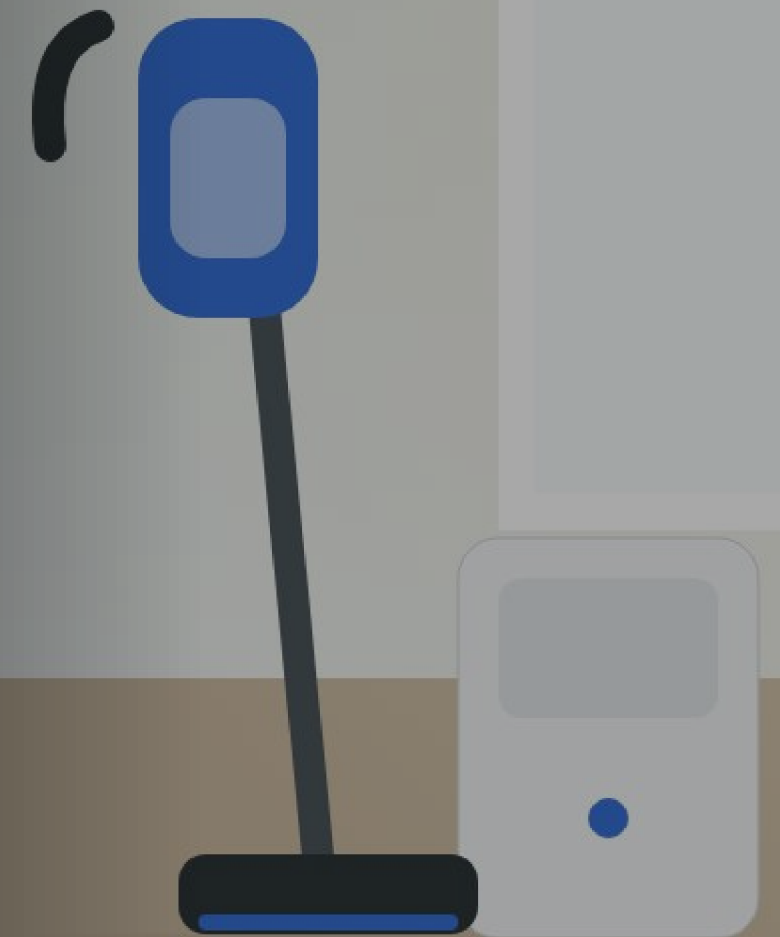


Feature test: **cordless vacuum**, Japan

Which extra do consumers choose when all four are offered at the same price?



Contents of this readout

03

Research questions

04

Executive Summary

05

Methodology and test set-up

09

Choice by extra

14

Economic evaluation

17

Conclusions and decisions

Which factory-fitted extra gives the new cordless vacuum the most demand?

LEAD QUESTION

Which extra do consumers choose when all four are offered at the same price?

In 2027 Fennek launches a mid-range cordless stick vacuum in Japan. Budget and unit costs allow for exactly one factory-fitted extra.

Four extras are developed or can be bought in. The decision fixes tooling costs, packaging and positioning in electronics retail long before the device reaches the shelves.

RQ 1

Strongest extra

Which of the four extras is chosen most often?

RQ 2

The other extras

Do the other three extras differ in how often they are chosen?

RQ 3

Overall demand

How strong is the Purchase Signal for the device overall?

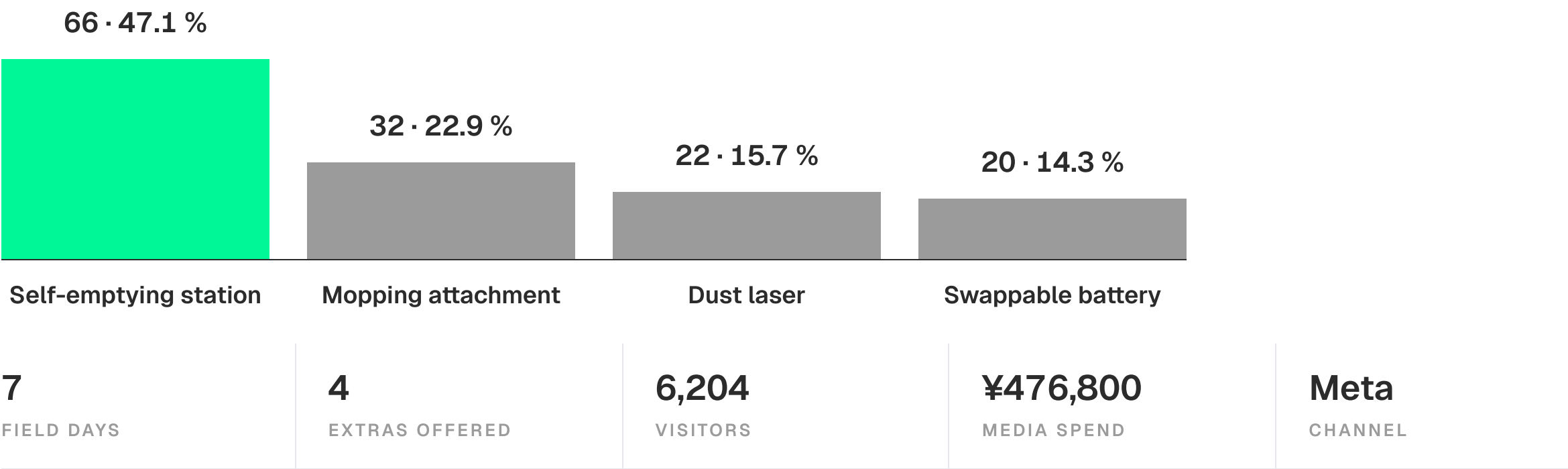
The self-emptying station is the extra that carries the choice.

At the same price on the same page, 47 of every 100 would-be buyers choose the self-emptying station, 23 the mopping attachment and around 15 each the dust laser or the swappable battery. The other three extras are neck and neck: consumers choose the extra that takes a chore off their hands, not the one that does more while vacuuming.

WHAT THE DATA SUGGESTS

- 01 Plan the cordless vacuum with the self-emptying station fitted as standard.
- 02 Release no tooling for the dust laser.
- 03 Settle the station's surcharge in a price test.

EXTRA CHOSEN AT THE ADD-TO-CART CLICK · SHARE OF PURCHASE SIGNALS · SCALE 0-60 %



2.1-fold

More often chosen than the next extra, the mopping attachment

66 of 140 Purchase Signals versus 32

SCOPE OF THE TEST

Japan · 11 to 17 May 2026 · households aged 25 to 60 · Meta · endpoint Purchase Signal with extra at ¥49,800

KEEP IN MIND

All extras cost the same. What is measured is the choice at equal price, not the willingness to pay for a single extra.

We measure the choice at the cart, not opinion.

	Ad	Ad for the cordless vacuum with a choice of extra.	INTEREST IN THE OFFER
	Landing page	Device and all four extras, click on “オプションを選ぶ” (choose an option).	INTEREST SIGNAL
	Product page	Choose an extra, click on “カートに入れる” (add to cart).	PURCHASE SIGNAL WITH EXTRA
PRIMARY ENDPOINT			
	Resolution	“Not yet available” notice, email for a notification.	OPT-IN · SINGLE
	Confirmation	Double opt-in by email.	OPT-IN · DOUBLE

All visitors see the same page. The four extras are listed with equal weight; none is preselected, and the order was randomised for each visit.

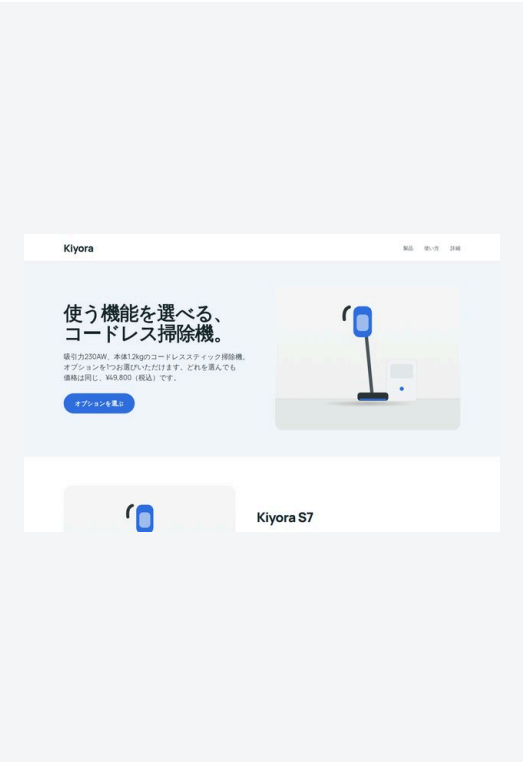
One page, four extras, then the honest resolution.



STEP 01

Ad

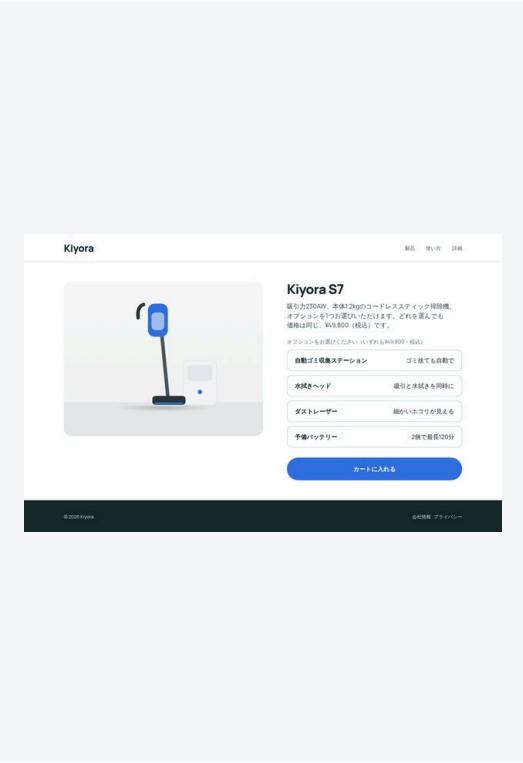
Feed ad naming all extras.



STEP 02

Landing page

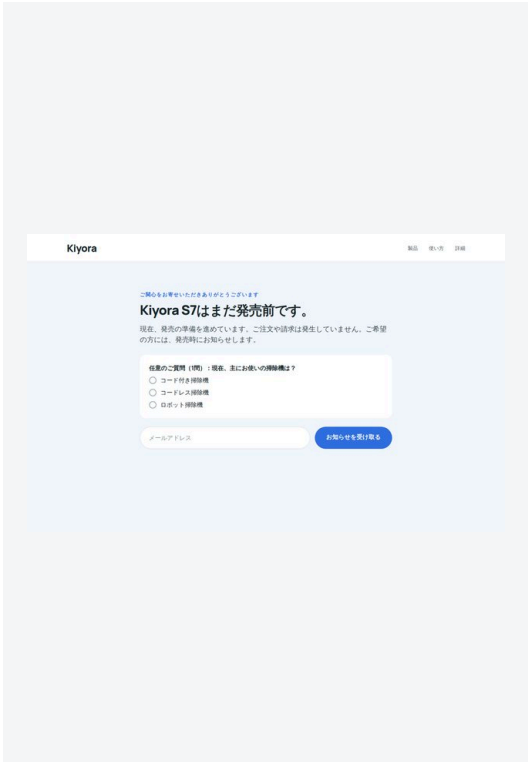
Device, CTA I “オプションを選ぶ” (choose an option).



STEP 03 · ENDPOINT

Product page

Choose an extra, CTA II “カートに入れる” (add to cart).



STEP 04

Resolution

“Not yet available”, optional question, email.



STEP 05

Confirm

Please confirm your email address.



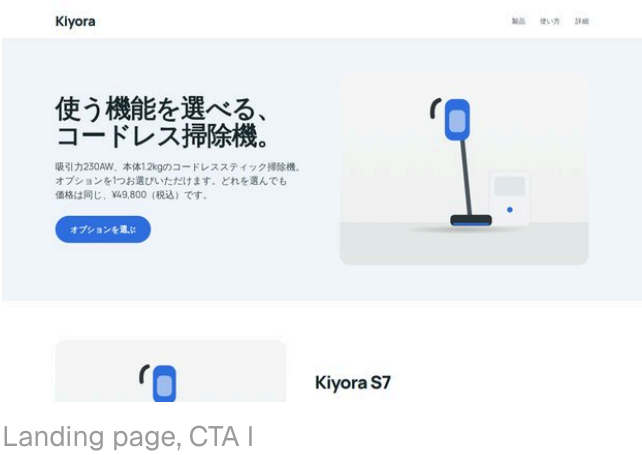
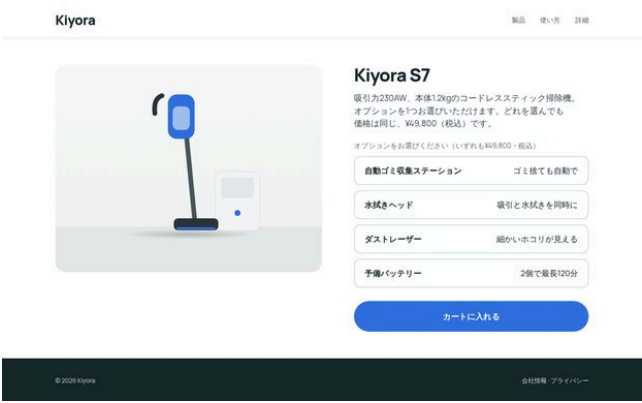
STEP 06

Confirmed

Signed up for the notification.

The choice is made at step 3 at an identical price. The order of the extras was shuffled for each visit so that first position decides nothing in advance. Screens show the Japanese build.

Four extras on one page, identical device, identical price.

AD	LANDING PAGE AND PRODUCT PAGE	OPTION	ISOLATED VARIABLE
 One ad for all visitors	 Landing page, CTA I  Product page with choice, CTA II	Self-emptying station empties the bin automatically Mopping attachment vacuums and mops in one pass Dust laser makes fine dust visible Swappable battery double runtime, 2 × 60 minutes	Wall-side station that empties the dust bin after every use. Mopping roller with water tank for hard floors. Green laser on the floor head shows dust on the floor. Second battery to swap in, charging cradle included.

VARIABLE ISOLATION

- Price: ¥49,800 incl. tax for every extra, shown in the same place on the product page.
- Page layout: all four extras listed with equal weight, none preselected.
- Order: randomised for each visit so that first position decides nothing in advance.
- Device and brand: Kiyora S7 with 230 AW and 1.2 kg, MVP brand Kiyora, no Fennek branding.
- Creative: the same ad and the same page for all visitors.

One ad, one landing page, one product page for all visitors. The four extras are options on the same product page; everything except the chosen extra is identical.

One household audience sees the same page with all four extras.

FRAME	
MARKET	 Japan
CHANNEL	Instagram · Facebook
AGE AND GENDER	25 to 60 · all
ESTIMATED SIZE	9.8 to 11.5 M
INTERESTS	Household, home, home appliances, cleaning, pets
EXCLUSIONS	none · Advantage+ on

- WHO WE REACHED
- Households in Japan interested in home, cleaning and home appliances, explicitly including pet owners with heavy vacuuming needs.
 - All visitors see the same page with all four extras. Any difference in choice comes from the extra, not from who saw the ad.
 - 790,000 impressions and 7,268 clicks; the click-through rate of 0.92 % is above the illustrative 0.85 % benchmark.
 - This measures the broad market, not only today's cordless vacuum users.

Choice by extra.

Which extra is chosen, how the others split and how strong demand is overall.

6,204 visitors, 140 of them add an extra to the cart.

HOW TO READ THIS One column, because all visitors see the same page. Percentages refer to unique landing-page visitors; the “of which” rows split the Purchase Signals across the four extras.

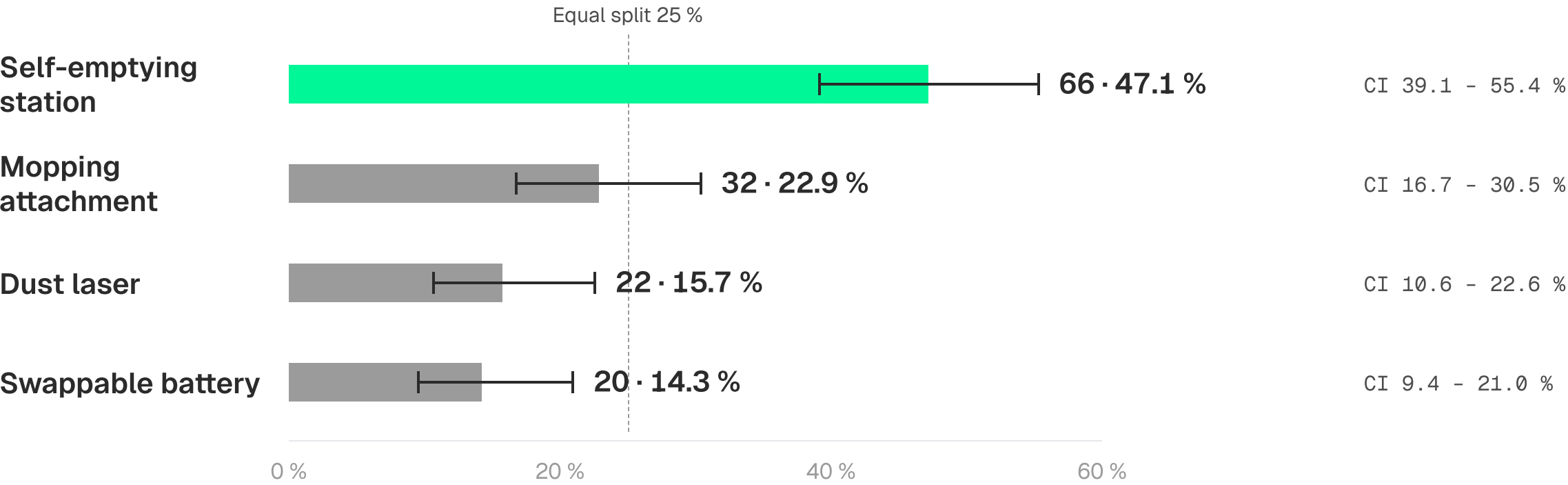
	Kiyora S7 · all visitors	
MEDIA SPEND	¥476,800	
IMPRESSIONS	790,000	
CLICKS · CTR	7,268 0.92 %	
CPC	¥66	
LANDING-PAGE VISITORS (UNIQUE)	6,204	
INTEREST SIGNAL · CTA I	812 13.09 %	
PURCHASE SIGNAL WITH EXTRA · CTA II	2.26 % 140 Purchase Signals	← PRIMARY ENDPOINT
OF WHICH SELF-EMPTYING STATION	66 47.1 % of choices	
OF WHICH MOPPING ATTACHMENT	32 22.9 % of choices	
OF WHICH DUST LASER	22 15.7 % of choices	
OF WHICH SWAPPABLE BATTERY	20 14.3 % of choices	
OPT-IN · SINGLE	58 0.93 %	
OPT-IN · DOUBLE	37 0.60 %	
COST PER PURCHASE SIGNAL	¥3,406	

Rate = count ÷ unique landing-page visitors; share of choices = count ÷ Purchase Signals. Data source: Meta Ads Manager and Horizon Dashboard, as of 18 May 2026.

The self-emptying station is chosen twice as often as any other extra.

Question: Which of the four extras is chosen most often?

EXTRA CHOSEN · SHARE OF PURCHASE SIGNALS · SCALE 0-60 % · WHISKER IS THE 95 % INTERVAL



All four extras on the same page, at the same price, in shuffled order.

EXPLANATION Of every 100 would-be buyers, 47 choose the self-emptying station and 23 the mopping attachment. (Denominator: Purchase Signals)

Share = choices of the extra ÷ Purchase Signals with extra. No benchmark exists for the choice; the reference is an equal split.

The station takes over the most unpleasant chore: emptying the bin. For would-be buyers that counts for more than any added benefit while vacuuming itself.

- Probability of being the most-chosen extra (P(best)): self-emptying station above 99.9 %.
- A factor of 2.1 over the mopping attachment (66 to 32 choices), even clearer against the laser and the swappable battery.
- The station needs floor space by the wall, which many smaller Japanese homes lack. People without it are probably missing among the would-be buyers; the test does not measure this.

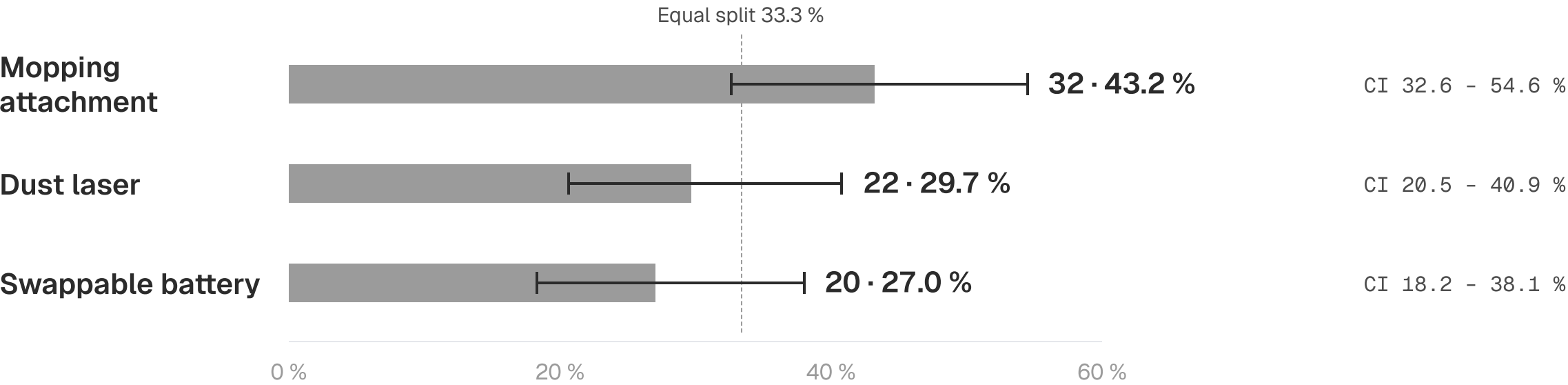
STATISTICS CONFIRMED

Pairwise binomial tests, Bonferroni-corrected, threshold 0.0083 · vs. mopping attachment $p < 0.001$, vs. laser and swappable battery $p < 0.001$ · intervals do not overlap.

Mopping attachment, laser and swappable battery are neck and neck.

Question: Do the other three extras differ in how often they are chosen?

OTHER THREE EXTRAS · SHARE OF 74 PURCHASE SIGNALS WITHOUT THE STATION · SCALE 0–60 % · WHISKER IS THE 95 % INTERVAL



Among the 74 would-be buyers who do not choose the station, the choice spreads within random variation.

EXPLANATION Of every 100 would-be buyers without the station, 43 choose the mopping attachment, 30 the laser and 27 the swappable battery. (Denominator: Purchase Signals without the station)

Share = choices of the extra ÷ Purchase Signals without the self-emptying station. No benchmark.

Behind the station there is no second crowd-puller. More runtime, mopping or visible dust extend vacuuming; none of them takes a chore off the user's hands.

- There is no clear choice for a second model with a different extra; the mopping attachment is ahead, but the gap is not proven.
- The dust laser is the most expensive of the four extras to manufacture and is chosen no more often than the swappable battery.
- Whether an extra creates willingness to pay on top of the station is not measured by this test.

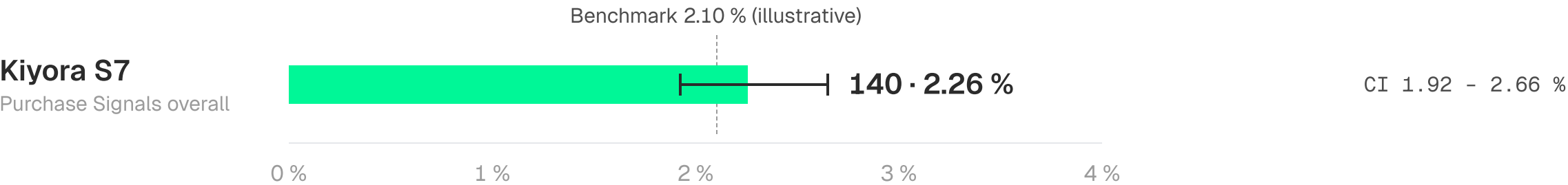
STATISTICS — NO DIFFERENCE

Chi² goodness-of-fit test across three extras 3.35, p = 0.19 · mopping attachment vs. swappable battery binomial test p = 0.13, above the corrected threshold 0.0083.

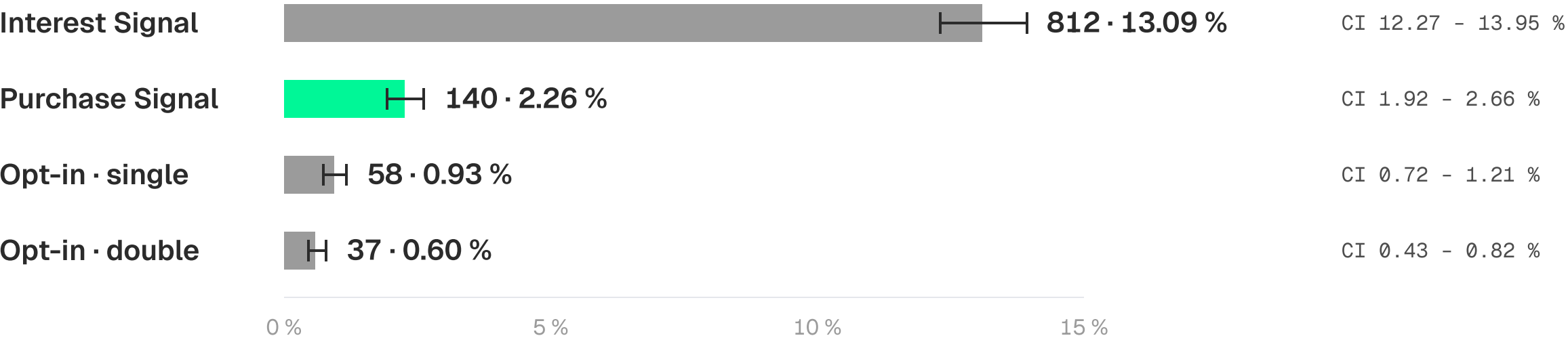
The Purchase Signal rate is in the range of comparable tests.

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

PURCHASE SIGNAL WITH EXTRA · SHARE OF LANDING-PAGE VISITORS · SCALE 0–4 % · WHISKER IS THE 95 % INTERVAL



FUNNEL AT A GLANCE · SHARE OF LANDING-PAGE VISITORS PER STAGE · SCALE 0–15 %



The 95 % interval of the Purchase Signal rate runs from 1.92 % to 2.66 % and includes the illustrative benchmark.

EXPLANATION Of every 1,000 visitors, 23 add the Kiyora S7 with an extra to the cart. (Denominator: landing-page visitors)

Purchase Signal = clicks on “カートに入れる” (add to cart) with a chosen extra ÷ unique landing-page visitors. Illustrative benchmark: home appliances up to ¥80,000, Meta, JP, MVP brand, good fit.

The device holds up solidly in the market. The difference lies not in the base device but in which extra it carries.

- Of every 100 visitors who click “オプションを選ぶ” (choose an option), 17 add an extra to the cart (denominator: Interest Signals).
- The rate measures the offer with all four extras to choose from. A device with only one extra may land above or below it.
- An unknown MVP brand competes against established brands; the test does not measure the Fennek brand.

STATISTICS — NO DIFFERENCE

Binomial test against the illustrative benchmark p = 0.38; the Wilson interval includes it. A comparison with comparable tests, not a product verdict.

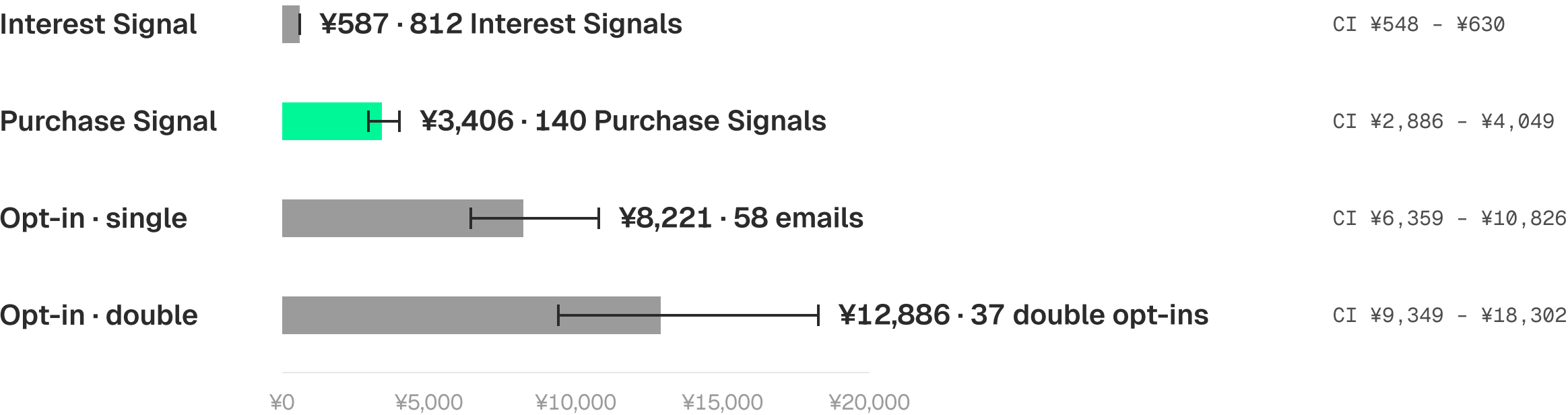
Cost of a Purchase Signal.

What a signal costs in this test and which values Fennek adds before it becomes a business case.

A Purchase Signal with a chosen extra costs ¥3,406.

Question: What does a signal cost at each funnel stage with this media budget?

COST PER SIGNAL AND STAGE · MEDIA SPEND ÷ SIGNALS · SCALE ¥0–20,000 · LOWER IS BETTER · WHISKER IS THE 95 % INTERVAL



One offer, one page: ¥476,800 media spend over 7 days, CPC ¥66.

EXPLANATION ¥100,000 of media spend yields around 29 Purchase Signals and around 8 confirmed sign-ups. (Denominator: media spend)

Cost per signal = media spend ÷ signals at that stage; interval from the Poisson distribution of the count. CPC benchmark ¥72 (illustrative).

Purchase Signals for the device can be won at reasonable cost. This is the measured starting value for customer acquisition cost in the worksheet.

- The costs apply to the offer with four extras to choose from. With only the station fitted as standard, the rate, and with it the value, may differ.
- Measured on a small budget over 7 days. Click prices rise with volume; the values are a lower guide, not a planning figure.

STATISTICS MEASURED VALUE

Poisson interval per stage · Purchase Signal
¥2,886 – ¥4,049 on 140 signals. No comparison between variants, hence no finding in the sense of a test.

What the device with station needs to achieve economically.

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

LINE	BASIS	WITH STATION
Net revenue per device	Selling price excluding consumption tax and returns	¥X
Cost per Purchase Signal	Measured by Horizon in this test, offer with four extras to choose from	¥3,406
Conversion to orders	Share of Purchase Signals that become orders, from first- or third-party data	X %
Customer acquisition cost	Cost per Purchase Signal ÷ conversion	¥X
Unit costs	Device, self-emptying station, manufacturing, logistics, returns	¥X
Contribution margin per device	Net revenue minus acquisition cost minus unit costs	¥X
Fixed launch costs	Station tooling, packaging, market entry	¥X
Break-even volume	Fixed costs ÷ contribution margin	X units

The cost per Purchase Signal must be discounted with first- or third-party data before it is used as customer acquisition cost.

THESE VALUES COME FROM FENNEK

- Net revenue per device in the planned channel.
- Unit costs including the self-emptying station.
- Tooling and packaging costs of the station.
- Conversion from Purchase Signal to order in comparable launches.
- Period within 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 cordless vacuum comes with a self-emptying station; the next test settles the price.

RQ 1 · STRONGEST EXTRA

Confirmed. The self-emptying station carries the choice.

- 47.1 % of Purchase Signals, a factor of 2.1 over the next extra.
- Its interval overlaps with no other extra.

RQ 2 · THE OTHER EXTRAS

No difference. Behind the station there is no second crowd-puller.

- Mopping attachment, laser and swappable battery within random variation.
- None of them carries a model variant of its own.

RQ 3 · OVERALL DEMAND

No difference. The Purchase Signal rate is in the range of comparable tests.

- 2.26 % of visitors; the interval includes the benchmark.
- The base device holds up; the extra makes the difference.

Consumers choose the extra that takes a chore off their hands: **the self-emptying station** is the factory-fitted extra, its surcharge the next open question.

The test supports three decisions.

— DECIDABLE NOW

SPECIFICATION

Plan the self-emptying station as the factory-fitted extra.

Evidence: almost every second would-be buyer chooses it, confirmed against all other extras.

TOOLING

Release no tooling for the dust laser.

Evidence: chosen by 16 %, with the highest manufacturing costs of the four extras.

COMMUNICATION

Put automatic emptying at the centre.

Evidence: the extra with the clearest choice.

— NOT DECIDABLE YET

PRICE

Surcharge for the station.

One price was tested for all extras.

SECOND MODEL

A variant with the mopping attachment or with two extras.

The other extras are neck and neck; exactly one extra was chosen.

BRAND AND RETAIL

Effect of the Fennek brand, choice at the shelf in electronics retail.

Measured under an MVP brand on Meta, online.

For the specification decision: The factory-fitted extra can be chosen now, on 66 of 140 Purchase Signals with a non-overlapping interval. Price and sales planning cannot be done yet; it first needs the price test.

The station's price is the next lever.

WHERE THIS TEST ENDS

The specification question is answered at one price. What surcharge the station carries and what the Fennek brand adds compared with the MVP brand remain open.

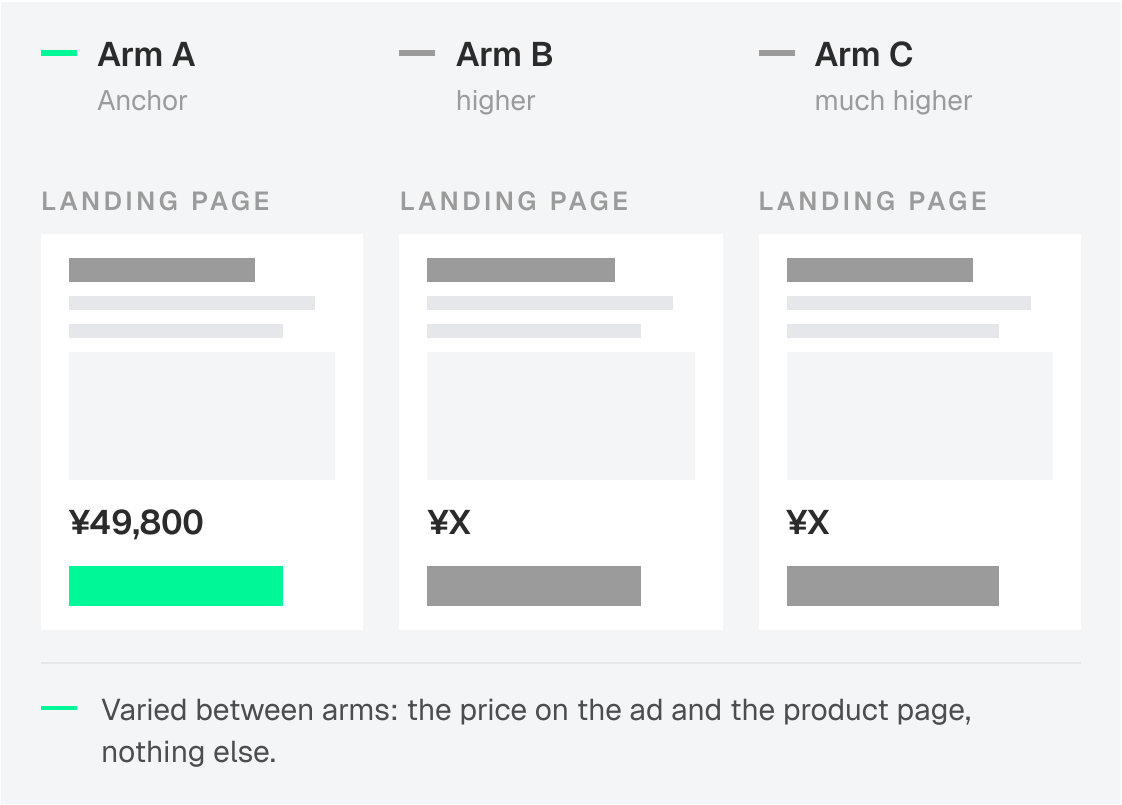
POSSIBLE NEXT TEST

Test 2 · Willingness to pay for the cordless vacuum with self-emptying station

Three price points on separate pages, each with a factory-fitted self-emptying station. This makes the demand curve readable rather than assumed, and gives the worksheet on slide 16 its net revenue.

The ¥49,800 arm runs again in the next test as an anchor. Rates from different tests are not directly comparable because the period, auction environment and offer (one extra instead of four to choose from) differ.

SET-UP OF THE NEXT TEST



Measure market success upfront, avoid bad investments.

On this basis you can decide which extra the cordless vacuum gets fitted as standard, once Fennek's unit costs for the station, retail margin and range planning 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
Self-emptying station vs. mopping attachment	66 to 32	Binomial	< 0.001
Self-emptying station vs. dust laser	66 to 22	Binomial	< 0.001
Self-emptying station vs. swappable battery	66 to 20	Binomial	< 0.001
Mopping attachment vs. dust laser	32 to 22	Binomial	0.22
Mopping attachment vs. swappable battery	32 to 20	Binomial	0.13
Dust laser vs. swappable battery	22 to 20	Binomial	0.88

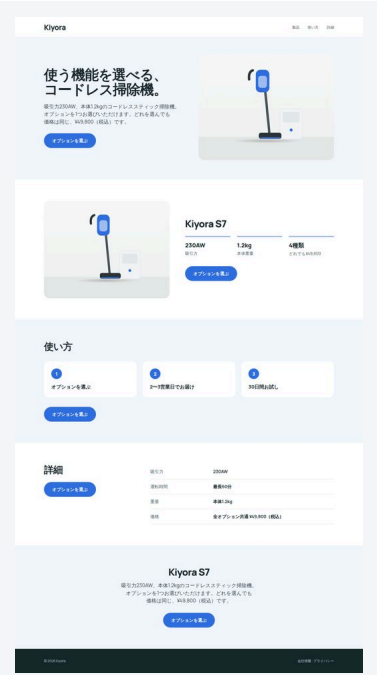
Chi² goodness of fit 38.97 (df 3, p < 0.001). P(best): self-emptying station above 99.9 % · mopping attachment below 0.1 % · dust laser below 0.1 % · swappable battery below 0.1 %.

METHOD

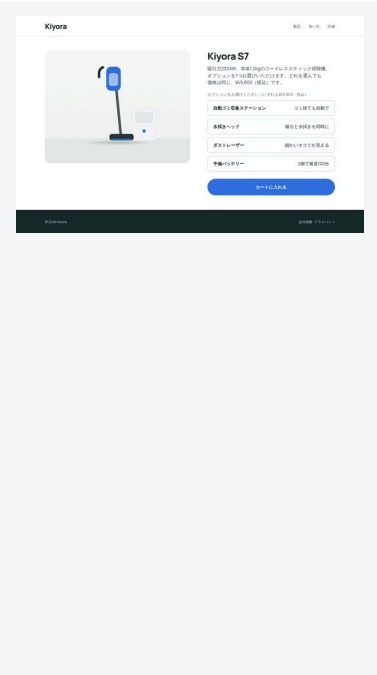
Chi-square goodness-of-fit test against an equal split, pairwise binomial tests, Bonferroni-corrected ($\alpha = 0.05$, 6 pairs, threshold 0.0083). Dirichlet Monte Carlo for P(best), 400,000 draws. Wilson intervals.

TERMS

CTA Call to Action · **CTR** click-through rate · **CPC** cost per click · **LP** landing page · **MVP brand** brand built for the test · **P(best)** probability of being the most-chosen extra · **DOI** double opt-in · **Purchase Signal** click on “カートに入れる” (add to cart) with a chosen extra



LANDING PAGE



PRODUCT PAGE WITH CHOICE OF EXTRA