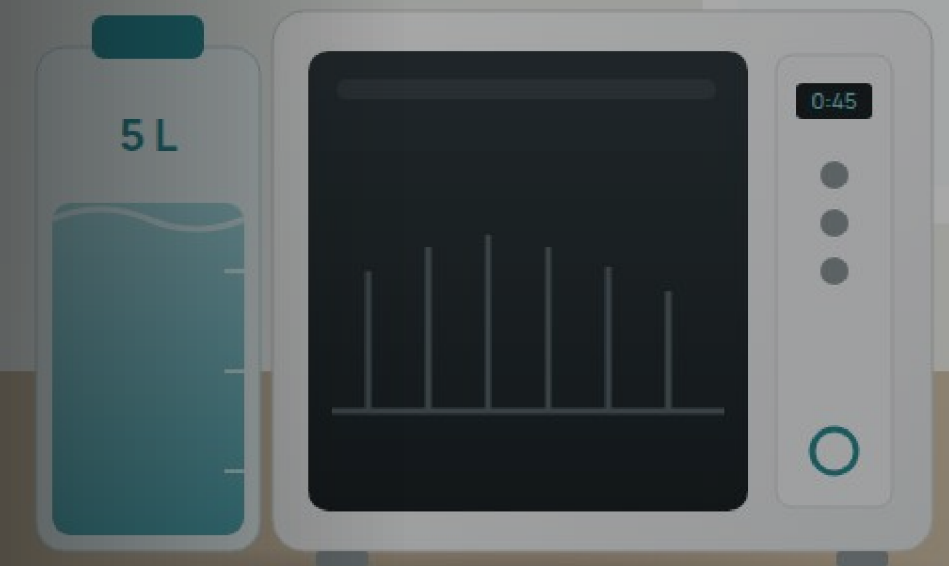


Demand test: **table-top dishwasher, UK**

Does a table-top dishwasher at the same price generate more Purchase Signals than the existing Slim 45, and which part of the concept carries them?



Contents of this readout

03

Research questions

04

Executive Summary

05

Methodology and test set-up

09

Demand per appliance

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Economic evaluation

19

Conclusions and decisions

Does the UK market buy a table-top dishwasher, and which part of the concept carries demand?

LEAD QUESTION

Does a table-top dishwasher at the same price generate more Purchase Signals than the existing Slim 45, and which part of the concept carries them?

Ahead of the development gate, Aurelis is assessing a table-top dishwasher for small UK kitchens and rented flats, where there is often neither space nor plumbing for a dishwasher. The most expensive single decision is a new fixed water tank with its own pump and sensors.

Before development and tooling are approved, it should be clear whether consumers want to buy the appliance and what drives their Purchase Signals.

RQ 1

Market demand

Does Compact Tank achieve more Purchase Signals than the existing Slim 45?

RQ 2

Form factor

Does the table-top form factor alone (Compact) generate more Purchase Signals than Slim 45?

RQ 3

Fixed water tank

How many Purchase Signals does the fixed water tank add, Compact Tank versus Compact?

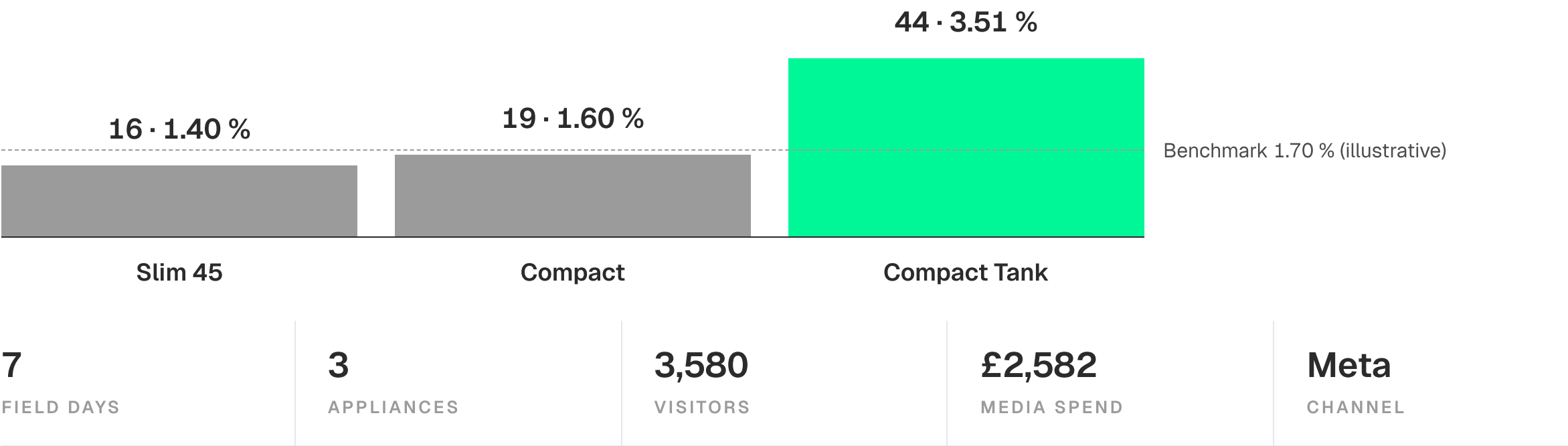
The table-top concept works, but only with a fixed water tank.

At the same price, on the same page and with the same audience, 35 of 1,000 visitors add Compact Tank to the basket, versus 14 for the existing Slim 45. Without the tank, the table-top appliance is level with Slim 45: the form factor alone creates no demand; only the fixed water tank turns interest into Purchase Signals.

WHAT THE DATA SUGGESTS

- 01 Move Compact Tank into development, not the table-top appliance connected to the tap.
- 02 Budget the fixed water tank as a core module.
- 03 Settle the tank’s price premium in a price test.

PURCHASE SIGNAL (CTA II “ADD TO BASKET”) PER APPLIANCE · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 %



2.5-fold

More Purchase Signals for Compact Tank than for the existing Slim 45

44 of 1,254 visitors versus 16 of 1,139

SCOPE OF THE TEST

United Kingdom · 1 to 7 June 2026 · household audience 25 to 65 · Meta · endpoint Purchase Signal at £379

KEEP IN MIND

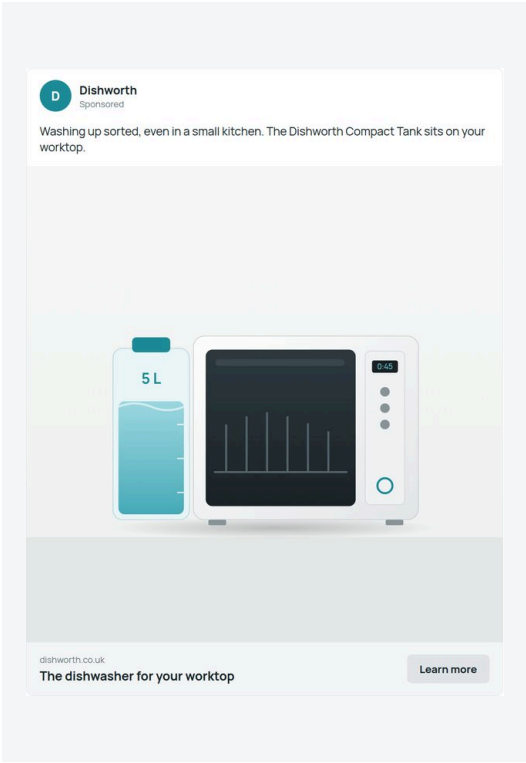
The rates are conservative: we measure spontaneous Purchase Signals without retargeting and under an unknown brand. Both lower the rates equally in all three arms.

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

	Ad	Consumer sees the appliance in the feed.	INTEREST IN THE OFFER
	Landing page	Product presentation, click on “View offer”. No price visible yet.	INTEREST SIGNAL
 PRIMARY ENDPOINT	Product page	Price visible, click on “Add to basket”.	PURCHASE SIGNAL
	Resolution	“Not yet available” notice, email for a notification.	OPT-IN · SINGLE
	Confirmation	Double opt-in by email.	OPT-IN · DOUBLE

Behaviour instead of surveys: the consumer decides as in a real online purchase, without knowing they are taking part in a test.

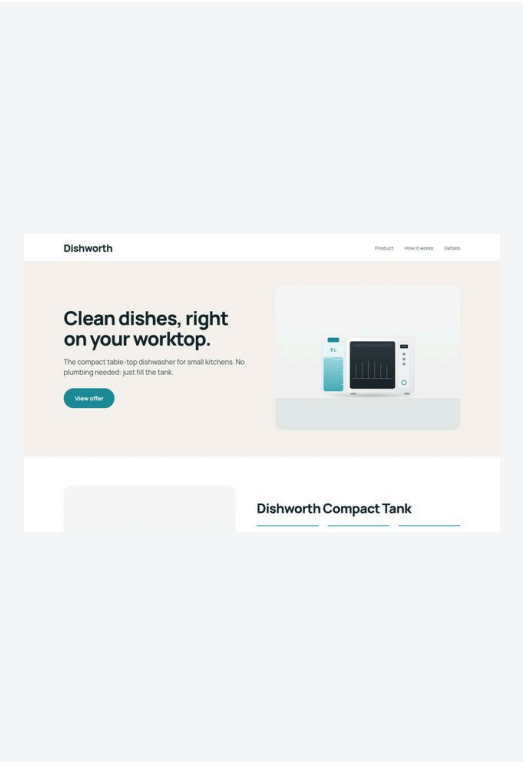
The journey ends honestly: not available, then a notification.



STEP 01

Ad

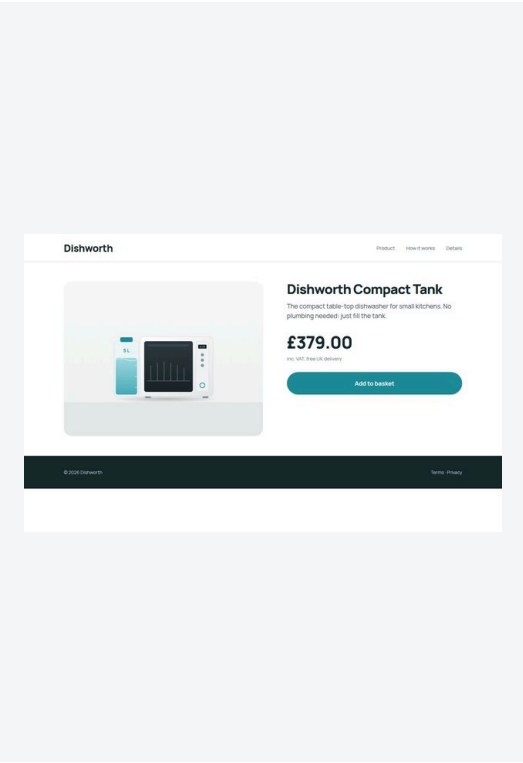
Feed ad, one visual per appliance.



STEP 02

Landing page

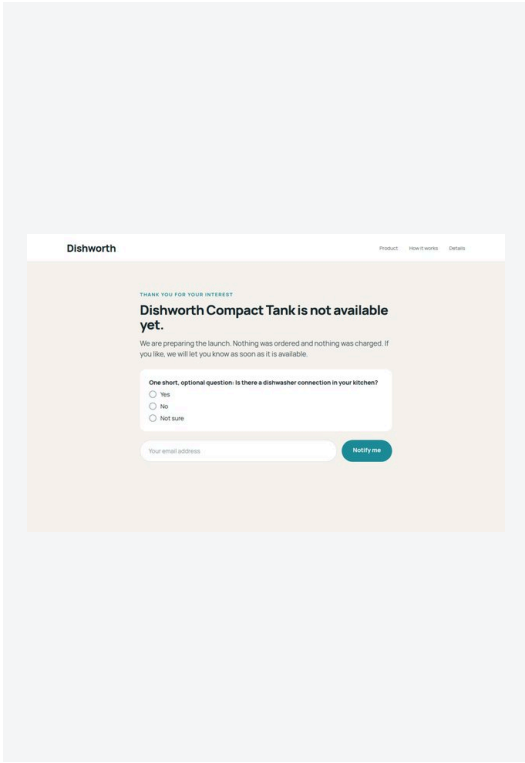
Product presentation, CTA I “View offer”.



STEP 03 · ENDPOINT

Product page

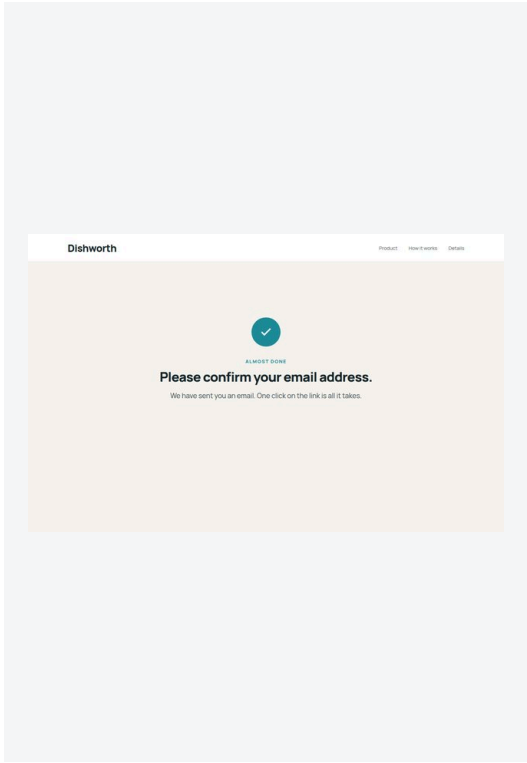
Price £379, CTA II “Add to basket”.



STEP 04

Resolution

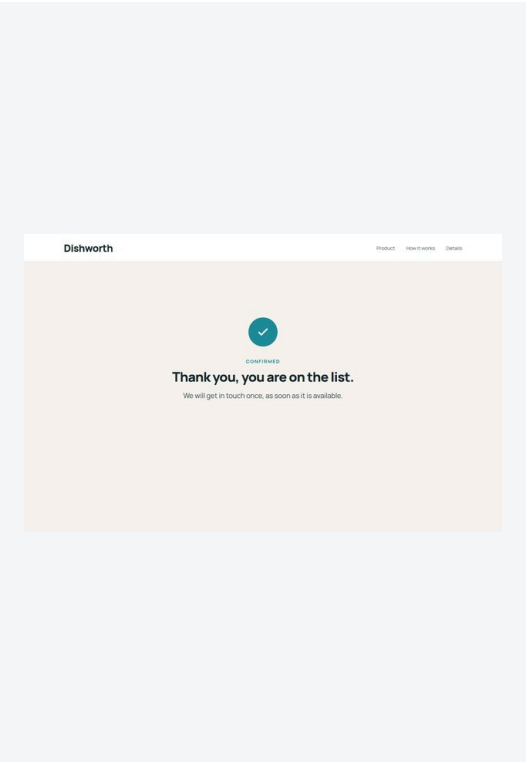
“Not yet available”, optional question, email.



STEP 05

Confirm

Please confirm your email address.



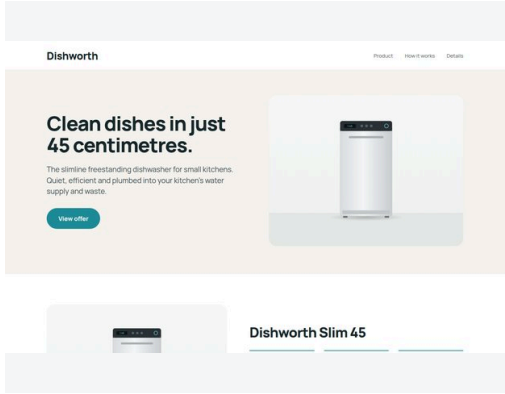
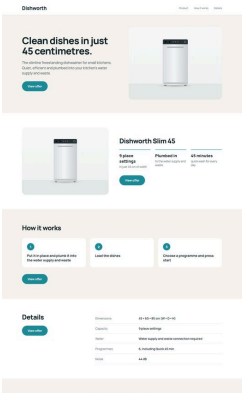
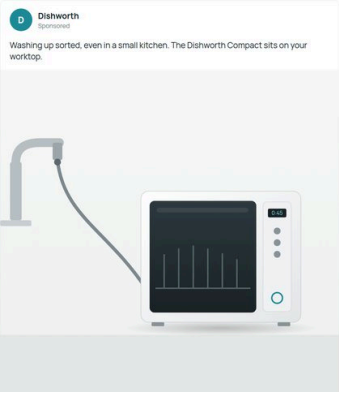
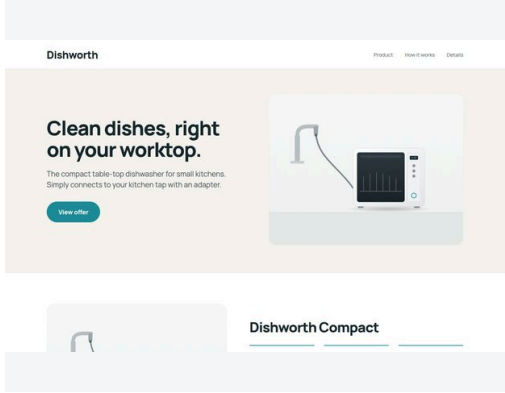
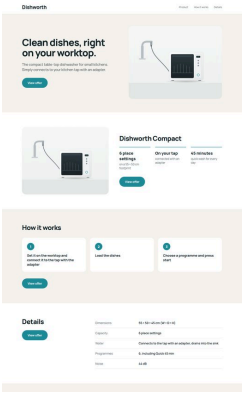
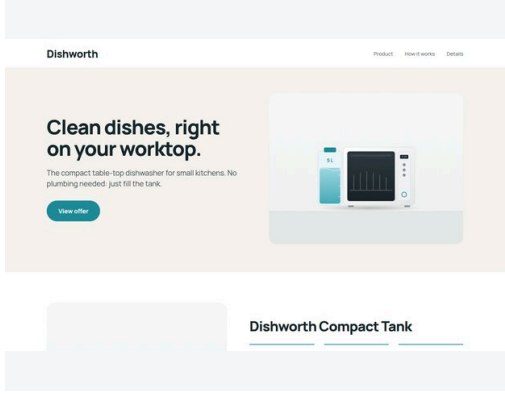
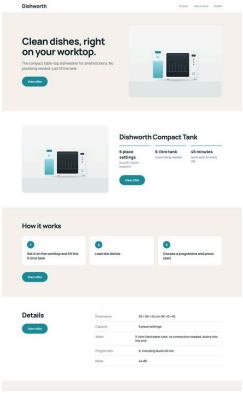
STEP 06

Confirmed

Signed up for the notification.

The price is first visible at step 3. From step 4 on, the journey is identical for all three arms; shown here for Compact Tank.

Three arms, each step changes exactly one thing.

VARIANT	AD	LANDING PAGE	FULL LANDING PAGE	ISOLATED VARIABLE
Slim 45 Benchmark arm				Existing 45 cm freestanding slimline dishwasher from Aurelis, debranded, 9 place settings. The yardstick both table-top appliances are measured against.
Compact changes: form factor				Table-top appliance with 6 place settings, connected to the kitchen tap. Compared with Slim 45, only the form factor changes.
Compact Tank changes: fixed water tank				The same table-top appliance with a 5-litre fixed water tank, no water connection. Compared with Compact, only the tank changes.

The pages show the structure per arm; the journey from the resolution on is identical for all three arms.

VARIABLE ISOLATION

- Price: £379 in all arms, first visible on the product page, at the same point 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 appliance changes.
- Brand: MVP brand Dishworth in all arms, no Aurelis branding.
- Budget and runtime: even split, the same time window.

One household audience, identical for all three appliances.

FRAME	
MARKET	 United Kingdom
CHANNEL	Facebook · Instagram
AGE AND GENDER	25 to 65 · all
ESTIMATED SIZE	12.1 to 14.2 M
INTERESTS	Home appliances, kitchen, home and garden, small flats, renting
EXCLUSIONS	none · Advantage+ on

- WHO WE REACHED
- Households in the United Kingdom interested in kitchen and home, explicitly including small kitchens and rented flats with no room or plumbing for a freestanding appliance.
 - The same audience for all three appliances. Any difference in demand comes from the appliance, not from who saw the ad.
 - 560,015 impressions and 3,934 clicks; the CTR of 0.70 % is above the illustrative benchmark of 0.60 %.
 - Who shows the Purchase Signals is described by the survey on slide 14.

Demand per appliance.

Which appliance generates demand, at which stage of the journey, and who shows it.

3,580 visitors carry the comparison of the three appliances.

HOW TO READ THIS Columns are the three arms 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.

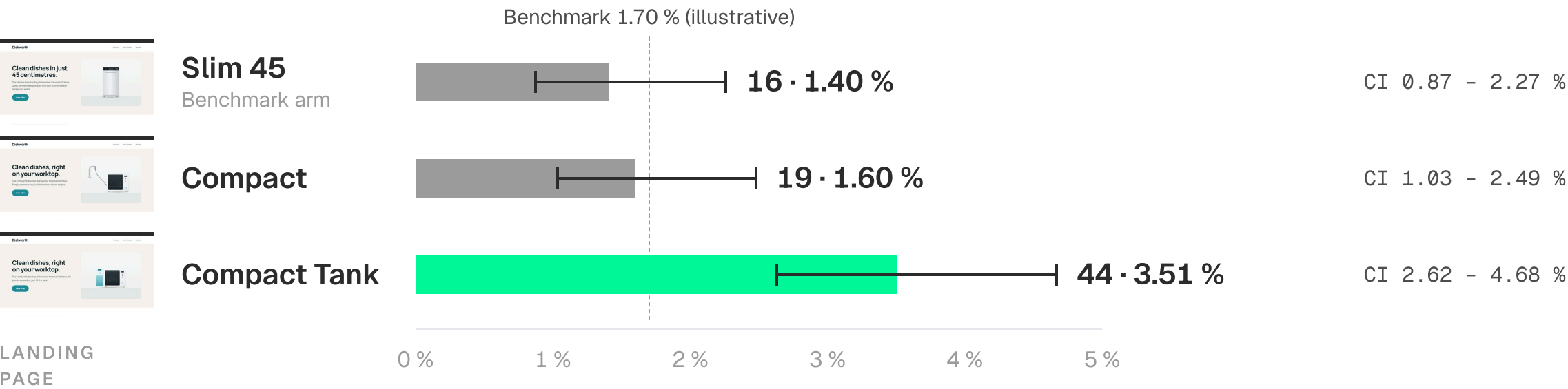
	Slim 45	Compact	Compact Tank	
MEDIA SPEND	£860.54	£855.82	£865.55	
IMPRESSIONS	201,613	184,225	174,177	
CLICKS · CTR	1,250 0.62 %	1,308 0.71 %	1,376 0.79 %	
CPC	£0.69	£0.65	£0.63	
LANDING-PAGE VISITORS (UNIQUE)	1,139	1,187	1,254	
INTEREST SIGNAL · CTA I	148 12.99 %	196 16.51 %	238 18.98 %	
PURCHASE SIGNAL · CTA II	1.40 % 16 Purchase Signals	1.60 % 19 Purchase Signals	3.51 % 44 Purchase Signals	← PRIMARY ENDPOINT
OPT-IN · SINGLE	5 0.44 %	6 0.51 %	15 1.20 %	
OPT-IN · DOUBLE	3 0.26 %	4 0.34 %	10 0.80 %	
COST PER PURCHASE SIGNAL	£53.78	£45.04	£19.67	

Rate = count ÷ unique landing-page visitors of the arm. Data source: Meta Ads Manager and Horizon dashboard, as of 8 June 2026.

Compact Tank generates 2.5 times the Purchase Signals of the existing model.

Question: Does Compact Tank achieve more Purchase Signals than the existing Slim 45?

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



Only differences from Slim 45: form factor and fixed water tank; the price is identical.

EXPLANATION Of 1,000 visitors, 35 add Compact Tank to the basket, versus 14 for the existing model. (Denominator: landing-page visitors)

Purchase Signal = clicks on “Add to basket” at a visible price ÷ unique landing-page visitors. Benchmark illustrative: home appliances, Meta, UK, MVP brand, £250–500, rough fit.

The tank concept creates demand beyond the existing model and so passes the question that comes before any development.

- P(better than Slim 45) is above 99.9 %; calculated on clicks instead of visitors, the gap remains significant.
- Compact Tank is above comparable tests, the existing model within the range of comparable tests.
- The comparison holds at an identical price. How much premium the tank supports is not answered by this test.

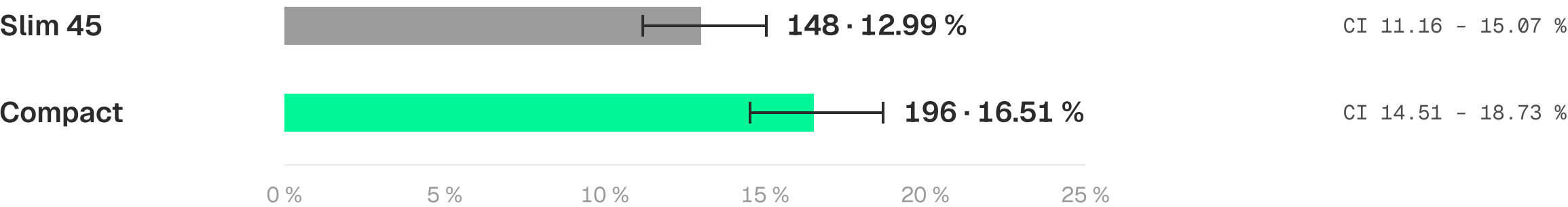
STATISTICS CONFIRMED

z-test, Bonferroni-corrected, threshold 0.0167 · p = 0.0010 · +2.1 pp, 95 % interval +0.9 to +3.4, no overlap between intervals.

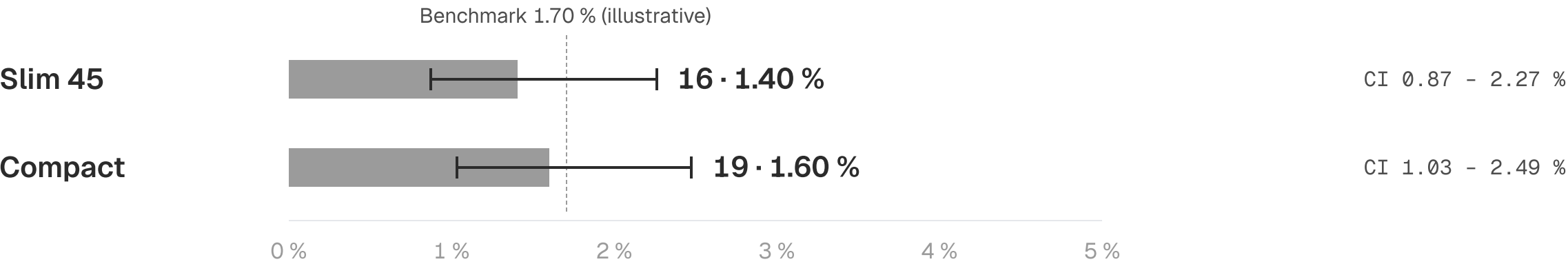
The compact form factor alone leads on interest and is level on Purchase Signals.

Question: Does the table-top form factor alone (Compact) generate more Purchase Signals than Slim 45?

STAGE 1 · INTEREST SIGNAL (CTA I) · SHARE OF LANDING-PAGE VISITORS · SCALE 0–25 %



STAGE 2 · PURCHASE SIGNAL (CTA II) · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 %



EXPLANATION Of 1,000 visitors, 165 click “View offer” for Compact and 130 for Slim 45. 16 and 14 add to the basket.

Interest Signal = clicks on “View offer” ÷ unique landing-page visitors; there is no benchmark for the Interest Signal.

The table-top format draws more clicks on the offer; once the price is visible, it is level with Slim 45. For a compact appliance connected to the tap, the test shows no measurable gain in demand.

- Interest Signal +3.5 pp (p = 0.0169): just above the corrected threshold, so reported as a direction.
- Purchase Signal +0.2 pp, 95 % interval –0.8 to +1.2: an effect in either direction remains possible.

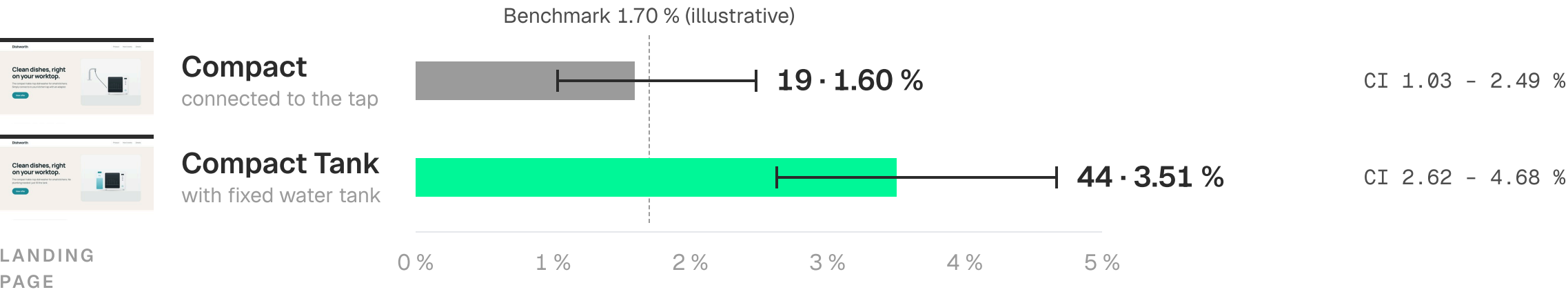
STATISTICS — NO DIFFERENCE

z-test, Bonferroni-corrected, threshold 0.0167 ·
Purchase Signal p = 0.70 · Interest Signal p = 0.0169, direction, not proof.

Only the fixed water tank turns interest into Purchase Signals.

Question: How many Purchase Signals does the fixed water tank add, Compact Tank versus Compact?

PURCHASE SIGNAL (CTA II) · SHARE OF LANDING-PAGE VISITORS · SCALE 0–5 % · WITH 95 % INTERVAL



Only difference: 5-litre fixed water tank instead of a connection to the tap.

EXPLANATION Of 100 visitors who open the offer, 18 add the appliance to the basket for Compact Tank, 10 for Compact.
(Denominator: Interest Signals)

Step rate = Purchase Signals ÷ Interest Signals, z-test p = 0.0097, no benchmark.

The tank is the reason to buy, not an add-on feature: it works where the price becomes visible and lifts Purchase Signals by a factor of 2.2.

- On the Interest Signal both table-top appliances are level (+2.5 pp, no proven difference); the step rate rises from 9.69 % to 18.49 %.
- The expensive module is the part of the concept that carries demand. Cutting it cuts the demand with it.
- Still open: how large the tank must be and what it may cost.

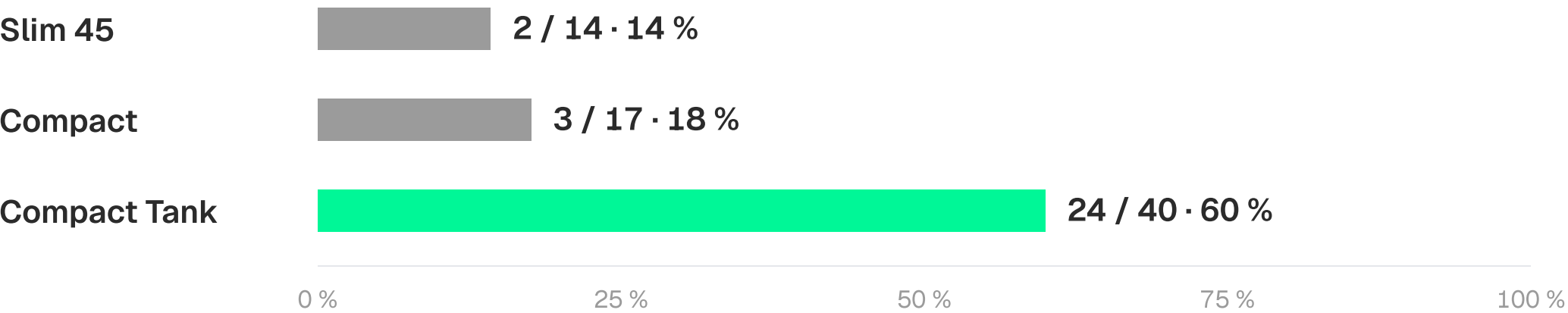
STATISTICS CONFIRMED

z-test, Bonferroni-corrected, threshold 0.0167 · p = 0.0030 · +1.9 pp, 95 % interval +0.7 to +3.2.

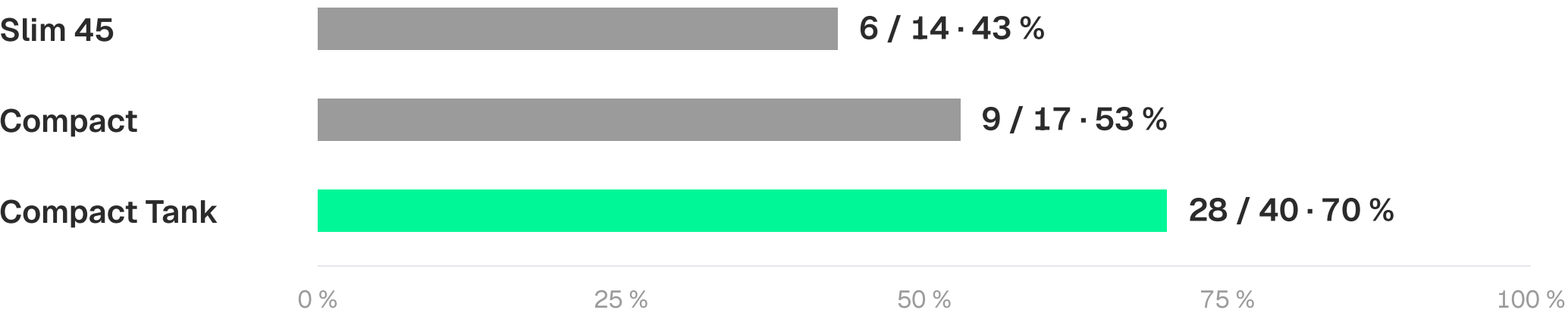
Most Compact Tank prospects have no dishwasher connection.

Question: Who shows the Purchase Signals, and does the table-top appliance take demand away from the existing model?

ANSWER “NO DISHWASHER CONNECTION IN THE KITCHEN” · SHARE OF ANSWERS · SCALE 0–100 %



ANSWER “I RENT MY HOME” · SHARE OF ANSWERS · SCALE 0–100 %



EXPLANATION Six in ten Compact Tank prospects have no dishwasher connection today. (Denominator: answers)

Optional question on the resolution page, 71 answers from 79 converters.

Most prospects for the tank appliance cannot plumb in a dishwasher today. This points to additional demand rather than cannibalisation of Slim 45.

- For the appliances with a water connection, the share without a connection is 14 to 18 %.
- Seven in ten Compact Tank prospects rent their home. Plausible reading, not measured: in a rented flat, plumbing in needs the landlord’s consent and a plumber, the hurdle the tank removes.

STATISTICS

— QUALITATIVE

No test. The question ran only among converters: it describes who converts, not how often each group converts.

Cost of a Purchase Signal.

What a Purchase Signal costs in this test, what order of magnitude follows from it, and which values Aurelis adds before it becomes a business case.

A Purchase Signal costs £19.67 for Compact Tank instead of £53.78.

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

COST PER PURCHASE SIGNAL · MEDIA SPEND ÷ PURCHASE SIGNALS · SCALE £0-100 · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



Same media budget per arm (£856 to £866), same runtime and audience.

EXPLANATION £1,000 of media spend yields around 51 Purchase Signals for Compact Tank and around 19 for the existing model. (Denominator: media spend)

Cost per Purchase Signal = media spend of the arm ÷ Purchase Signals; interval from the Poisson distribution of the count. CPC benchmark £0.72 (illustrative).

The tank appliance is not only in higher demand, it is also cheaper to market: every advertising pound generates 2.7 times as many Purchase Signals as for the existing model.

- Cheaper clicks (£0.63 versus £0.69) and the higher rate work in the same direction.
- Measured at £2,581.91 media spend over 7 days. Click prices rise with volume; the values are a lower reference point, not a planning figure.

STATISTICS CONFIRMED

Poisson interval per arm; the Compact Tank interval overlaps with none of the others. Slim 45 and Compact are below 30 Purchase Signals; there the interval is the finding.

Scaled to the sales of Slim 45, the result is a wide range.

Question: What order of magnitude results when the demand ratio is transferred to the known UK sales of Slim 45?

TRANSFERRED ANNUAL VOLUME COMPACT TANK · SLIM 45 SALES × PURCHASE SIGNAL RATIO · SCALE 0-60,000 UNITS · WITH 95 % INTERVAL



Calculation: 12,000 units per year (client data, illustrative) × factor 2.5 (95 % interval 1.4 to 4.4) = 30,000, range 17,100 to 52,400.

EXPLANATION Even the lower end of the range is above today’s Slim 45 sales.

Slim 45 sales from Aurelis UK sales data (illustrative). Ratio from the beta posterior per arm, 400,000 draws.

The order of magnitude supports development. For sales planning the range is too wide and needs channel, price and distribution assumptions from Aurelis.

- The transfer assumes both appliances are as visible in retail as in the test.
- The range comes from the interval of the ratio; a larger sample would narrow it.

STATISTICS DIRECTION, NOT PROOF

Bayesian interval of the ratio. The extrapolation is a tool, not a Horizon forecast.

What Compact Tank must achieve economically.

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

LINE	BASIS	COMPACT TANK	SLIM 45 (REFERENCE)
Net revenue per appliance	Selling price excluding VAT and returns	£X	£X
Cost per Purchase Signal	Measured by Horizon in this test	£19.67	£53.78
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	£X
Unit cost	Materials, manufacturing, logistics, returns; for the tank including the module	£X	£X
Contribution margin per appliance	Net revenue minus customer acquisition minus unit cost	£X	£X
Fixed launch costs	Development, tooling, UK market entry	£X	n/a
Break-even volume	Fixed costs ÷ contribution margin	X units	n/a

THESE VALUES COME FROM AURELIS

- Net revenue per appliance in the planned UK channel.
- Unit cost including fixed water tank and pump.
- Fixed costs of development and tooling.
- Conversion from Purchase Signal to order in comparable launches.
- Period in which the launch must 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. Slim 45 is on the market; its fixed costs do not apply.

Conclusions and decisions.

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

Development pays off for the tank variant, not for the form factor alone.

RQ 1 · MARKET DEMAND

Confirmed. Compact Tank creates demand beyond the existing model.

- 2.5 times as many Purchase Signals as Slim 45; the intervals do not overlap.
- At an identical price, page and audience.

RQ 2 · FORM FACTOR

No difference. The table-top format alone brings no gain in demand.

- Ahead on interest, as a direction, not as proof.
- Level with Slim 45 once the price is visible.

RQ 3 · FIXED WATER TANK

Confirmed. The tank is the reason to buy, not an add-on feature.

- Lifts Purchase Signals versus the table-top appliance connected to the tap by a factor of 2.2.
- Most of its prospects have no connection (qualitative).

The tank turns the table-top appliance into a product: **Compact Tank** is the concept for development, its price the next open question.

The test supports three decisions.

— DECIDABLE NOW

CONCEPT

Move Compact Tank into development.

Evidence: 2.5-fold Purchase Signals versus the existing model, confirmed.

VARIANT

Do not pursue Compact connected to the tap.

Evidence: no measurable advantage over the existing model on Purchase Signals.

DEVELOPMENT

Budget the fixed water tank as a core module.

Evidence: it lifts Purchase Signals by a factor of 2.2, confirmed.

— NOT DECIDABLE YET

PRICE

Final price and the tank’s price premium.

One price was tested for all arms.

PRODUCT

Tank size, place settings, programmes.

The concept was tested as a whole.

BRAND AND CHANNEL

Effect of the Aurelis brand, electrical retailers and kitchen showrooms.

Measured under an MVP brand on Meta, online.

For the development decision: The concept choice is possible now, on 44 versus 16 Purchase Signals with non-overlapping intervals. Sales planning is not yet; it needs the price test first.

Price is the next lever for Compact Tank.

WHERE THIS TEST ENDS

The concept question is answered at one price. What the tank is worth and what the Aurelis brand adds compared with the MVP brand is open.

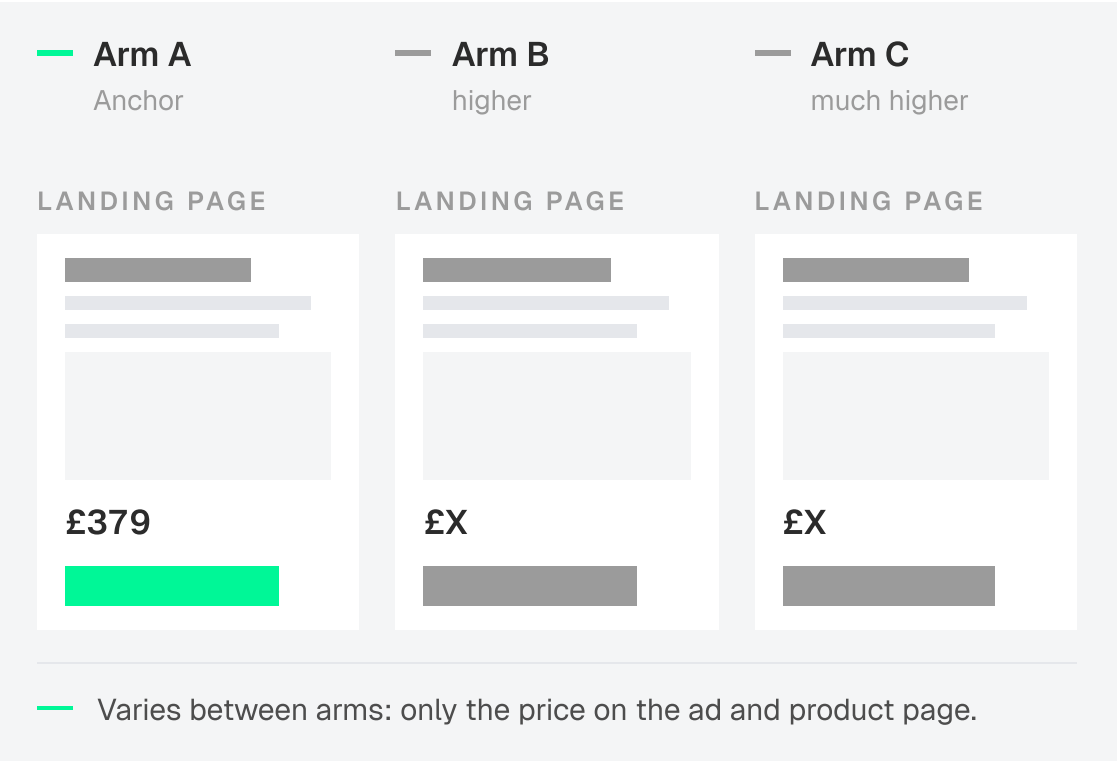
POSSIBLE NEXT TEST

Test 2 · Willingness to pay for Compact Tank

Three price points on the same Compact Tank page. This lets us read the demand curve instead of assuming it, and gives the worksheet on slide 18 its net revenue.

The £379 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 which concept Aurelis moves into development, once Aurelis's unit costs and UK product and sales strategy sit alongside it.

CONTACT

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Backup.

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

TESTS AT A GLANCE

COMPARISON	DIFFERENCE	95 % INTERVAL	P
Purchase Signal · Compact Tank vs. Slim 45	+2.1 pp	+0.9 to +3.4	0.0010
Purchase Signal · Compact vs. Slim 45	+0.2 pp	−0.8 to +1.2	0.70
Purchase Signal · Compact Tank vs. Compact	+1.9 pp	+0.7 to +3.2	0.0030
Interest Signal · Compact Tank vs. Slim 45	+6.0 pp	+3.0 to +8.9	< 0.001
Interest Signal · Compact vs. Slim 45	+3.5 pp	+0.6 to +6.4	0.0169
Interest Signal · Compact Tank vs. Compact	+2.5 pp	−0.6 to +5.5	0.11

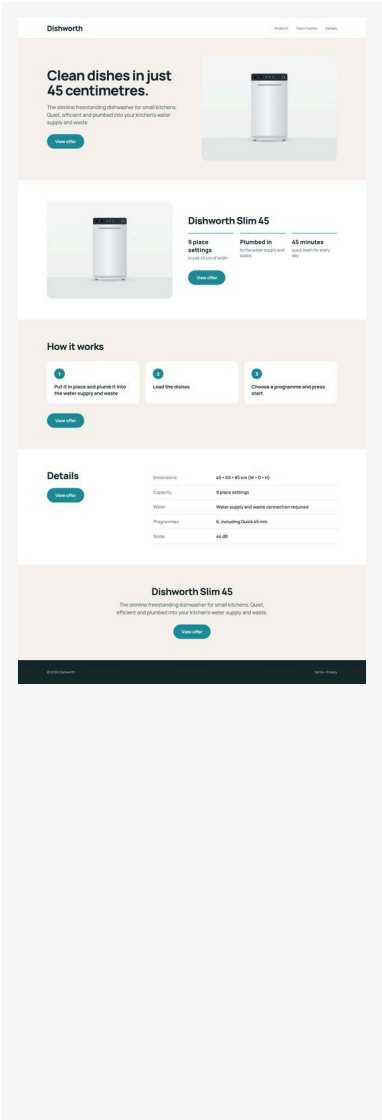
Chi² Purchase Signal 15.27 (df 2, p < 0.001). P(best) Purchase Signal: Slim 45 below 0.1 % · Compact 0.1 % · Compact Tank 99.8 %.

METHOD

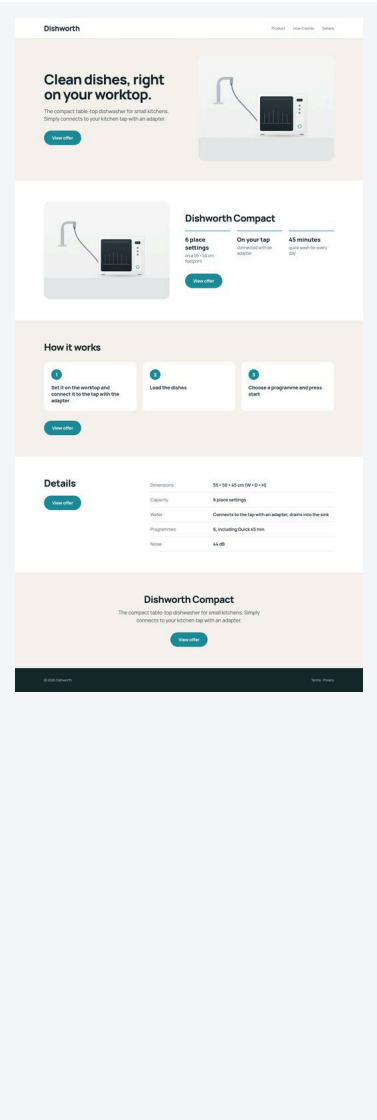
Chi-square across three arms, pairwise z-tests, Bonferroni-corrected ($\alpha = 0.05$, threshold 0.0167). Bayesian Monte Carlo with Beta(1,1) prior, 400,000 draws. Wilson and Newcombe intervals.

TERMS

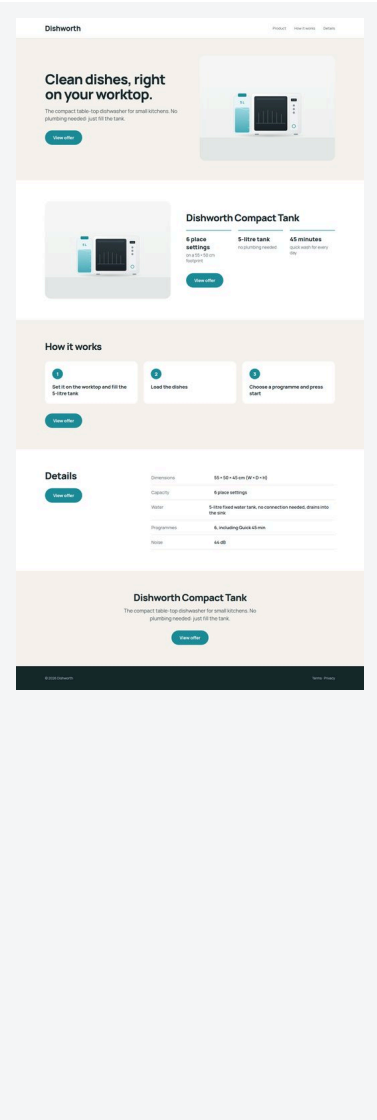
CTA Call to action · **CTR** Click-through rate · **CPC** Cost per click · **LP** Landing page · **MVP brand** brand built for the test · **pp** Percentage points · **P(best)** Probability of being the best appliance · **DOI** Double opt-in



SLIM 45



COMPACT



COMPACT TANK