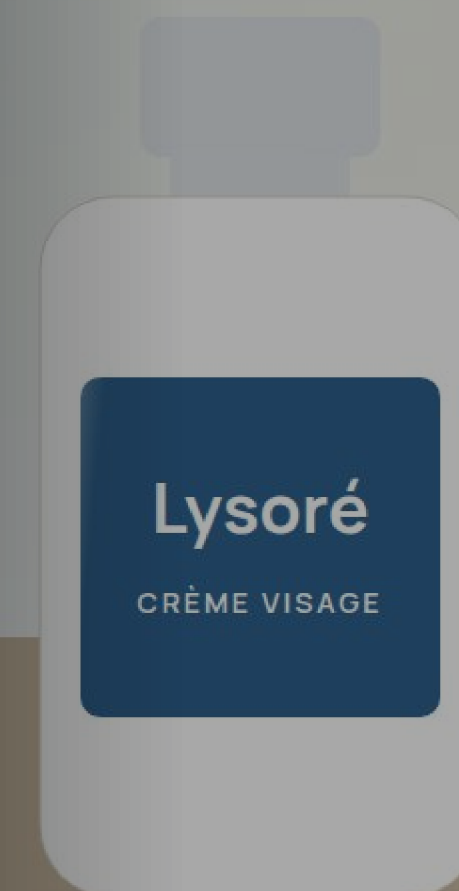


Brand test: **skincare** **line**, France

Which brand generates the highest Purchase Signal rate for an identical product at an identical price?



Contents of this readout

03

Research questions

04

Executive Summary

05

Methodology and test set-up

09

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Economic evaluation

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Conclusions and decisions

Under which brand does the audience want to buy the new skincare line?

LEAD QUESTION

Which brand generates the highest Purchase Signal rate for an identical product at an identical price?

Halvard is bringing a facial skincare line to French parapharmacies and online retail, as a standalone brand next to its core range.

Three brand worlds have been developed: Nordic-natural, dermatological-clinical, small-batch craft. Name, packaging and tone of voice are being decided now; formula and price are fixed.

RQ 1

Lead brand

Which of the three brands generates the most Purchase Signals?

RQ 2

Ad and purchase

Does the same brand win in the feed and after the click?

RQ 3

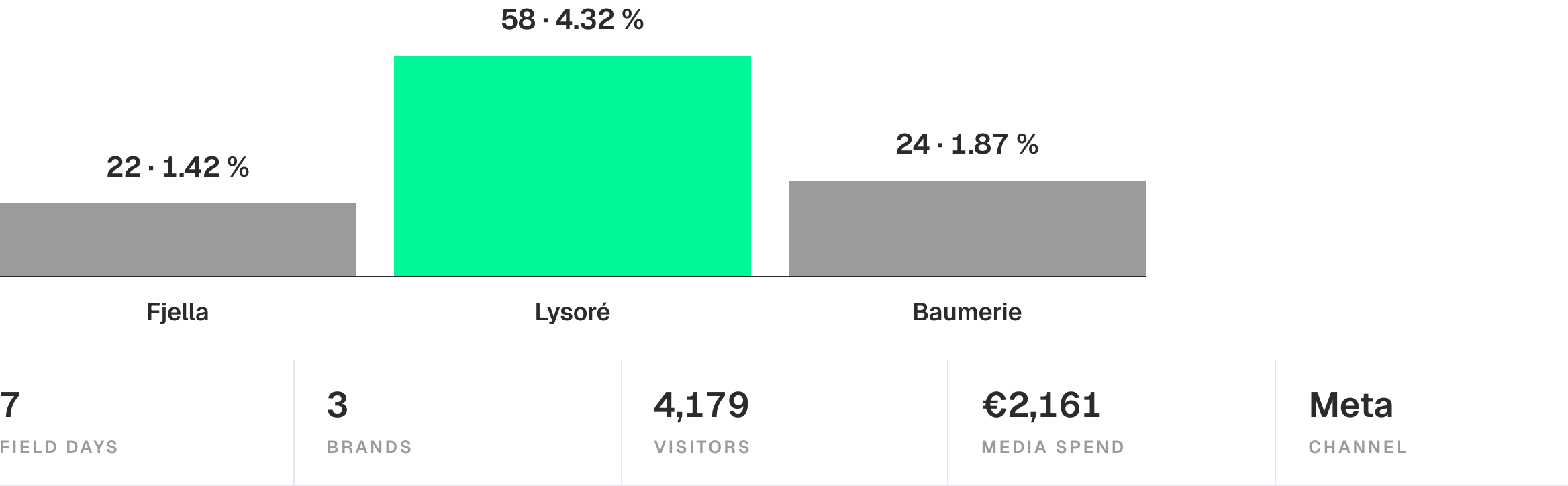
Demand

How strong is the Purchase Signal rate of the best brand against benchmarks?

Lysoré wins the cart, Fjella only the clicks.

With an identical cream, identical price and identical audience, 43 out of 1,000 visitors add the cream to the cart under the Lysoré brand, 19 under Baumerie and 14 under Fjella. Fjella achieves the highest click-through rate in the feed but loses visitors on the page: for an unknown cream, the audience buys competence, not mood.

PURCHASE SIGNAL (“AJOUTER AU PANIER”, ADD TO CART) BY BRAND · SHARE OF LP VISITORS · SCALE 0–5 % · BENCHMARK 2.20 % (ILLUSTRATIVE)



WHAT THE DATA SUGGESTS

- 01 Develop the skincare line under the Lysoré brand.
- 02 Optimise creatives for Purchase Signals, not click-through rate.
- 03 Settle the price of the line in the next test.

3.1-fold

More Purchase Signals for Lysoré than for Fjella
58 of 1,342 visitors versus 22 of 1,554

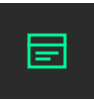
SCOPE OF THE TEST

France · 13 to 19 April 2026 · skincare-interested adults 25 to 55 · Meta · endpoint Purchase Signal at €24.90

KEEP IN MIND

All three brands are new and unknown. The test measures the effect of the brand world at first contact, not established brand awareness.

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

	Ad	Ad in the brand world of the variant.	INTEREST IN THE BRAND
	Landing page	Brand and product, click on “Voir le produit” (view product).	INTEREST SIGNAL
	Product page PRIMARY ENDPOINT	Price visible, click on “Ajouter au panier” (add to cart).	PURCHASE SIGNAL
	Resolution	“Not yet available” notice, email for notification.	OPT-IN · SINGLE
	Confirmation	Double opt-in by email.	OPT-IN · DOUBLE

Formula, ingredients, price and page structure are the same for all brands. Name, logo, colour world, packaging and the tone of the headline vary.

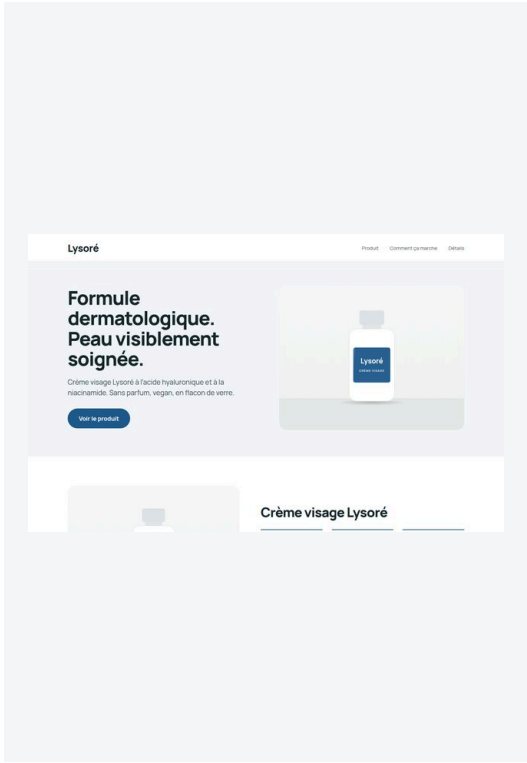
The journey ends honestly: not available, then notification.



STEP 01

Ad

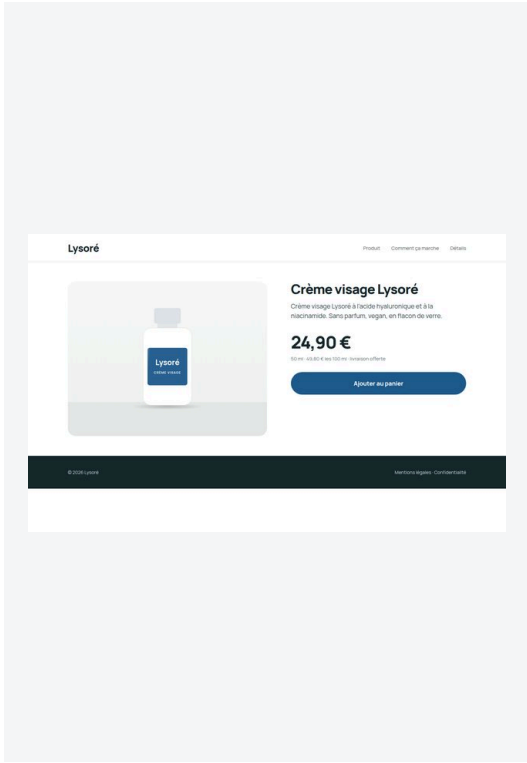
Feed ad in the brand world.



STEP 02

Landing page

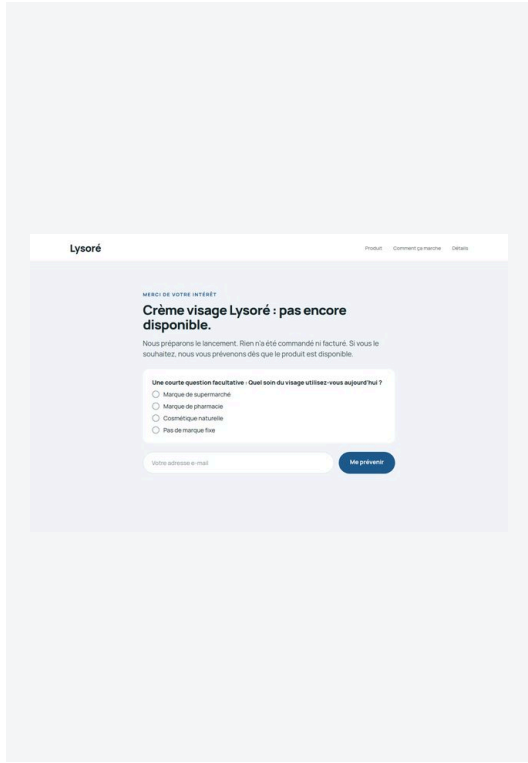
Brand, CTA I “Voir le produit” (view product).



STEP 03 · ENDPOINT

Product page

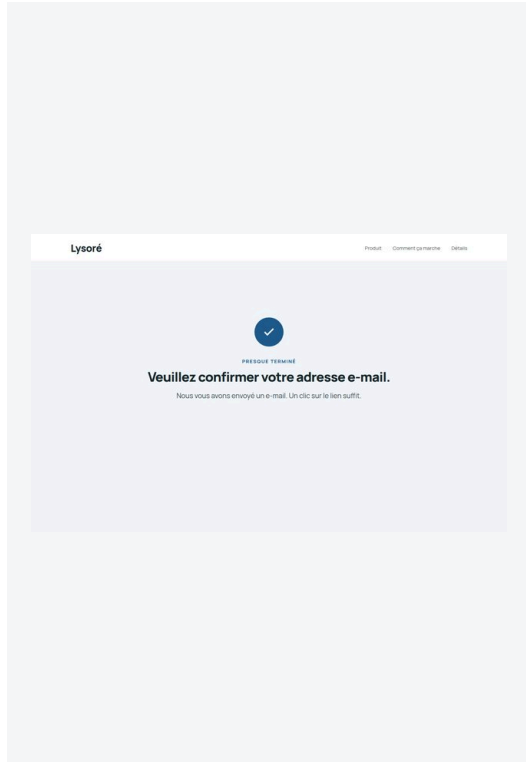
Price €24.90, CTA II “Ajouter au panier” (add to cart).



STEP 04

Resolution

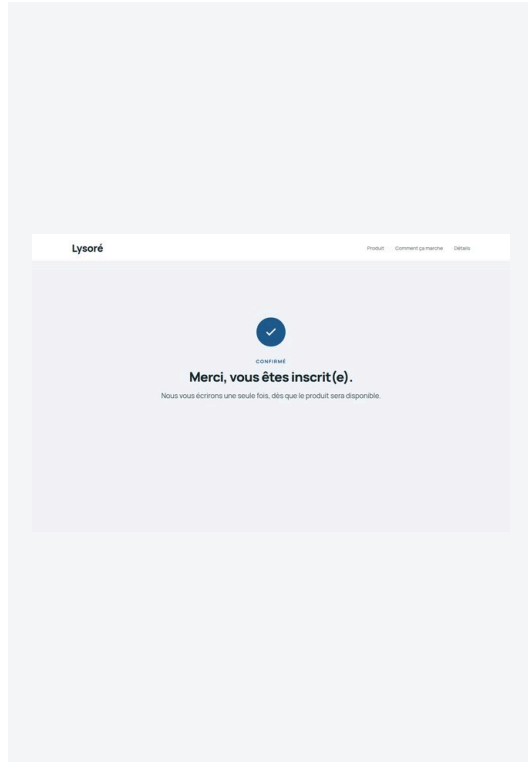
“Not yet available”, optional question, email.



STEP 05

Confirm

Please confirm email address.



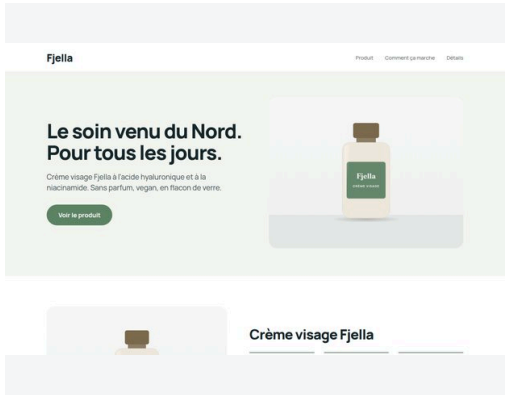
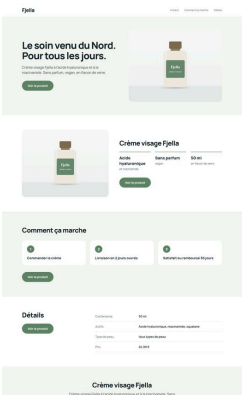
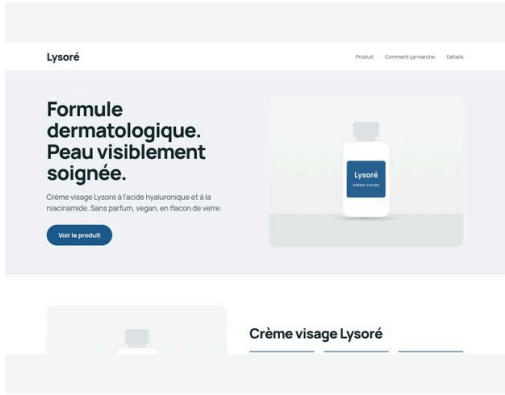
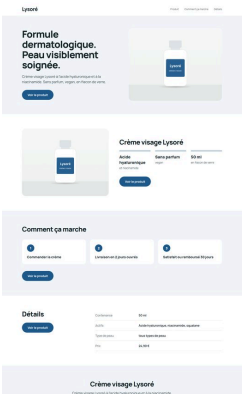
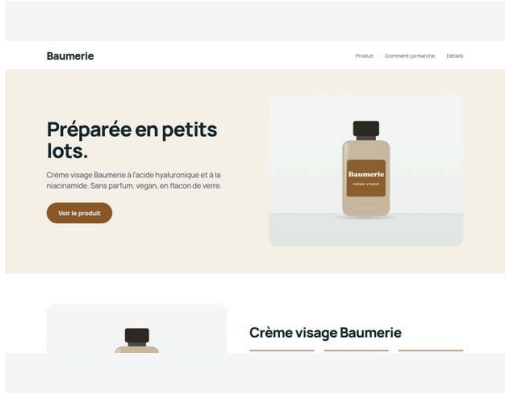
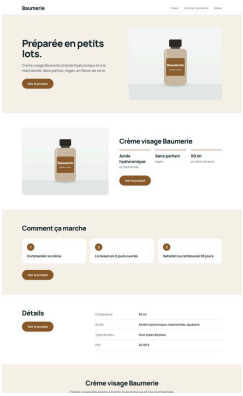
STEP 06

Confirmed

Signed up for the notification.

The price is first visible at step 3. Each brand has its own journey with the same structure; shown here for Lysoré. Screens show the French build.

Three brands, identical cream, only the brand changes.

VARIANT	AD	LANDING PAGE	FULL LANDING PAGE	ISOLATED VARIABLE
Fjella Nordic, natural				Nordic brand world: name Fjella, green tones, nature motif. Headline “Le soin venu du Nord” (care from the North).
Lysoré Dermatological, clinical				Clinical brand world: name Lysoré, blue tones, lab language. Headline “Formule dermatologique” (dermatological formula).
Baumerie Small-batch, handmade				Craft brand world: name Baumerie, brown tones, artisan language. Headline “Préparée en petits lots” (made in small batches).

The pages show the structure per brand; the product claims are word-for-word identical, only the brand name changes.

VARIABLE ISOLATION

- Price: €24.90 in all arms, first visible on the product page, at the same point in the journey.
- Product: identical formula, active ingredients and 50 ml glass bottle, word-for-word identical product claims.
- Page structure: same sections, order and length, five CTAs on the landing page.
- Visuals: same image type and layout, only label and colour world change.
- Budget and runtime: even split, same time window.

Skincare-interested adults aged 25 to 55, identical for all brands.

FRAME	
MARKET	 France
CHANNEL	Facebook · Instagram
AGE AND GENDER	25 to 55 · all
INTERESTS	Skincare, cosmetics, beauty, natural cosmetics, wellness
EXCLUSIONS	none · Advantage+ on

- WHO WE REACHED
- Adults in France interested in skincare and cosmetics, from supermarket-brand shoppers to pharmacy and natural-cosmetics buyers.
 - The same audience for all three brands. Any difference in demand comes from the brand, not from who saw the ad.
 - 518,645 impressions and 5,099 clicks; the click-through rate of 0.98 % is above the illustrative benchmark of 0.90 %.
 - Meta optimises delivery per ad; we therefore report click-through rate and Purchase Signals separately, on slide 12.

Demand by brand.

Which brand generates Purchase Signals, at which stage of the journey, and how strongly against benchmarks.

4,179 visitors carry the comparison of the three brands.

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

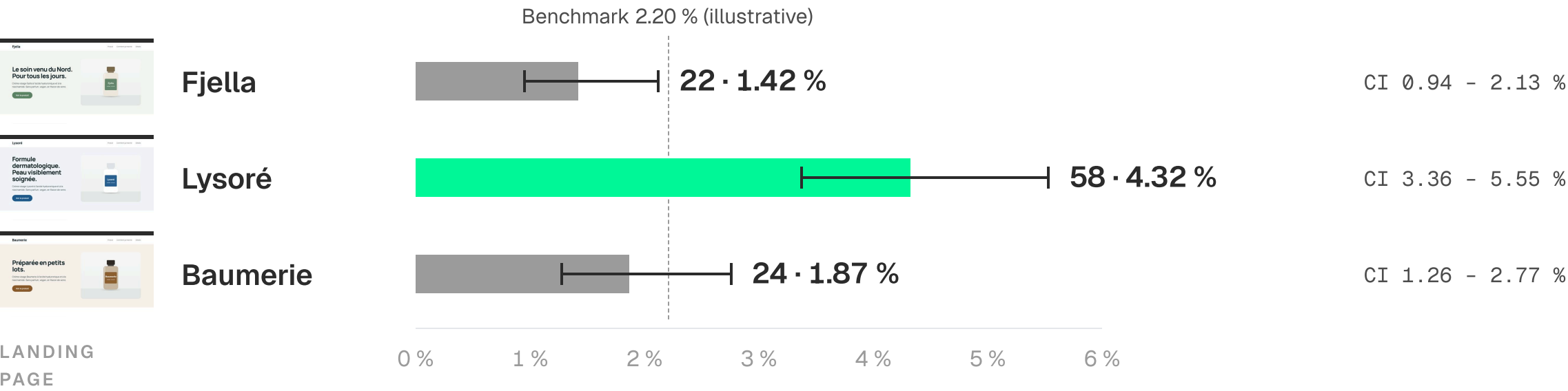
	Fjella	Lysoré	Baumerie	
MEDIA SPEND	€721.40	€719.80	€719.90	
IMPRESSIONS	172,545	172,211	173,889	
CLICKS · CTR	1,898 1.10 %	1,636 0.95 %	1,565 0.90 %	
CPC	€0.38	€0.44	€0.46	
LANDING-PAGE VISITORS (UNIQUE)	1,554	1,342	1,283	
INTEREST SIGNAL · CTA I	262 16.86 %	318 23.70 %	205 15.98 %	
PURCHASE SIGNAL · CTA II	1.42 % 22 Purchase Signals	4.32 % 58 Purchase Signals	1.87 % 24 Purchase Signals	← PRIMARY ENDPOINT
OPT-IN · SINGLE	9 0.58 %	24 1.79 %	10 0.78 %	
OPT-IN · DOUBLE	6 0.39 %	15 1.12 %	6 0.47 %	
COST PER PURCHASE SIGNAL	€32.79	€12.41	€30.00	

Rate = count ÷ unique landing-page visitors of the brand. Data source: Meta Ads Manager and Horizon Dashboard, as of 20 April 2026.

Lysoré generates 3.1 times as many Purchase Signals as Fjella.

Question: Which of the three brands generates the most Purchase Signals?

PURCHASE SIGNAL (CTA II) BY BRAND · SHARE OF LANDING-PAGE VISITORS · SCALE 0–6 % · WHISKER IS THE 95 % INTERVAL



The only difference between the arms: the brand. Cream, active ingredients and price are identical.

EXPLANATION Out of 1,000 visitors, 43 add the cream to the cart with Lysoré, 19 with Baumerie, 14 with Fjella. (Denominator: landing-page visitors)

Purchase Signal = clicks on “Ajouter au panier” (add to cart) at a visible price ÷ unique landing-page visitors. Benchmark illustrative: skincare €15–40, Meta, FR, MVP brand, good fit.

For an unknown cream at €24.90, the audience buys competence. The clinical brand world supplies the reason to believe in the effect.

- P(best): Lysoré above 99.9 %, Baumerie below 0.1 %, Fjella below 0.1 %. Fjella and Baumerie are level (p = 0.34).
- The active ingredients were named identically on all pages. The difference lies in whom visitors trust to deliver them.

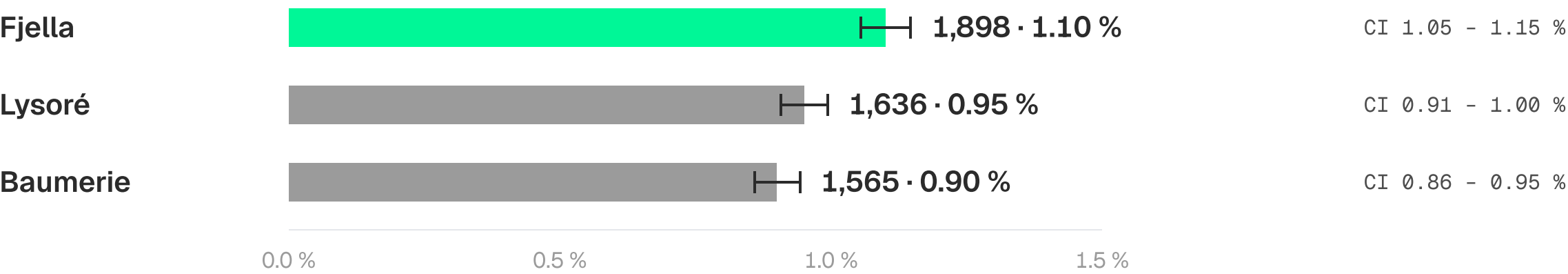
STATISTICS — **CONFIRMED**

z-test, Bonferroni-corrected, threshold 0.0167 ·
Lysoré vs. Fjella p < 0.001, +2.9 pp (+1.7 to +4.2) ·
vs. Baumerie p < 0.001, +2.5 pp (+1.1 to +3.8) ·
intervals do not overlap.

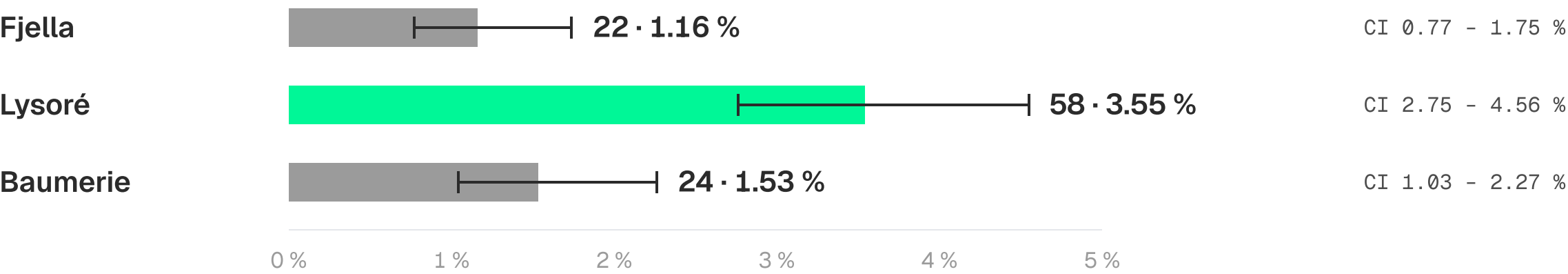
Fjella wins the feed, Lysoré the cart.

Question: Does the same brand win in the feed and after the click?

STAGE 1 · CLICK-THROUGH RATE OF THE AD (CTR) · $\text{CLICKS} \div \text{IMPRESSIONS}$ · SCALE 0–1.5 %



STAGE 2 · PURCHASE SIGNALS PER AD CLICK · $\text{PURCHASE SIGNALS} \div \text{CLICKS}$ · SCALE 0–5 %



EXPLANATION 100 ad clicks produce 3.5 Purchase Signals with Lysoré and 1.2 with Fjella. (Denominator: clicks)

CTR from Meta Ads Manager; Purchase Signals per click = Purchase Signals ÷ clicks of the brand. No benchmark.

The natural brand world makes the most attractive ad, but not the most convincing reason to buy. Looking only at click-through rate picks the wrong brand.

- CTR Fjella vs. Lysoré +0.15 pp (+0.08 to +0.22), vs. Baumerie +0.20 pp.
- Fjella clicks are cheaper (€0.38 per click versus €0.44), yet its Purchase Signals cost more.
- Pre-tests on click-through rate alone would have pointed to Fjella.

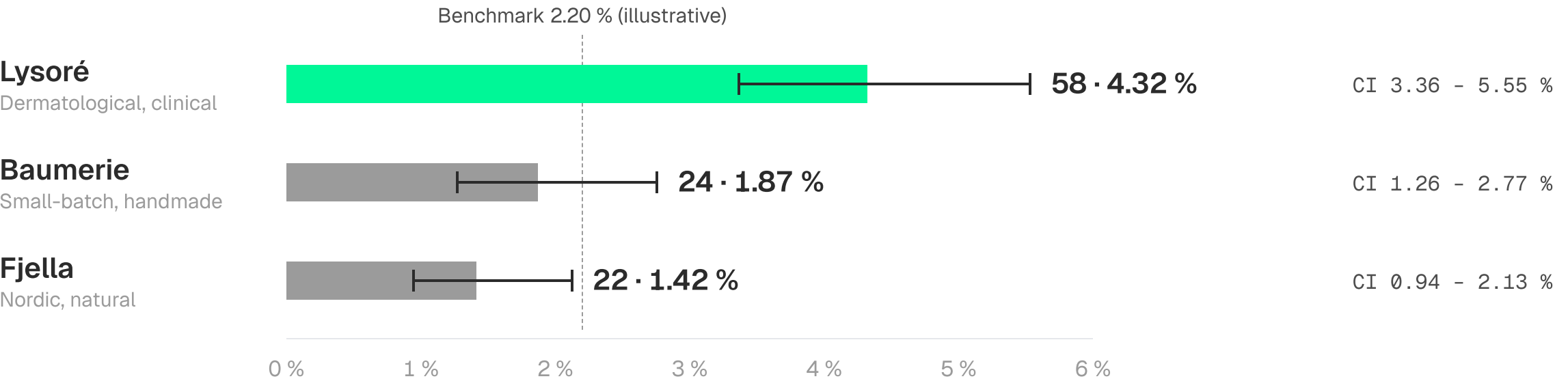
STATISTICS CONFIRMED

z-tests, Bonferroni, threshold 0.0167 · CTR Fjella vs. Lysoré $p < 0.001$, vs. Baumerie $p < 0.001$ · Purchase Signals per click Lysoré vs. Fjella $p < 0.001$, vs. Baumerie $p < 0.001$.

Lysoré sits above comparable tests.

Question: How strong is the Purchase Signal rate of the best brand against benchmarks?

PURCHASE SIGNAL BY BRAND AGAINST COMPARABLE TESTS · SHARE OF LANDING-PAGE VISITORS · SCALE 0–6 % · WHISKER IS THE 95 % INTERVAL



The 95 % interval of Lysoré’s Purchase Signal rate runs from 3.36 % to 5.55 % and lies entirely above the illustrative benchmark.

EXPLANATION Out of 1,000 visitors, 43 add the Lysoré cream to the cart; in the range of comparable tests it would be around 22. (Denominator: landing-page visitors)

Benchmark illustrative: skincare €15–40, Meta, FR, MVP brand, good fit.

The brand holds up not only against the other two brand worlds, but also against other skincare products launched under a new brand.

- Baumerie is in the range of the benchmark, Fjella below it.
- Under Halvard’s own brand, other levels would be possible; the test covered a launch as a standalone brand.
- The comparison measures demand at first contact, not repurchase.

STATISTICS — CONFIRMED

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

Cost of a Purchase Signal.

What a Purchase Signal costs per brand, and which values Halvard adds before it becomes a business case.

With Lysoré, a Purchase Signal costs €12.41 instead of €32.79.

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

COST PER PURCHASE SIGNAL · MEDIA SPEND ÷ PURCHASE SIGNALS · SCALE €0-60 · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



Same media budget per brand (€720 to €721), same runtime and audience.

EXPLANATION €1,000 of media spend produces around 81 Purchase Signals with Lysoré and around 30 with Fjella. (Denominator: media spend)

Cost per Purchase Signal = media spend of the brand ÷ Purchase Signals; interval from the Poisson distribution of the count. CPC benchmark €0.45 (illustrative).

The right brand cuts the cost per Purchase Signal by around 62 % versus Fjella, even though its clicks cost more. The advantage arises after the click, not in buying reach.

- Lysoré clicks cost more (€0.44 versus €0.38); the higher rate more than offsets that.
- Measured at €2,161.10 media spend over 7 days. Click prices rise with volume; the values are a lower-bound guide, not a planning figure.

STATISTICS CONFIRMED

Poisson interval per brand; Lysoré’s interval overlaps with no other. Fjella and Baumerie are below 30 Purchase Signals, so there the interval is the finding.

What Lysoré has to achieve economically.

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

LINE	BASIS	LYSORÉ	FJELLA (COMPARISON)
Net revenue per unit	Selling price excl. VAT, retail margin and returns	€X	€X
Cost per Purchase Signal	Measured by Horizon in this test	€12.41	€32.79
Conversion into 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	€X
Unit cost	Formula, glass bottle, label, logistics, returns	€X	€X
Contribution margin per unit	Net revenue minus customer acquisition minus unit cost	€X	€X
Fixed launch costs	Brand development, packaging print, listing, launch campaign	€X	€X
Break-even volume	Fixed costs ÷ contribution margin	X units	X units

The cost per Purchase Signal has to be discounted with first- or third-party data before it is used as customer acquisition cost. Both brands are new; their fixed costs apply equally.

THESE VALUES COME FROM HALVARD

- Net revenue per unit in parapharmacy and online retail.
- Unit cost of formula, bottle and packaging.
- Fixed costs of brand development, listing and launch.
- Conversion from Purchase Signal to order in comparable launches.
- Period in which the launch has to pay for itself.

Conclusions and decisions.

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

The skincare line launches as Lysoré; price is the next question.

RQ 1 · LEAD BRAND

Confirmed. Lysoré generates the most Purchase Signals.

- 3.1 times as many as Fjella and 2.3 times as many as Baumerie; the intervals do not overlap.
- With an identical cream, identical price and identical audience.

RQ 2 · AD AND PURCHASE

Confirmed. Fjella wins the feed, Lysoré the cart.

- Fjella has the highest click-through rate but loses visitors after the click.
- Click-through rate alone would have pointed to the wrong brand.

RQ 3 · DEMAND

Confirmed. Lysoré sits above comparable tests.

- The interval lies entirely above the illustrative benchmark.
- Measured at first contact with a new brand.

For a new cream, the audience buys competence, not mood: **Lysoré** is the brand for the line; its price is the next open question.

The test supports three decisions.

— DECIDABLE NOW

BRAND

Develop the line under the Lysoré brand.

Evidence: most Purchase Signals, confirmed against both alternatives.

PACKAGING

Carry the clinical brand world into bottle and label.

Evidence: the same formula generates the most Purchase Signals in it.

CAMPAIGN

Optimise creatives for Purchase Signals, not click-through rate.

Evidence: Fjella wins the clicks, loses the Purchase Signals.

— NOT DECIDABLE YET

PRICE

Whether Lysoré can carry more than €24.90.

One price was tested for all brands.

RETAIL AND UMBRELLA BRAND

Effect on the parapharmacy shelf and of Halvard as sender.

Measured online on Meta, without an umbrella brand.

TRADEMARK

Whether the name Lysoré is available in France.

Availability was not checked.

For the brand decision: The brand can be chosen now, on 58 versus 22 and 24 Purchase Signals with non-overlapping intervals. Price and sales planning cannot yet; it needs the price test first.

Price is the next lever for Lysoré.

WHERE THIS TEST ENDS

The brand question is answered at one price. How much the clinical brand world may cost, and whether it works on the shelf as it does in the feed, is open.

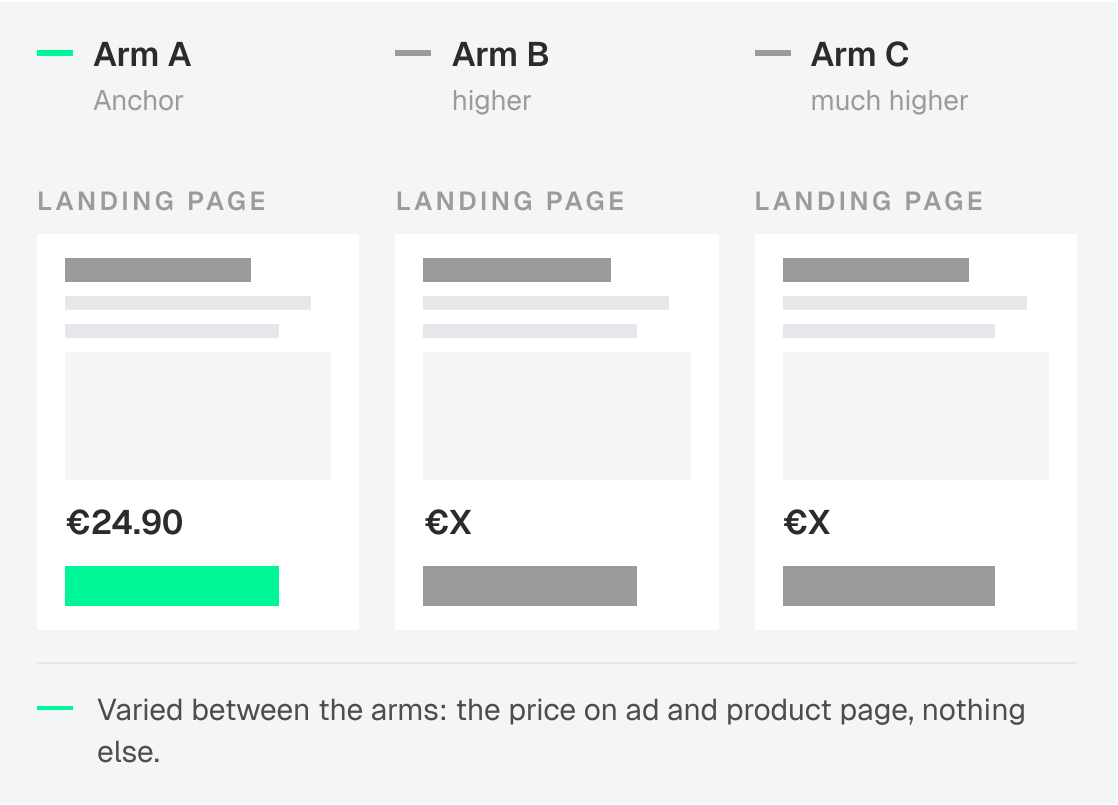
POSSIBLE NEXT TEST

Test 2 · Willingness to pay for Lysoré

Three price points on the same Lysoré page. This reads the demand curve instead of assuming it, and gives the worksheet on slide 16 its net revenue.

The €24.90 arm runs again in the next test as an anchor. Rates from different tests are not directly comparable, because timing and auction environment differ.

SET-UP OF THE NEXT TEST



Measure market success upfront, avoid bad investments.

On this basis you can decide under which brand the skincare line launches, once margin, retail listing terms and Halvard's brand architecture are put alongside.

CONTACT

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Founder & CEO

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Backup.

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

TESTS AT A GLANCE

COMPARISON	DIFFERENCE	95 % INTERVAL	P
Purchase Signal · Lysoré vs. Fjella	+2.9 pp	+1.7 to +4.2	< 0.001
Purchase Signal · Lysoré vs. Baumerie	+2.5 pp	+1.1 to +3.8	< 0.001
Purchase Signal · Baumerie vs. Fjella	+0.5 pp	−0.5 to +1.5	0.34
Purchase Signals per click · Lysoré vs. Fjella	+2.4 pp	+1.4 to +3.5	< 0.001
CTR · Fjella vs. Lysoré	+0.15 pp	+0.08 to +0.22	< 0.001
CTR · Fjella vs. Baumerie	+0.20 pp	+0.13 to +0.27	< 0.001

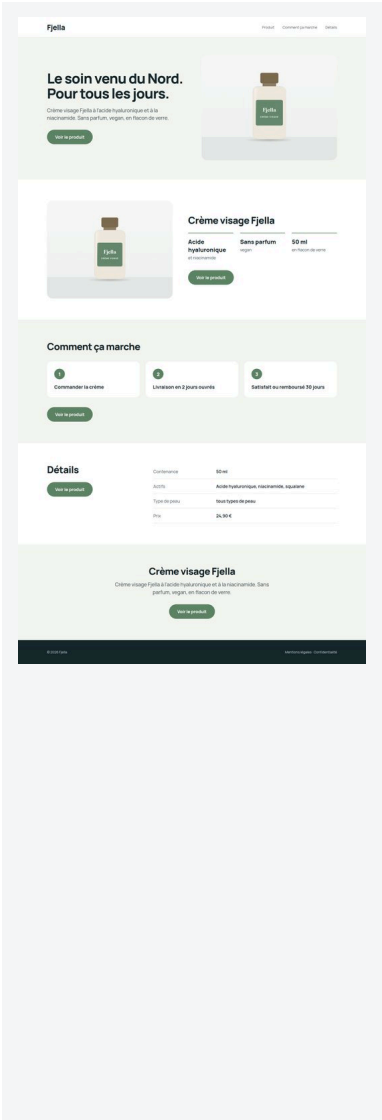
Chi² Purchase Signal 27.98 (df 2, p < 0.001). P(best) Purchase Signal: Fjella below 0.1 % · Lysoré above 99.9 % · Baumerie below 0.1 %.

METHOD

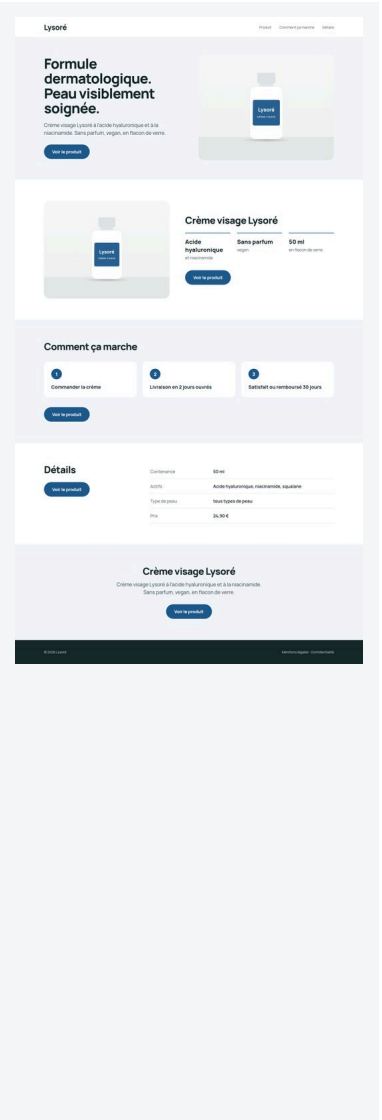
Chi-square across three arms, pairwise z-tests, Bonferroni-corrected ($\alpha = 0.05$, threshold 0.0167). Bayesian Monte Carlo with Beta(1,1) prior, 400,000 draws. Wilson and Newcombe intervals.

TERMS

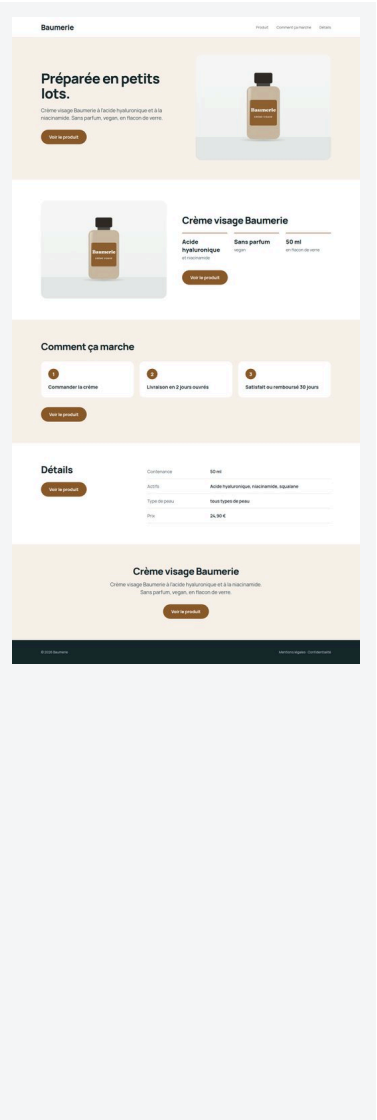
CTA Call to action · **CTR** click-through rate · **CPC** cost per click · **LP** landing page · **MVP brand** brand built for the test · **pp** percentage points · **P(best)** probability of being the best brand · **DOI** Double opt-in



FJELLA



LYSORÉ



BAUMERIE