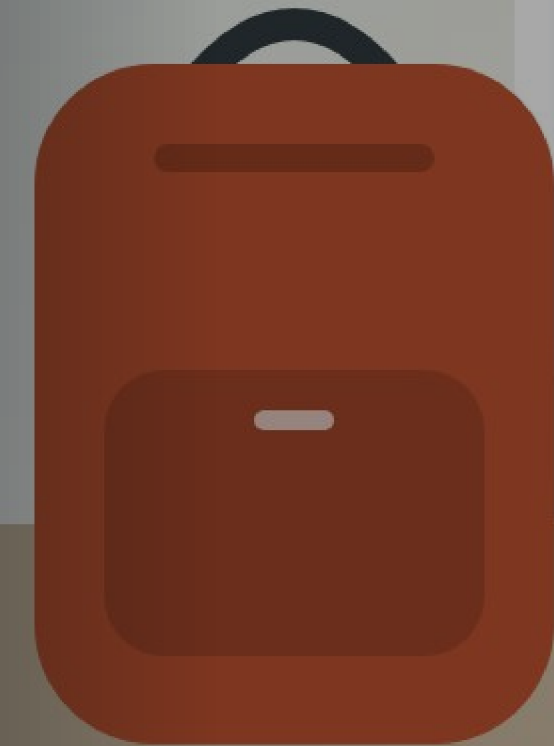


Product test: **hiking backpack**, Sweden

Which concept, at its price, generates the highest demand and the highest revenue?



Contents of this readout

03

Research questions

04

Executive Summary

05

Methodology and test set-up

09

Demand per concept

14

Economic evaluation

17

Conclusions and decisions

Which backpack should Tannhorn's private label produce first?

LEAD QUESTION

Which concept, at its price, generates the highest demand and the highest revenue?

Tannhorn is building a private label for hiking gear in Sweden and is starting with a backpack. The manufacturer's minimum order allows one model in the first year.

Three concepts are on the table: a low-priced daypack, a mid-range touring backpack and a fully equipped backpack for long tours, each with its own price.

RQ 1

Demand

Which of the three concepts generates the highest Purchase Signal rate?

RQ 2

Revenue

Which concept brings the highest revenue per visitor?

RQ 3

Context

How strong is the leading concept's Purchase Signal rate by comparison?

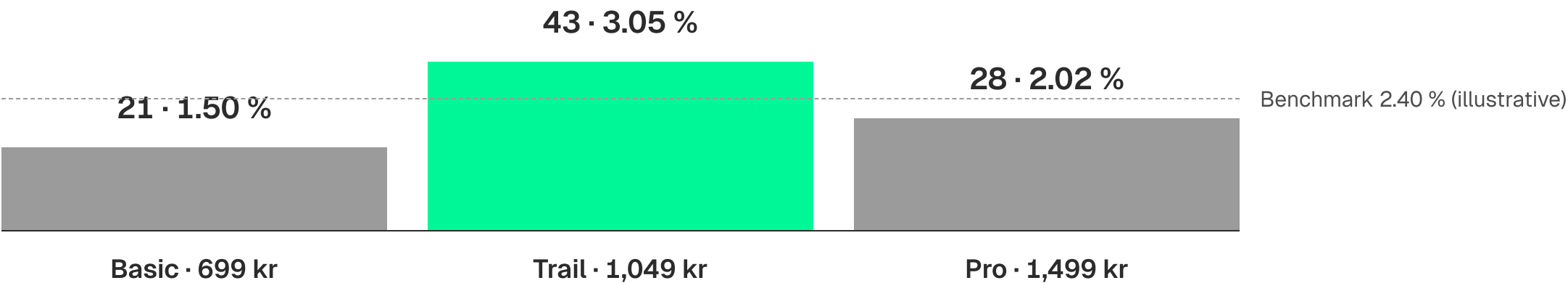
Trail and Pro bring the most revenue, Basic falls behind.

Each concept ran at its own price in front of the same audience. Of 1,000 visitors, 30 put the backpack in the cart with Trail, 20 with Pro and 15 with Basic, although Basic is 350 kr cheaper than Trail. The mesh back panel and hydration system carry the price premium; Trail reaches Pro's revenue per visitor at the lower price.

WHAT THE DATA SUGGESTS

- 01Order Trail at 1,049 kr as the first model.
- 02Do not produce Basic as the entry model.
- 03Test Pro at a lower price against Trail.

PURCHASE SIGNALS (CTA II “LÄGG I VARUKORGEN” (ADD TO CART)) PER CONCEPT · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 %



7	3	4,201	23,122 kr	Meta
FIELD DAYS	CONCEPTS	VISITORS	MEDIA SPEND	CHANNEL

3.1-fold

More revenue potential per visitor with Trail than with Basic

31.97 kr versus 10.47 kr per visitor, separate test on revenue, confirmed

SCOPE OF THE TEST

Sweden · 4 to 10 May 2026 · Hikers and outdoor enthusiasts aged 25 to 60 · Meta · Endpoint Purchase Signal at 699 kr to 1,499 kr

KEEP IN MIND

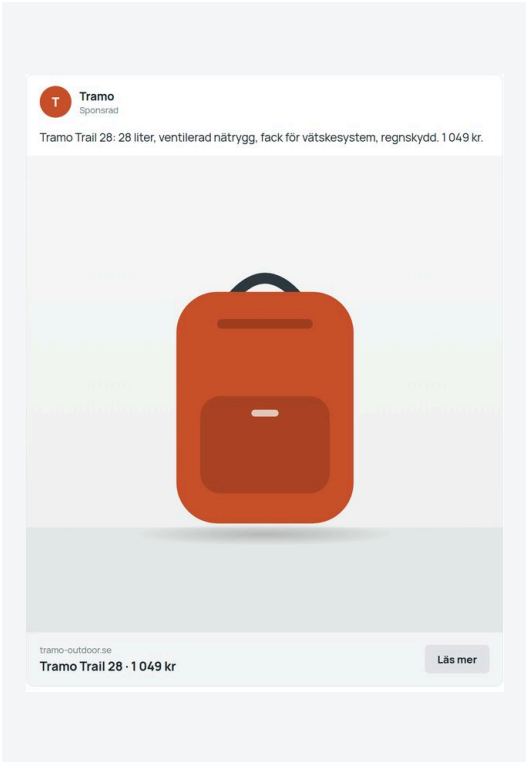
Product and price were varied together. The test shows which package of concept and price wins, not how much of the effect is due to price.

We measure the Purchase Signal at a visible price, not opinion.

	Ad	Ad with concept and price.	INTEREST IN THE PRODUCT
	Landing page	Product and price, click on “Visa detaljer” (view details).	INTEREST SIGNAL
 PRIMARY ENDPOINT	Product page	Price visible, click on “Lägg i varukorgen” (add to cart).	PURCHASE SIGNAL
	Resolution	Notice “not available yet”, email for a notification.	OPT-IN · SINGLE
	Confirmation	Double opt-in via email.	OPT-IN · DOUBLE

Behaviour instead of surveys: the consumer decides as in a real online purchase. The price is visible from the ad onwards, so nobody is surprised at checkout.

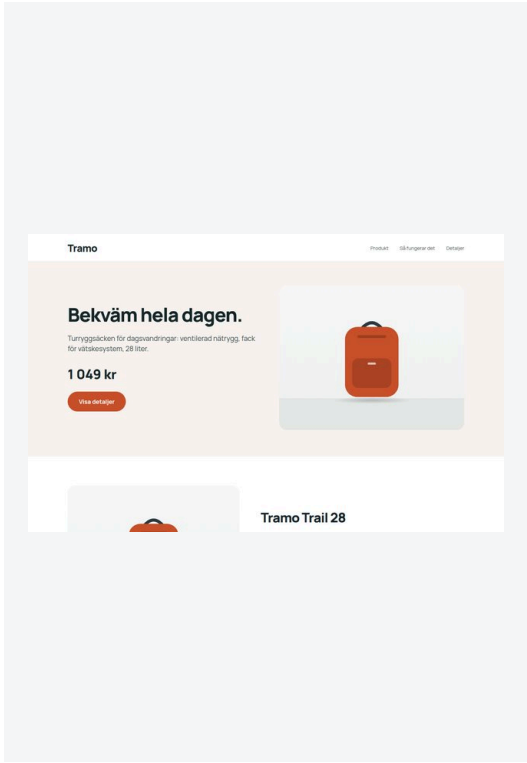
The journey ends honestly: not available, then notification.



STEP 01

Ad

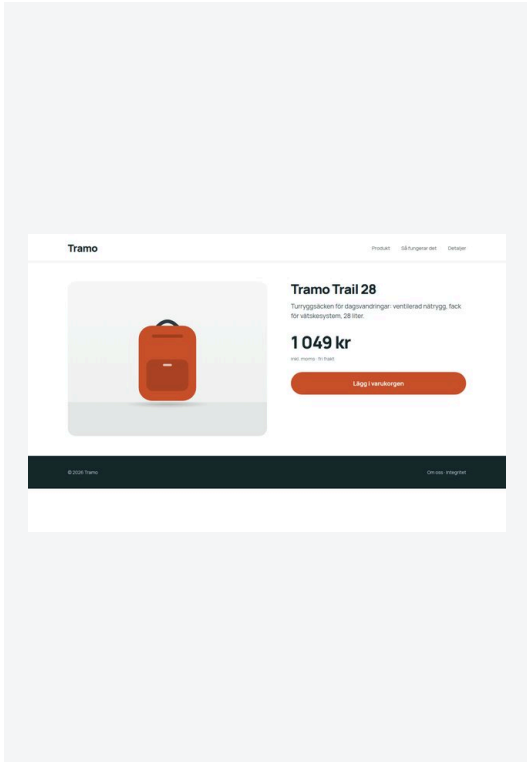
Feed ad with concept and price.



STEP 02

Landing page

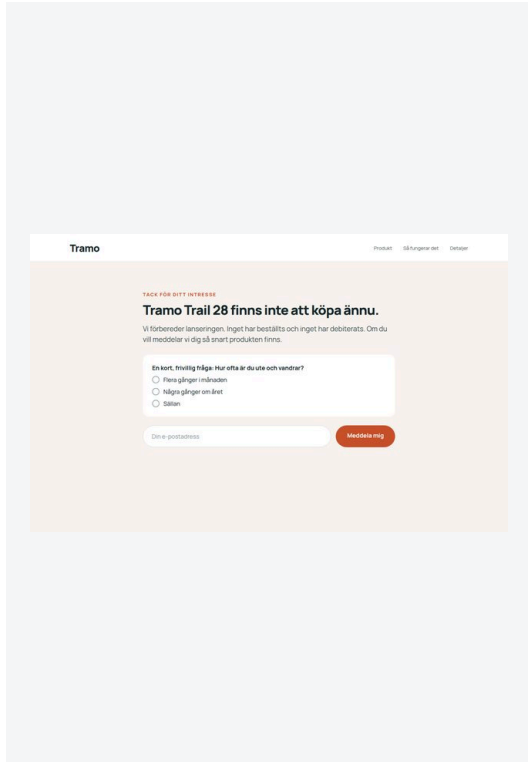
Product, CTA I “Visa detaljer” (view details).



STEP 03 · ENDPOINT

Product page

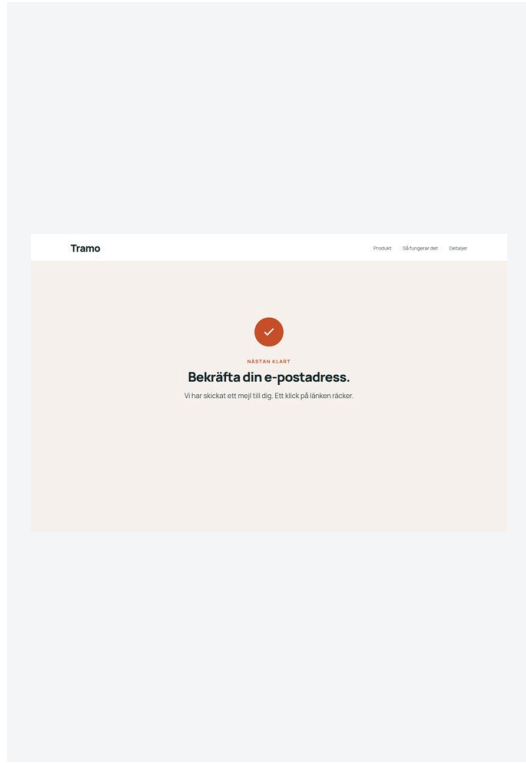
Price, CTA II “Lägg i varukorgen” (add to cart).



STEP 04

Resolution

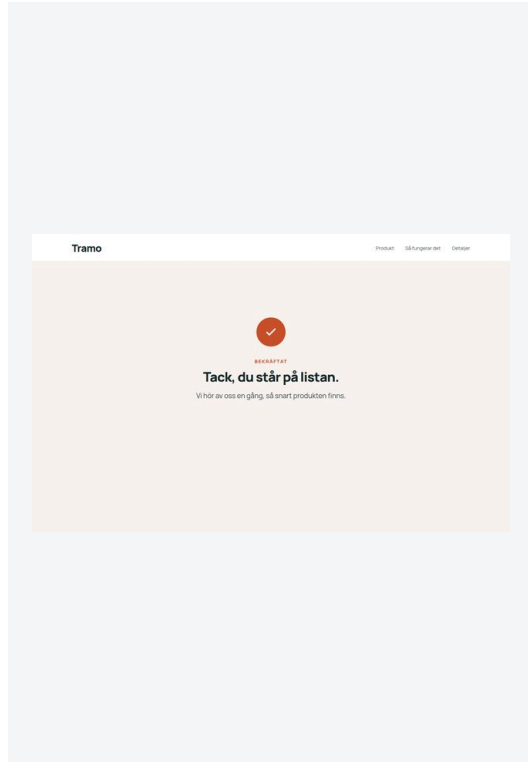
“Not available yet”, optional question, email.



STEP 05

Confirm

Please confirm email address.



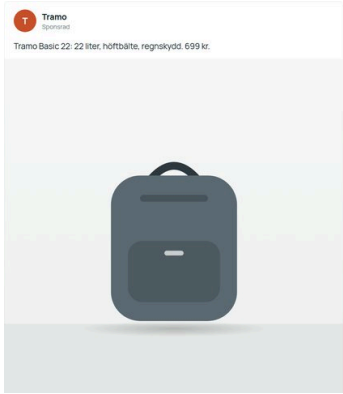
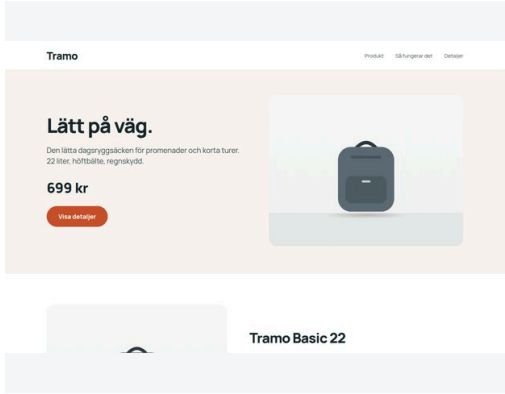
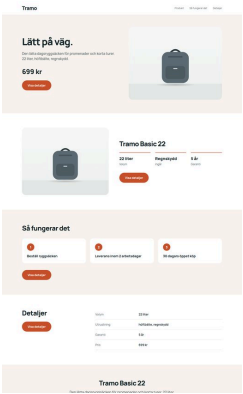
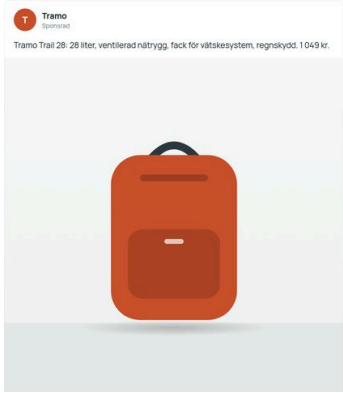
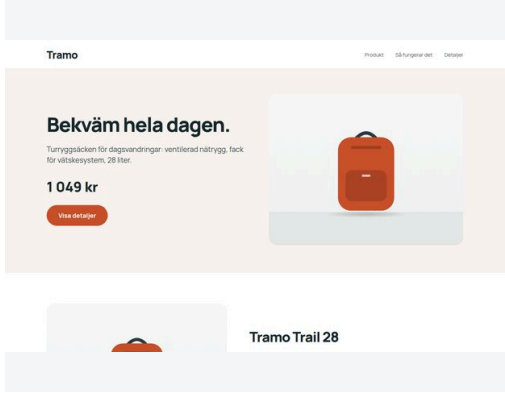
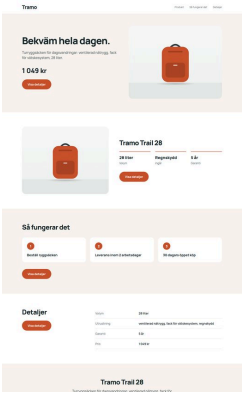
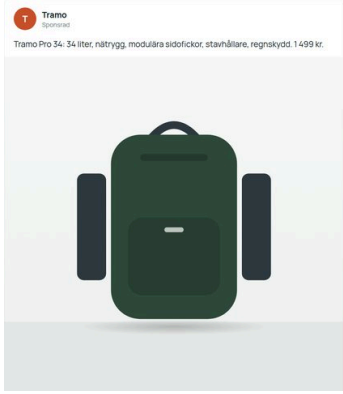
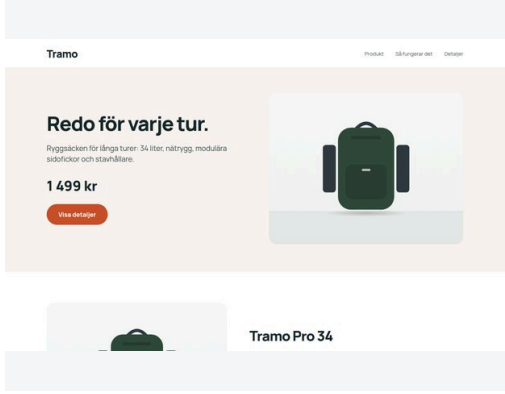
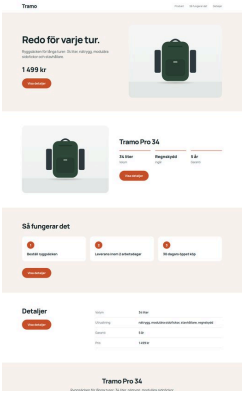
STEP 06

Confirmed

Signed up for the notification.

The price is visible from the ad onwards. Basic and Pro run in the same set-up with their own product and price; shown here for Trail. Screens show the Swedish build.

Three concepts, each at its own price: we test the package.

VARIANT	AD	LANDING PAGE	FULL LANDING PAGE	ISOLATED VARIABLE
Basic 699 kr · 22 litres				Daypack: 22 litres, hip belt, rain cover. The cheapest package, the entry point to the private label.
Trail 1,049 kr · 28 litres				Touring backpack: 28 litres, ventilated mesh back panel, hydration sleeve. Compared with Basic, more equipment for the day and 350 kr more.
Pro 1,499 kr · 34 litres				Backpack for long tours: 34 litres, modular side pockets, pole holder. Compared with Trail, more equipment and 450 kr more.

Varied between arms: volume, equipment, product image and price. The journey from the resolution onwards is identical for all three concepts.

- VARIABLE ISOLATION
- Price: the calculated retail price per concept, visible from the ad onwards at the same points in the journey.
 - Page structure: same sections, order and length, five CTAs on the landing page.
 - Visuals: same image types and the same layout, only the backpack changes.
 - Brand and promise: MVP brand Tramo, 5-year warranty, delivery, 30-day open purchase (öppet köp).
 - Budget and run time: even split, same time window.

Hikers and outdoor enthusiasts, identical for all three concepts.

FRAME	
MARKET	 Sweden
CHANNEL	Facebook · Instagram
AGE AND GENDER	25 to 60 · all
INTERESTS	Hiking, mountain hiking, outdoor, camping, trail running (OR)
EST. AUDIENCE	approx. 1.4 million
EXCLUSIONS	none · Advantage+ on

- WHO WE REACHED
- Hikers and outdoor enthusiasts across Sweden, from weekend walkers on local trails to multi-day trekkers in the mountains.
 - The same audience for all three concepts. Any difference in demand comes from the package of product and price, not from who saw the ad.
 - 491,975 impressions and 4,478 clicks; the click-through rate of 0.91 % is above the illustrative benchmark of 0.85 %.
 - A click costs 5.16 kr on average (benchmark 5.50 kr, illustrative); the click prices of the three arms are close together.

Demand per concept.

Which concept, at its price, generates demand, what revenue per visitor it brings and how it compares.

4,201 visitors carry the comparison of the three concepts.

HOW TO READ THIS Columns are the three concepts in fixed order. Percentages refer to the unique landing-page visitors of each arm. The framed row is the primary endpoint; stages below 30 signals per arm are grey.

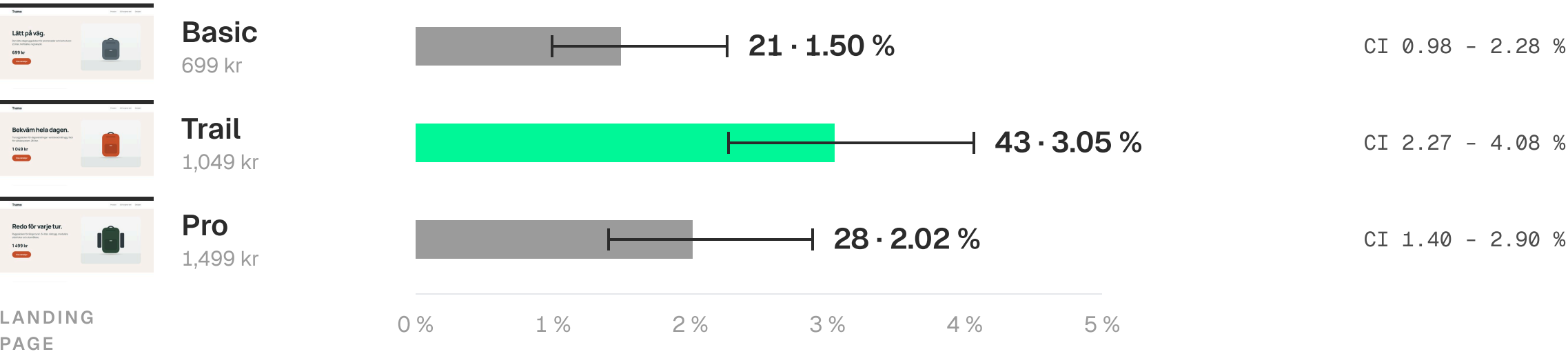
	Basic · 699 kr	Trail · 1,049 kr	Pro · 1,499 kr	
MEDIA SPEND	7,725 kr	7,685 kr	7,712 kr	
IMPRESSIONS	166,064	163,297	162,614	
CLICKS · CTR	1,561 0.94 %	1,486 0.91 %	1,431 0.88 %	
CPC	4.95 kr	5.17 kr	5.39 kr	
LANDING-PAGE VISITORS (UNIQUE)	1,402	1,411	1,388	
INTEREST SIGNAL · CTA I	196 13.98 %	254 18.00 %	231 16.64 %	
PURCHASE SIGNAL · CTA II	1.50 % 21 Purchase Signals	3.05 % 43 Purchase Signals	2.02 % 28 Purchase Signals	← PRIMARY ENDPOINT
OPT-IN · SINGLE	8 0.57 %	17 1.20 %	11 0.79 %	
OPT-IN · DOUBLE	5 0.36 %	11 0.78 %	7 0.50 %	
COST PER PURCHASE SIGNAL	368 kr	179 kr	275 kr	

Rate = count ÷ unique landing-page visitors of the arm. Data source: Meta Ads Manager and Horizon dashboard, as of 11 May 2026.

Trail leads: against Basic likely, against Pro still open.

Question: Which of the three concepts generates the highest Purchase Signal rate?

PURCHASE SIGNALS (CTA II) PER CONCEPT · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 % · WHISKER IS THE 95 % INTERVAL



The concepts differ in volume, equipment and price; page, brand and audience are the same.

EXPLANATION Of 1,000 visitors, 30 put the backpack in the cart with Trail, 20 with Pro, 15 with Basic. (Denominator: landing-page visitors)

Purchase Signal = clicks on “Lägg i varukorgen” (add to cart) at a visible price ÷ unique landing-page visitors.

The cheapest backpack generates the fewest Purchase Signals. Willing buyers would likely rather pay 350 kr more for a mesh back panel and hydration system: hikers buy day-trip readiness, not the lowest price.

- P(best): Trail 95.6 %, Pro 4.2 %, Basic 0.2 %.
- Trail vs. Basic is below the corrected threshold, but the intervals still touch. Hence: likely winner, not confirmed.
- The sample does not separate Trail and Pro; whether the 450 kr premium costs demand is not proven.

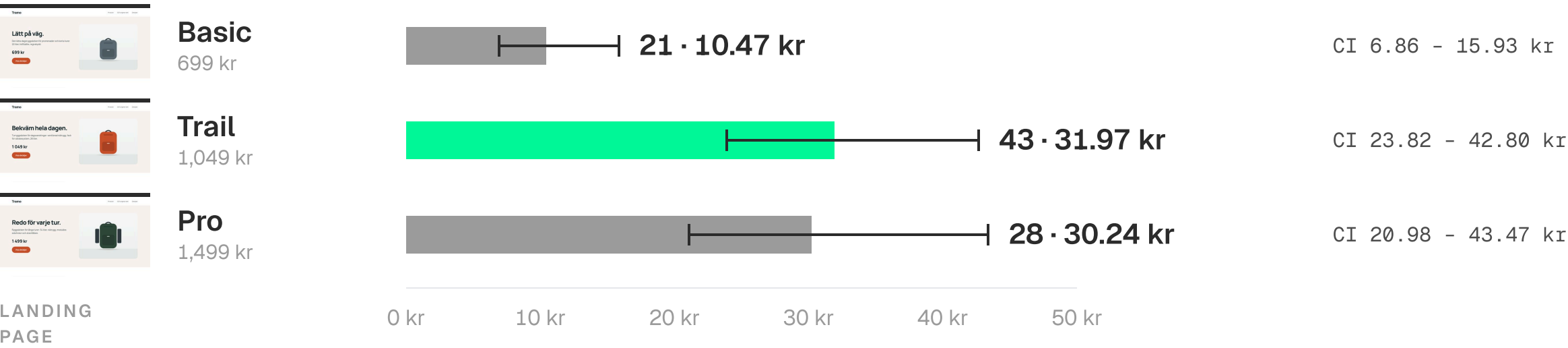
STATISTICS LIKELY WINNER

z-test, Bonferroni-corrected, threshold 0.0167 · Trail vs. Basic p = 0.0059, intervals overlap · Trail vs. Pro p = 0.08, no difference.

Trail and Pro bring roughly three times as much revenue per visitor as Basic.

Question: Which concept brings the highest revenue per visitor?

REVENUE POTENTIAL PER VISITOR · PURCHASE SIGNAL RATE × PRICE · SCALE 0–50 KR · WHISKER IS THE 95 % INTERVAL



Trail vs. Basic: +21.50 kr per visitor. Pro vs. Basic: +19.77 kr. Trail vs. Pro: +1.73 kr.

EXPLANATION With Trail, 1,000 visitors bring roughly 31,968 kr in revenue potential, with Pro roughly 30,239 kr, with Basic roughly 10,470 kr. (Denominator: landing-page visitors)

Revenue potential = Purchase Signal rate × retail price per unique landing-page visitor, before returns and excluding margin. Interval derived from the Wilson interval of the rate.

Trail and Pro are level on revenue, Trail through more willing buyers, Pro through the higher price. Basic's price advantage does not make up for the missing equipment.

- Equal revenue at a lower price argues for Trail as the entry into the private label: a lower hurdle for first-time customers.
- Pro remains interesting as a second model once the minimum order allows it.
- Margin and unit costs per model are not part of the test; they decide which revenue brings more contribution margin.

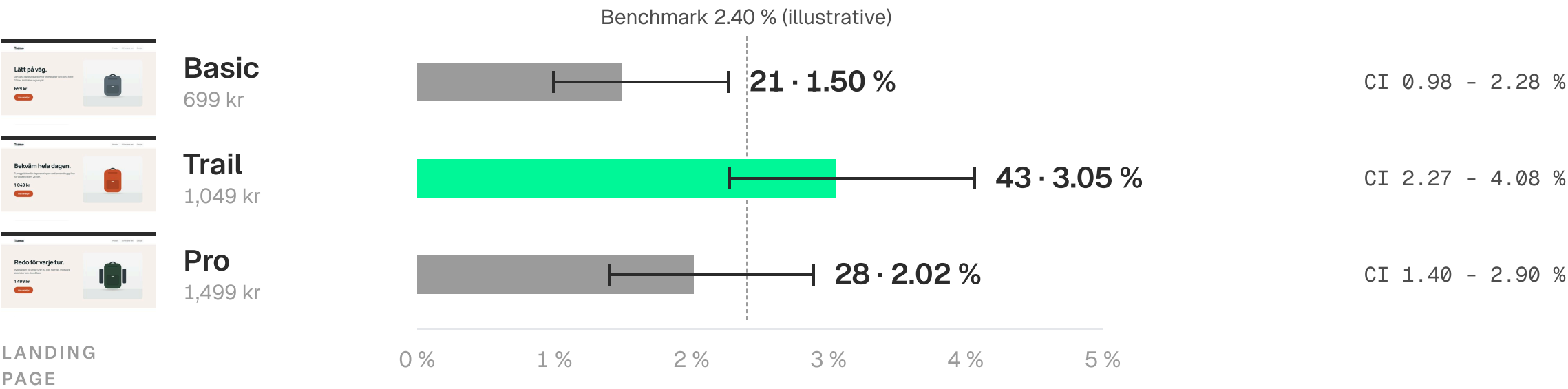
STATISTICS CONFIRMED

Separate z-test on revenue per visitor, threshold 0.0167 · vs. Basic: Trail p < 0.001, Pro p = 0.0012, no overlap · Trail vs. Pro p = 0.82.

Trail sits within the range of comparable tests.

Question: How strong is the leading concept's Purchase Signal rate by comparison?

PURCHASE SIGNALS PER CONCEPT AGAINST THE BENCHMARK · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 % · WHISKER IS THE 95 % INTERVAL



The 95 % interval of Trail's Purchase Signal rate runs from 2.27 % to 4.08 % and includes the illustrative benchmark.

EXPLANATION Of 1,000 visitors, 30 put the Trail backpack in the cart; within the range of comparable tests it would be around 24. (Denominator: landing-page visitors)

Benchmark illustrative: sports and outdoor equipment 500–1,500 kr, Meta, Sweden, MVP brand, good fit.

Trail is not outstanding, but marketable: its Purchase Signal rate is within the range of comparable products from a new brand and likely above the cheaper alternative.

- Basic is below the benchmark; its interval does not reach it.
- Under the Tannhorn retailer brand with its regular customers, other levels are possible; a new brand was tested.
- The comparison measures demand at first contact, not in-store sales.

STATISTICS — NO DIFFERENCE

Wilson interval of the rate includes the illustrative benchmark. Comparison with comparable tests, not a product verdict.

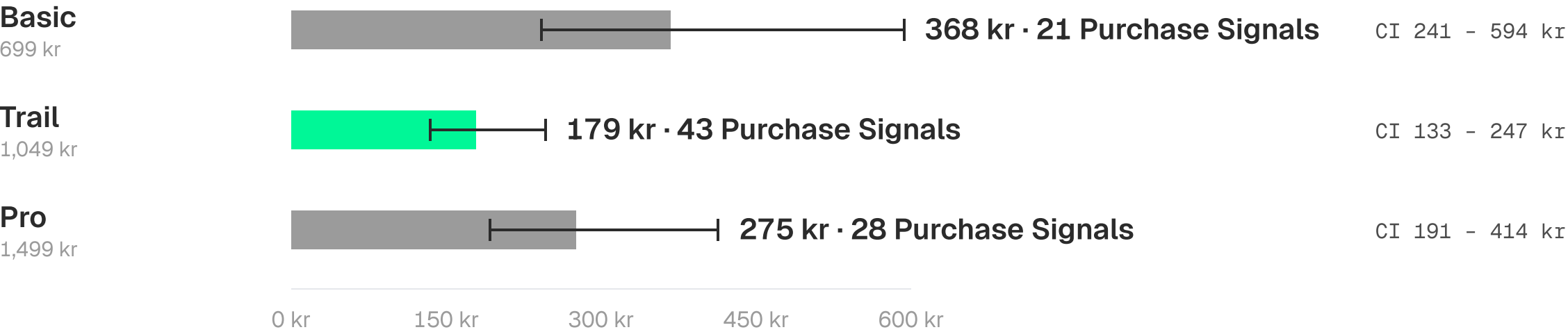
Cost of a Purchase Signal.

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

A Purchase Signal costs 179 kr with Trail, 368 kr with Basic.

Question: What does a Purchase Signal cost per concept at the same media budget?

COST PER PURCHASE SIGNAL · MEDIA SPEND ÷ PURCHASE SIGNALS · SCALE 0-600 KR · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



Same media budget per arm (7,685 kr to 7,725 kr), same run time and audience.

EXPLANATION With 10,000 kr media spend, Trail generates around 56 Purchase Signals, Basic around 27. (Denominator: media spend)

Cost per Purchase Signal = media spend of the arm ÷ Purchase Signals; interval from the Poisson distribution of the count. CPC benchmark 5.50 kr (illustrative).

Trail is also the cheapest package in acquisition: the equipment that convinces more willing buyers also lowers the cost per Purchase Signal.

- Costs follow almost entirely from the Purchase Signal rate; click prices are close together.
- Measured at 23,122 kr media spend over 7 days. Click prices rise with volume; the values are a lower-bound orientation, not a planning figure.

STATISTICS — LIKELY WINNER

Against Basic: rate below the corrected threshold, cost intervals overlap. Against Pro: no difference. Basic and Pro are below 30 Purchase Signals, where the interval is the finding.

What Trail must achieve economically.

HOW TO READ THIS One row was measured in this test, the highlighted one. Every other row is a value from Tannhorn; the green fields are filled in together after the readout.

LINE	BASIS	TRAIL · 1,049 KR	PRO · 1,499 KR
Net revenue per backpack	Retail price excl. VAT (moms) and returns	X kr	X kr
Cost per Purchase Signal	Measured by Horizon in this test	179 kr	275 kr
Conversion to orders	Share of Purchase Signals that become orders, from first- or third-party data	X %	X %
Customer acquisition cost	Cost per Purchase Signal ÷ conversion	X kr	X kr
Unit costs	Manufacturer purchase price, logistics, returns	X kr	X kr
Contribution margin per backpack	Net revenue minus customer acquisition minus unit costs	X kr	X kr
Fixed launch costs	Minimum order, design, market entry of the private label	X kr	X kr
Break-even volume	Fixed costs ÷ contribution margin	X units	X units

THESE VALUES COME FROM TANNHORN

- Net revenue per backpack in the own online shop and in store.
- Manufacturer purchase prices for Trail and Pro.
- Minimum order and market entry costs.
- Conversion from Purchase Signal to order for comparable private labels.
- Period in which the first model has to pay for itself.

The cost per Purchase Signal must be discounted with first- or third-party data before it is used as customer acquisition cost. Pro serves as a reference for the second model.

Conclusions and decisions.

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

Trail becomes the first model; Pro is a candidate for the second.

RQ 1 · DEMAND

- Likely winner. Trail leads on Purchase Signals.**
- 2.0 times as many Purchase Signals as Basic; below the threshold, the intervals touch.
 - Against Pro no difference; the sample does not separate the two.

RQ 2 · REVENUE

- Confirmed. Trail and Pro bring roughly three times as much revenue per visitor as Basic.**
- Separate test on revenue per visitor, intervals without overlap.
 - Trail achieves it at the lower price; against Pro no difference.

RQ 3 · CONTEXT

- No difference. Trail sits within the range of comparable tests.**
- The interval includes the illustrative benchmark.
 - Basic is below it; its interval does not reach it.

Equipment for the day counts more than the lowest price: **Trail** is the private label's first model, Pro the candidate for the second.



The test supports three decisions.

— DECIDABLE NOW

FIRST MODEL

Order Trail at 1,049 kr as the first model.

Evidence: highest Purchase Signal rate, likely winner against Basic, confirmed on revenue per visitor.

RANGE

Do not produce Basic as the entry model.

Evidence: lowest Purchase Signal rate and about a third of the revenue per visitor.

COMMUNICATION

Put the mesh back panel and hydration system up front.

Evidence: Trail's equipment carries the price premium over Basic.

— NOT DECIDABLE YET

PRO

Whether Pro could beat Trail as the main model.

Demand is level; the sample does not separate them.

PRICE AND MARGIN

Whether Trail can carry more than 1,049 kr and which model brings more contribution margin.

Price and product were varied together; unit costs are not part of the test.

BRAND AND CHANNEL

Effect of the Tannhorn retailer brand, in-store sales.

Measured under an MVP brand on Meta, online.

For the order decision: The first model can be chosen now, based on 43 versus 21 Purchase Signals against Basic and a confirmed lead in revenue per visitor. The choice between Trail and Pro as the main model cannot be made yet; it needs the follow-up test.

A follow-up test shows whether a cheaper Pro overtakes Trail.

WHERE THIS TEST ENDS

The choice of model against Basic is answered. This test's sample does not show whether Pro at a lower price generates more Purchase Signals than Trail.

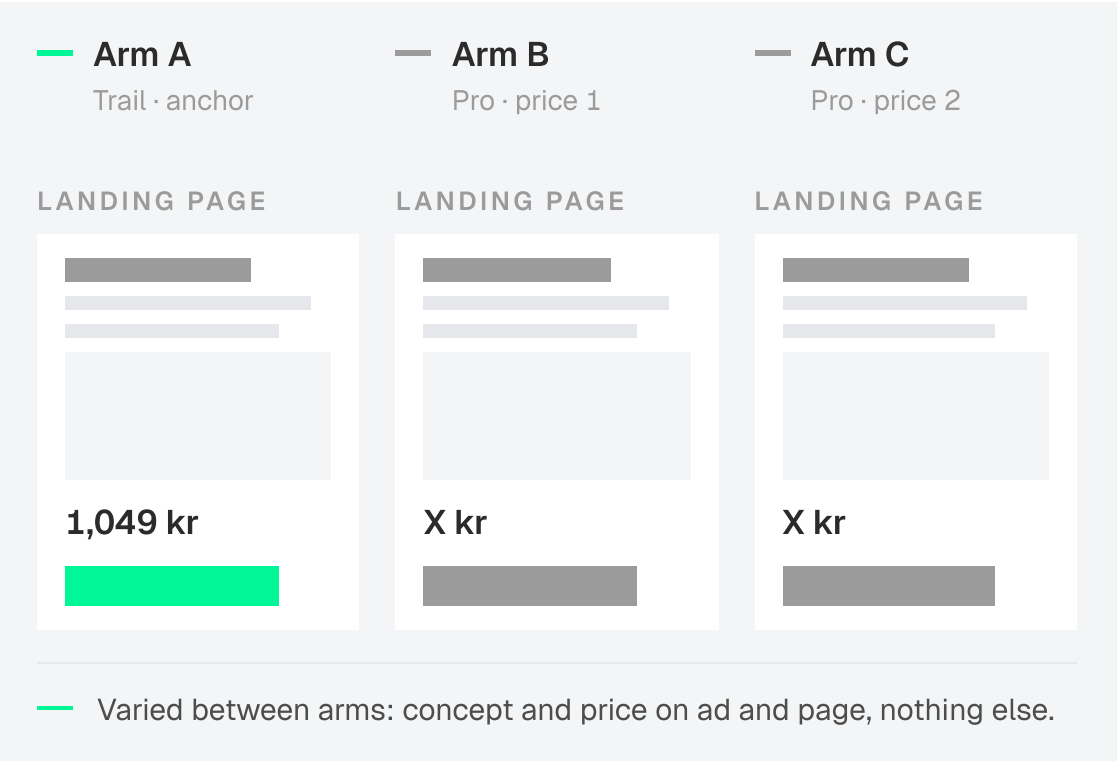
POSSIBLE NEXT TEST

Test 2 · Trail vs. Pro at a lower price

Trail at 1,049 kr as reference, Pro at two lower prices; Basic is dropped. More field days per arm separate the concepts more cleanly, and the worksheet on slide 16 gets its net revenue per model.

Trail at 1,049 kr runs again in the next test as an anchor. Rates from different tests are not directly comparable because time period and auction environment differ.

SET-UP OF THE NEXT TEST



Measure market success upfront, avoid bad investments.

On this basis you can decide which backpack Tannhorn launches its private label with in Sweden, once margin, minimum order and range planning are alongside.

CONTACT

Daniel Putsche

Founder & CEO

daniel.putsche@gethorizon.net

Backup.

All tests at a glance, with the pages of the three concepts.

TESTS AT A GLANCE

COMPARISON	DIFFERENCE	95 % INTERVAL	P
Purchase Signal · Trail vs. Basic	+1.5 pp	+0.4 to +2.7	0.0059
Purchase Signal · Trail vs. Pro	+1.0 pp	−0.1 to +2.2	0.08
Purchase Signal · Pro vs. Basic	+0.5 pp	−0.5 to +1.5	0.30
Revenue per visitor · Trail vs. Basic	+21.50 kr	+11.09 kr to +31.90 kr	< 0.001
Revenue per visitor · Pro vs. Basic	+19.77 kr	+7.82 kr to +31.71 kr	0.0012
Revenue per visitor · Trail vs. Pro	+1.73 kr	−12.81 kr to +16.27 kr	0.82

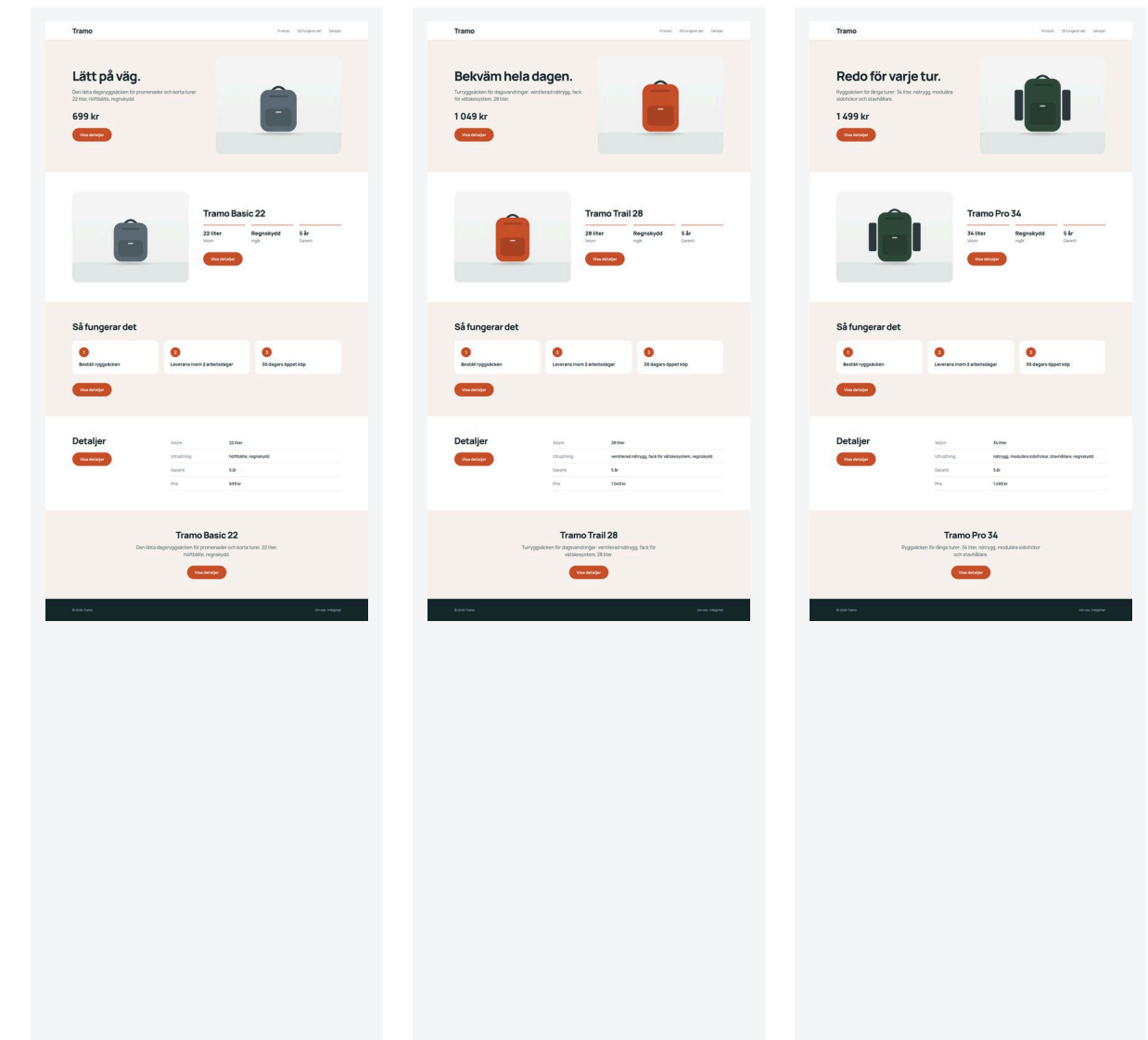
Chi² Purchase Signal 8.17 (df 2, p = 0.0168). P(best) Purchase Signal: Basic 0.2 % · Trail 95.6 % · Pro 4.2 %.

METHOD

Chi-square across three arms, pairwise z-tests, Bonferroni-corrected ($\alpha = 0.05$, threshold 0.0167). Revenue per visitor: z-test on the price-weighted difference. Bayesian Monte Carlo with Beta(1,1) prior, 400,000 draws. Intervals according to Wilson and Newcombe.

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 best variant · **DOI** Double opt-in · **Revenue potential** Purchase Signal rate × price



BASIC · 699 KR

TRAIL · 1,049 KR

PRO · 1,499 KR