



**How Bosch was able
to increase the price
from 179€ to 199€
with the help of
Horizon**



Working with Horizon was a remarkable customer experience and enabled Bosch to make an impactful strategic pricing decision.

E-Lin Tan

Global Head Smart Indoor Gardening - BSH Hausgeräte GmbH

With **Horizon**, Bosch was able to:



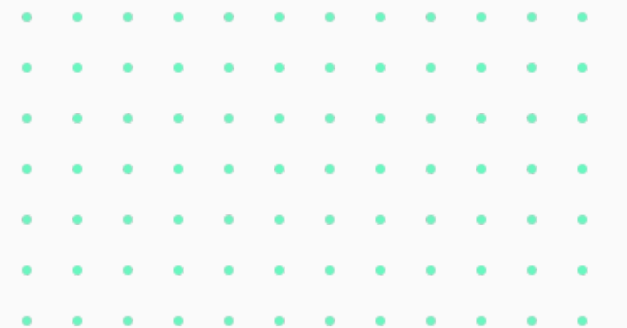
Acquire real-life behavioural purchase-intent data at scale



Consumer-validate a strategic price decision in only 5 weeks



Execute an 11% price increase for an existing product

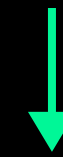


BSH Hausgeräte GmbH is Europe's number 1 home appliances provider. With highly reputable brands like Bosch in its portfolio, it is essential that it constantly stays close to consumer with its offering and solutions. This makes it essential to look for new methods of research to have fast and reliable consumer validation. This led Bosch to look for new methods of research that were:

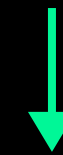
- **Fast**
- **Reliable**
- **Quantifiable**

This is where E-Lin Tan, Global Head Smart Indoor Gardening - BSH Hausgeräte GmbH came to Horizon and its behavioural insights generating software.

Bosch needed to consumer-validate pricing strategy for their existing product line



They had a set price point in the market and wanted to see if there was a margin increase potential



Consumer-validation with Horizon uncovered a 11% price increase w/o decrease in demand



The Horizon team have really helped guide us through this new consumer research method and uncover this opportunity.

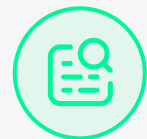
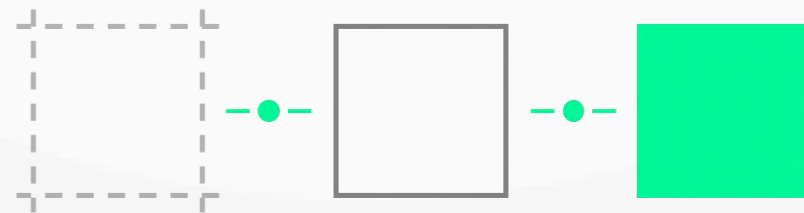


4.5 of 5 for professional services

100 NPS

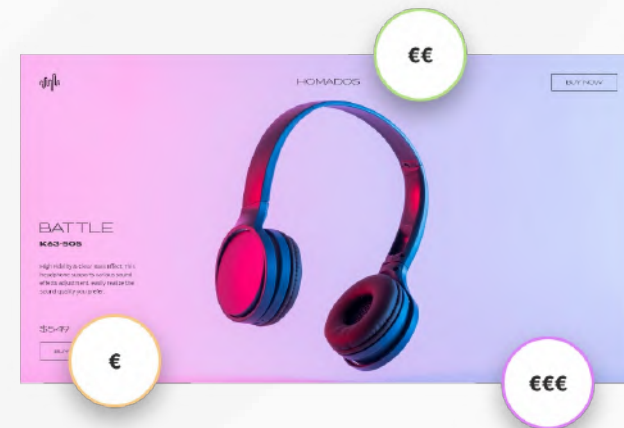
100 Net Promoter Score (NPS) across the BSH SmartGrow Team

From client brief to consumer-validated insights in only four weeks



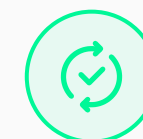
Research question

Developing the question you are trying to answer with this research to give it a focus.



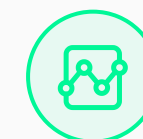
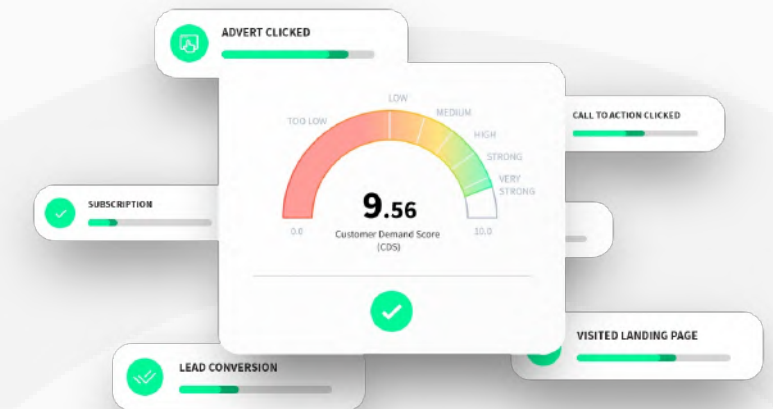
Test design

Designing the variants of landing pages and ads, then developing them into working pages.



Field time

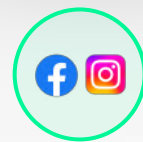
1 week of time for the collection of data, which can be viewed in real-time in the Horizon dashboard.



Insights

Uncovering the behaviour of consumers on the landing pages and drawing the story out from that.

The test stimulus Bosch used to uncover the price increase opportunity



Facebook & Instagram Ads

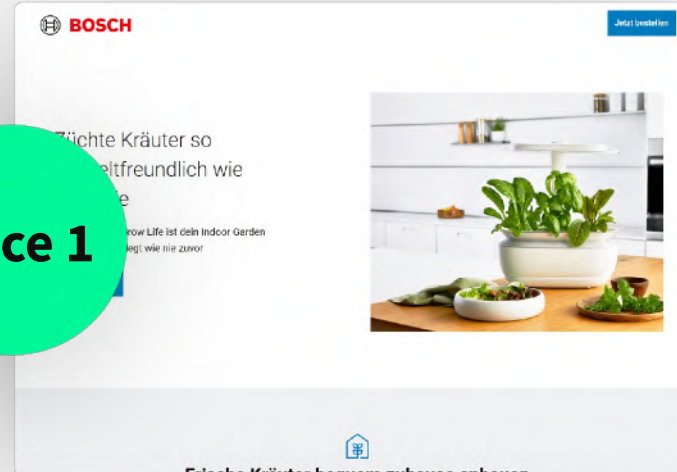
The target audience is informed by this advertisement. When they're interested, they click on it...



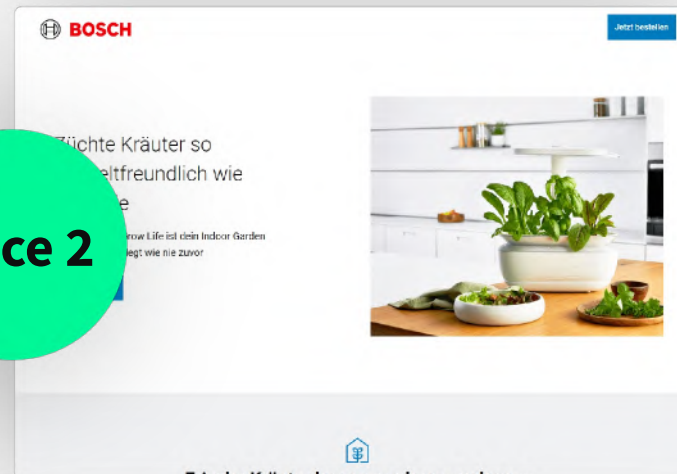
Landing pages

...and get to test landing pages. When they want the product, they click through the multi-level call-to-actions and indicate purchase intent.

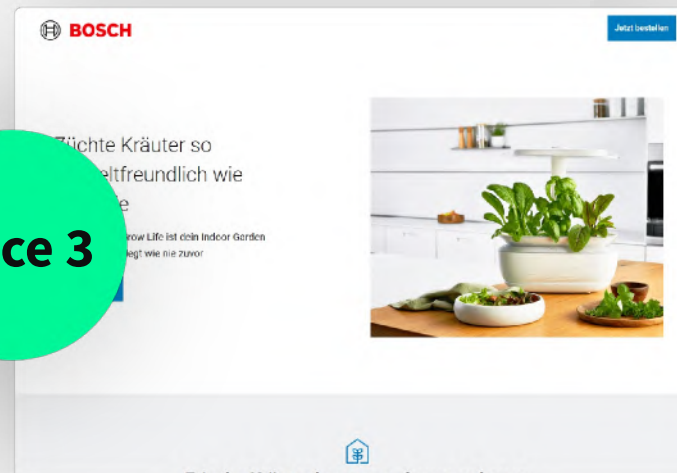
Price 1



Price 2



Price 3



Participants

2,417

Field Time

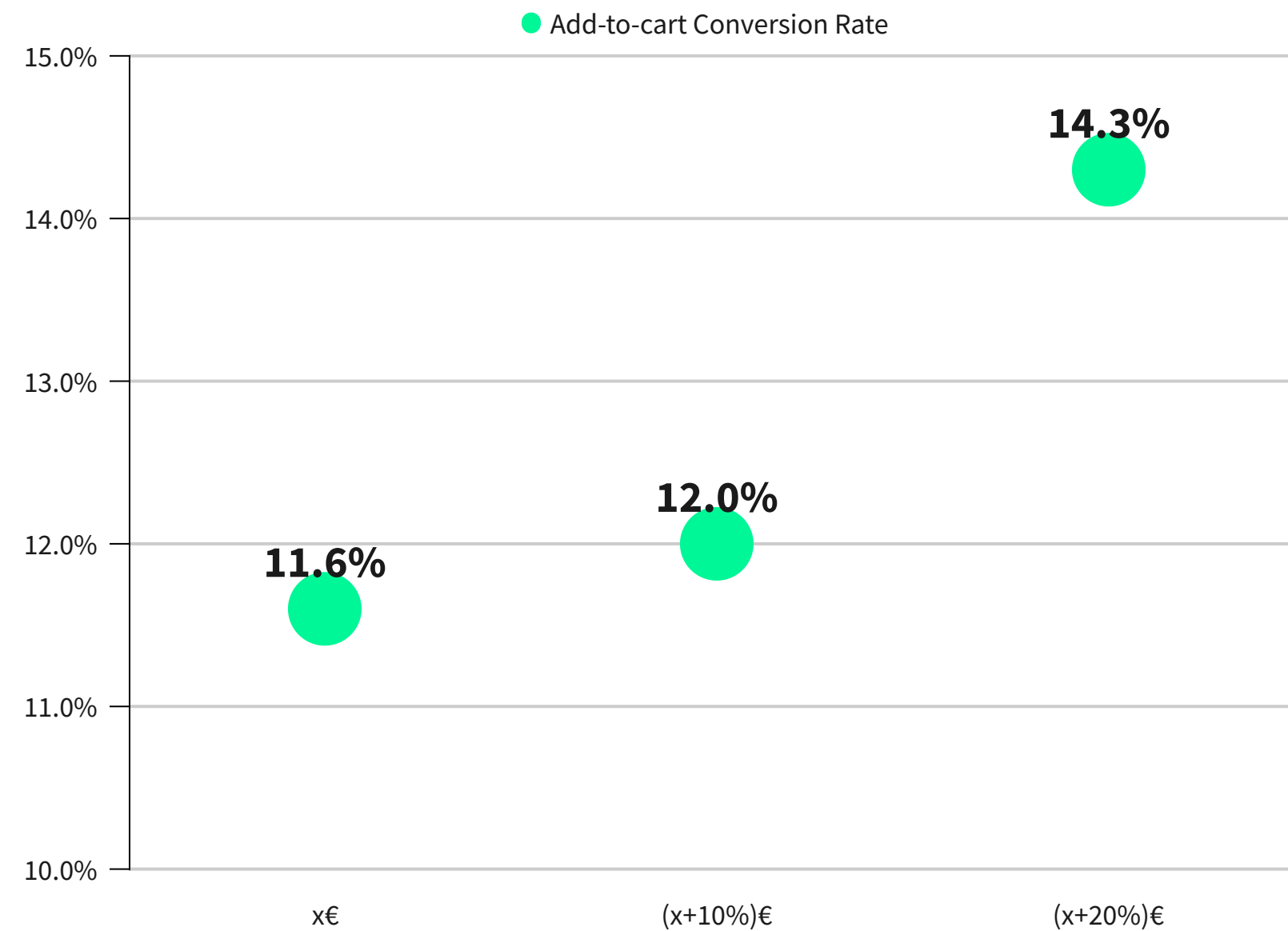
7 Days

Variants

3

Ad Budget

2,395€



This research dove specifically into price-response for one of Bosch's existing products and marked how the true-to-life acceptance of higher prices would effect purchase rates.

Through over 2,417 participants in this test, we found that the higher price points are more engaging than the lower, original pricing.

"Add-to-cart" interactions were amplified with additional intent validation tasks allowing Bosch to quickly gather deeply insightful and highly reliable data, relevant for both existing and new product lines.



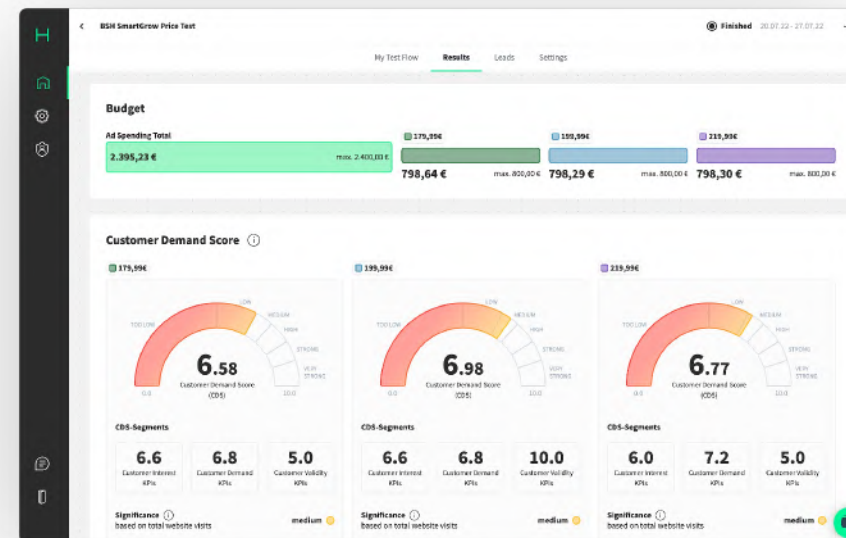
Behavioural research design handbook

Learn how to gather insights "like a Bosch" with behavioural research

[DOWNLOAD NOW](#)

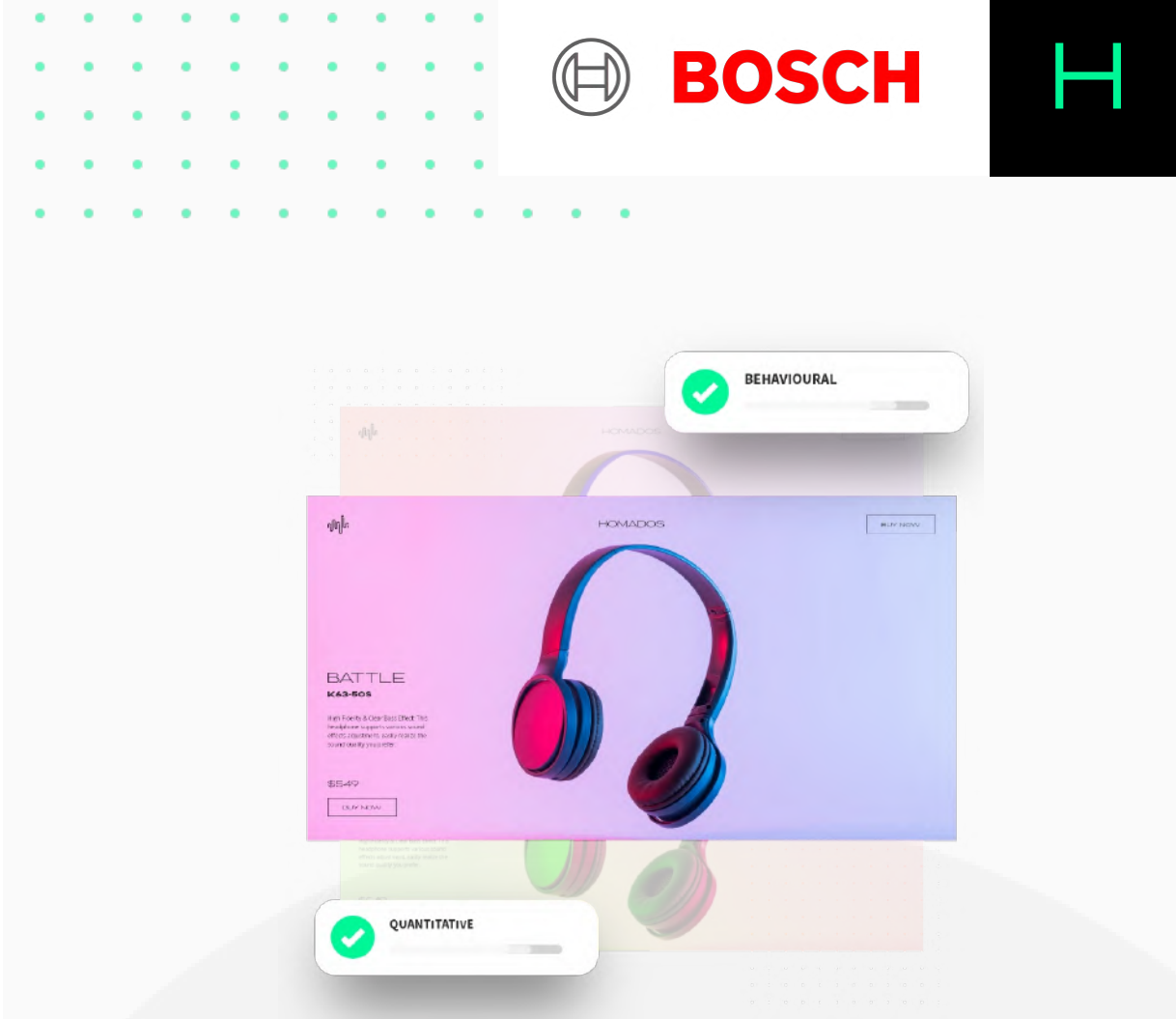
Understand the true purchase intent for your product decisions

See how Horizon can work for your consumer business and products.

[BOOK YOUR DEMO](#)

Learn how to uncover purchase intent yourself

Read our complete guide to fake door testing to see how to setup your own tests like Bosch.

[LEARN HOW](#)

Join top businesses and brands
in making **profitable product
decisions with high ROI.**

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