product page exist.

**STATISTICS**       **CONFIRMED**

The Wilson interval of the rate excludes the illustrative benchmark. A comparison with comparable tests, not a product verdict.

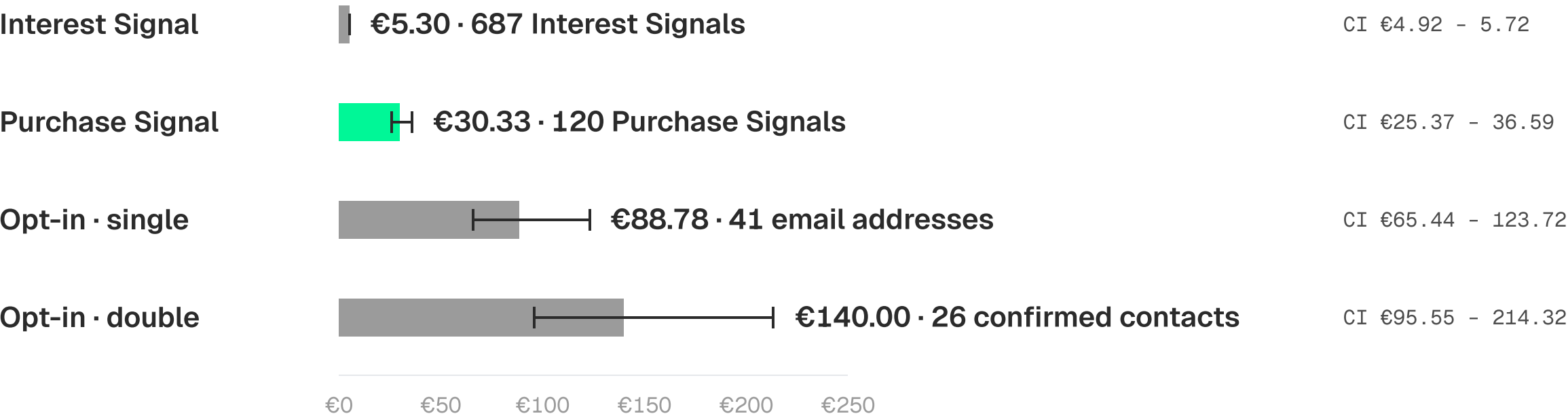
# Cost of a Purchase Signal.

What a Purchase Signal costs in this test and which values Auwerk adds before it becomes a business case.

# A Purchase Signal costs €30.33 in media spend.

Question: What does a Purchase Signal cost, and what do the stages before and after it cost?

COST PER STAGE · MEDIA SPEND ÷ COUNT · SCALE €0-250 · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



One campaign for all three models, €3,640.00 media spend over 7 days. Costs per model cannot be separated, because everyone sees the same page.

EXPLANATION    €1,000 of media spend yields around 33 Purchase Signals and 7 confirmed contacts. (Denominator: media spend)

Cost per stage = media spend ÷ count at that stage; interval from the Poisson distribution of the count. CPC benchmark €0.60 (illustrative).

With contract values in five figures, media costs are no barrier. Conversion to contracts and financing decide the business case.

- Contract values: purchase €14,900, rental €139 a month over 15 years.
- Cheap clicks (€0.52 CPC) and a rate above comparable tests point in the same direction.
- Click prices rise with volume; the values are a lower bound for orientation, not a planning figure.
- Opt-in · double is below 30 contacts; there the interval is the finding.

STATISTICS    QUALITATIVE

No comparative test: one page, one cost value per stage. Poisson interval per stage.

# What a monthly model must achieve economically.

HOW TO READ THIS Two lines are measured in this test, the highlighted ones. Every other line is a value from Auwerk; the green fields are filled in together after the readout.

| LINE                             | BASIS                                                                | PURCHASE | RENTAL | HEAT SUBSCRIPTION |
|----------------------------------|----------------------------------------------------------------------|----------|--------|-------------------|
| Share of model choice            | Measured by Horizon in this test                                     | 21.7 %   | 42.5 % | 35.8 %            |
| Cost per Purchase Signal         | Measured by Horizon, one page for all models                         | €30.33   | €30.33 | €30.33            |
| Net revenue per customer         | Purchase price or monthly payments over the expected term, excl. VAT | €X       | €X     | €X                |
| Conversion to contracts          | Share of Purchase Signals after on-site check and credit check       | X %      | X %    | X %               |
| Customer acquisition cost        | Cost per Purchase Signal ÷ conversion to contracts                   | €X       | €X     | €X                |
| Unit, installation, service      | Unit cost including maintenance over the term                        | €X       | €X     | €X                |
| Financing and default            | Cost of capital and default risk over the term                       | n/a      | €X     | €X                |
| Contribution margin per customer | Net revenue minus acquisition, unit cost and financing               | €X       | €X     | €X                |

THESE VALUES COME FROM AUWERK

- Net revenue per model and expected term of the subscription.
- Unit cost for device, installation and maintenance.
- Financing costs and default rate over 15 years.
- Conversion from Purchase Signal to contract after the on-site check.
- Period in which the model must pay for itself.

The cost per Purchase Signal must be adjusted with first- or third-party data before it is used as customer acquisition cost. With purchase, there is no financing by Auwerk.

# Conclusions and decisions.

What the test answers, what it makes decidable and what it leaves open.

# The heat pump becomes a monthly offer, the next test settles rental or subscription.

RQ 1 · PREFERRED MODEL

No difference at the top. Rental and heat subscription are level.

- Rental is confirmed ahead of purchase, the subscription as a direction, not proof.
- A lower monthly amount and flexibility pull about equally.

RQ 2 · FINANCING

Confirmed. Almost eight in ten choose a monthly model.

- 78.3 % instead of the two thirds an even split would indicate.
- The barrier is the upfront investment, not the technology.

RQ 3 · OVERALL DEMAND

Confirmed. The offer sits above comparable tests.

- 1.90 % Purchase Signal rate, the interval lies above the benchmark of 1.20 % (illustrative).
- The complete single-provider offer holds up.

Pay monthly, everything from one provider: **the monthly offer** is the business model, the choice between rental and subscription the next open question.

# The test supports the decision for the monthly model.

— DECIDABLE NOW

BUSINESS MODEL

**Build the heat pump as a monthly offer.**

Evidence: 78.3 % of applicants choose rental or subscription, confirmed.

FINANCING

**Select financing partners now.**

Evidence: the monthly models carry the majority of demand.

OFFER

**Keep purchase as an option, not as the lead offer.**

Evidence: lowest share, confirmed against rental.

— NOT DECIDABLE YET

LEAD MODEL

**Rental or heat subscription as the main offer.**

The two are level.

PRICE

**Monthly amounts for both models.**

One price each was tested.

ADVICE AND BRAND

**Choice after personal advice and under the Auwerk brand.**

The test measured the spontaneous online choice under an MVP brand.

**For the business model decision:** The direction is decidable now, based on 94 of 120 Purchase Signals for a monthly model. The lead model is not yet; it needs a direct comparison of rental and subscription.

# Next, a direct comparison settles which monthly model leads.

WHERE THIS TEST ENDS

The financing question is answered: monthly models beat purchase. The test does not distinguish between rental and heat subscription, and a choice on one page measures only shares, not demand per model.

POSSIBLE NEXT TEST

## Test 2 · Rental versus heat subscription on separate pages

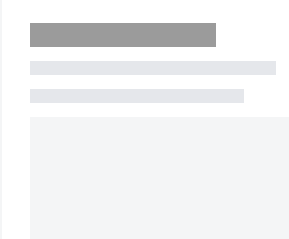
Each monthly model gets its own ad and page. This yields a separate Purchase Signal per model, and the worksheet on slide 16 gets demand per model instead of only shares.

Rental at €139 runs again in the next test as an anchor. Rates from different tests are not directly comparable, because time period, auction environment and page layout differ.

SET-UP OF THE NEXT TEST

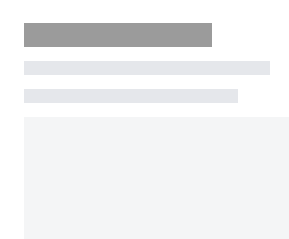
 **Arm A**  
Rental · anchor

LANDING PAGE

  
**€139 a month**  

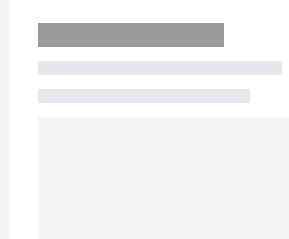

 **Arm B**  
Heat subscription

LANDING PAGE

  
**€X a month**  


 **Arm C**  
Heat subscription · price variant

LANDING PAGE

  
**€X a month**  


 Varied between arms: model and monthly amount on ad and page, nothing else.

# Measure market success upfront, avoid bad investments.

On this basis you can decide to build the heat pump as a monthly offer and keep purchase as an option, once Auwerk's financing costs, default risk and partner strategy sit alongside it.

## CONTACT

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# Backup.

# All tests at a glance, with the offer page.

## TESTS AT A GLANCE

| COMPARISON                                | DIFFERENCE | 95 % INTERVAL | P      |
|-------------------------------------------|------------|---------------|--------|
| Rental vs. purchase · 51 to 26            | +20.8 pp   | +7.0 to +34.7 | 0.0059 |
| Heat subscription vs. purchase · 43 to 26 | +14.2 pp   | +0.8 to +27.5 | 0.053  |
| Rental vs. heat subscription · 51 to 43   | +6.7 pp    | −9.1 to +22.5 | 0.47   |
| Monthly model vs. 2/3 · 94 of 120         | +11.7 pp   | +3.5 to +18.1 | 0.0065 |

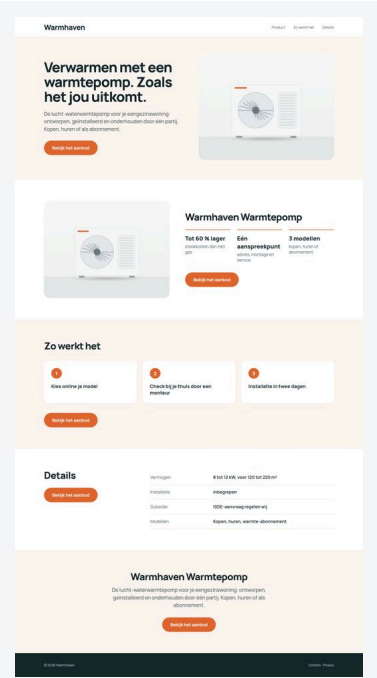
Chi² goodness of fit 8.15 (df 2, p = 0.0170). P(best): purchase 0.1 % · rental 79.3 % · heat subscription 20.6 %.

### METHOD

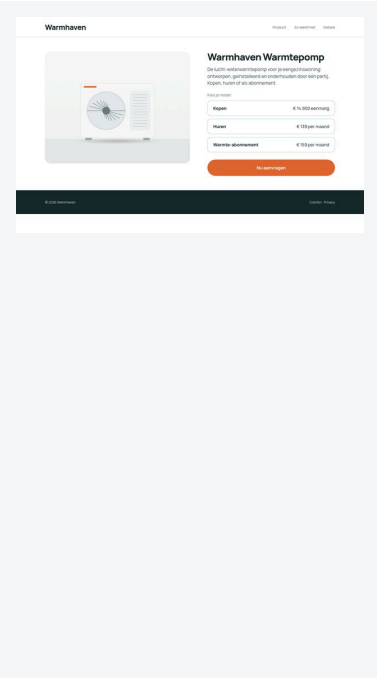
Chi-square goodness-of-fit test against an even split, pairwise binomial tests, Bonferroni-corrected ( $\alpha = 0.05$ , threshold 0.0167). Difference in choice shares with interval from the multinomial distribution. Dirichlet Monte Carlo for P(best), 400,000 draws. Wilson intervals.

### TERMS

**CTA** Call to action · **CTR** Click-through rate · **CPC** Cost per click · **LP** Landing page · **MVP brand** brand built for the test · **pp** Percentage points · **P(best)** Probability of being the most chosen model · **DOI** Double opt-in · **ISDE** Dutch subsidy scheme for sustainable energy · **Purchase Signal** Click on “Nu aanvragen” (apply now) with a model selected



LANDING PAGE



PRODUCT PAGE