



& HORIZON

How Virgin Pure was able to successfully execute a **15% price increase** with Horizon's pre-market validation



"The insights provided by Horizon enabled us to implement an astonishing 15% price increase with confidence. The data-driven approach not only allowed me to make an informed pricing decision, but it also demonstrated the tangible impact of this specific kind of research on our operating profits."

Simon Vingoe

Marketing Director
Virgin Pure



With **Horizon**, Virgin Pure was able to:



Acquire purchase-intent data at scale



Uncover price increase opportunities without risk to drop demand



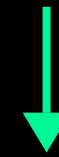
Validate a strategic price decision within 3 weeks

A price increase of just 1% can lead to an impressive 11.1% increase in operating profit (Marn & Rosiello, Harvard Business Review).

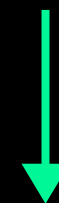
Aware of the importance of pricing UK-based company Virgin Pure was looking for a solution that offered real market data beyond traditional market research methods.

This is where Simon Vingoe, Marketing Director of Virgin Pure, approached Horizon, which helps teams predict market success for strategic product decisions. The applied methods allow to predict market demand even before market launch and any significant investment or implementation.

Virgin Pure faced the challenge of implementing price adjustments for a water purifier in a volatile consumer market.



They were concerned about the high level of uncertainty about potentially dropping consumer demand that could come with a price increase and to what extent prices could be increased to improve operating profits for the home appliance company.



Pre-market validation allowed Virgin Pure to increase the price by more than 15% - without fearing a drop in demand for the product. The purchase intent data from testing with Horizon even indicated that a price increase was accompanied by increased demand.



Horizon has allowed us to test many behavioural economic theories in an impactful way tailored to our offering.



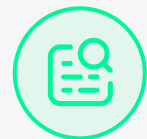
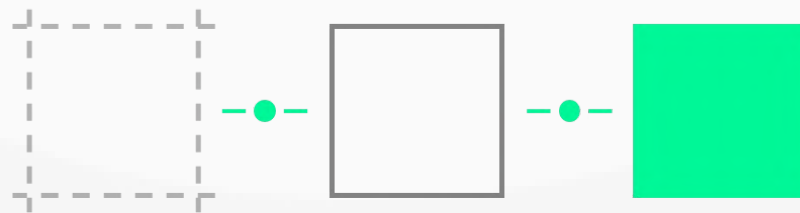
5 of 5 for Horizon's professional services*

95 NPS

95 Net Promoter Score (NPS)*

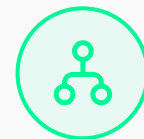
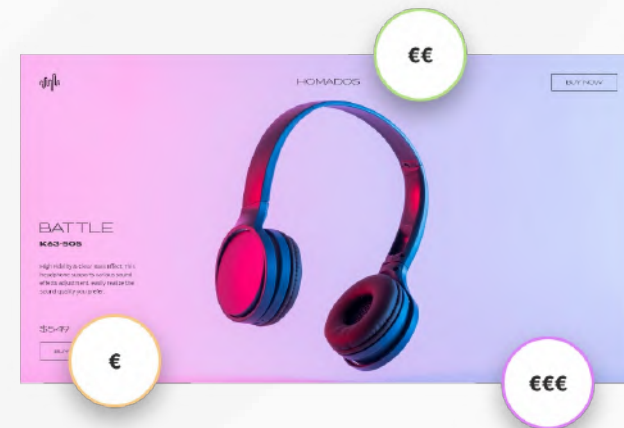
*across the entire product team

From research question to consumer-validated product decision in only three weeks



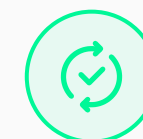
Research question

Develop the question you are trying to address with this research that will enable the business decision.



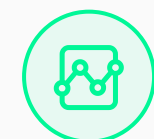
Flight design

Design the variants of DTC-like product pages and social media ads, and develop them into high fidelity consumer touchpoints.



Fielding

Run your test for 1 week to collect significant consumer data, with responses being visible in real-time on your Horizon dashboards.

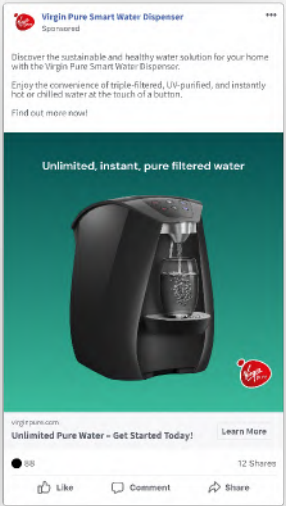


Insights

Understand consumer decisions signalled by their behaviour on the experimental landing pages and draw the decision story.



The test design and stimulus used to validate Virgin Pure's pricing strategy, pre-market



Facebook & Instagram Ads

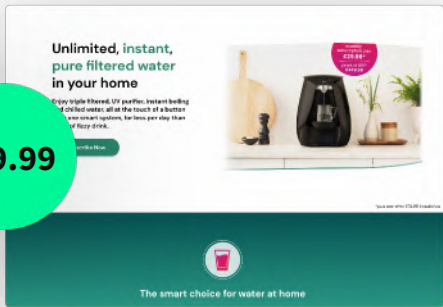
The target audience of real consumers is acquired by this advertisement. When they are interested, they click the ads...



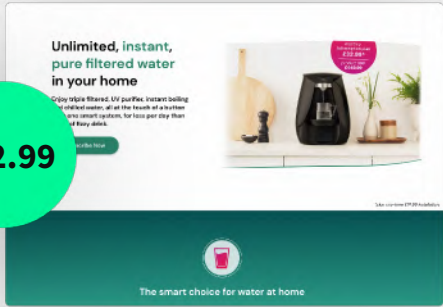
Landing pages

...and get to one of the four test landing page variants. When they want the product, they click through the multi-level call-to-actions and add the product to the cart, indicating purchase intent.

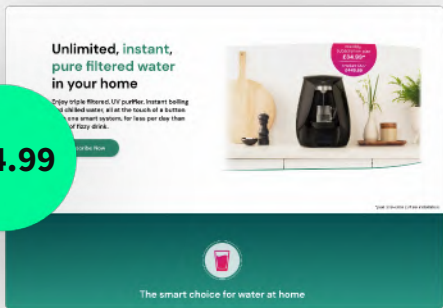
£29.99



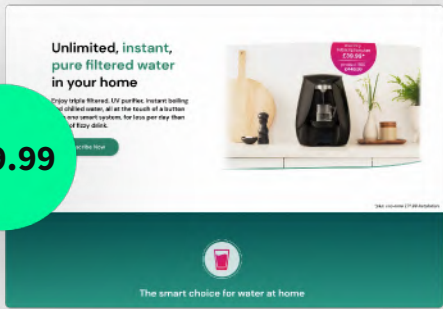
£32.99



£34.99



£39.99



Participants

3,574

Field Time

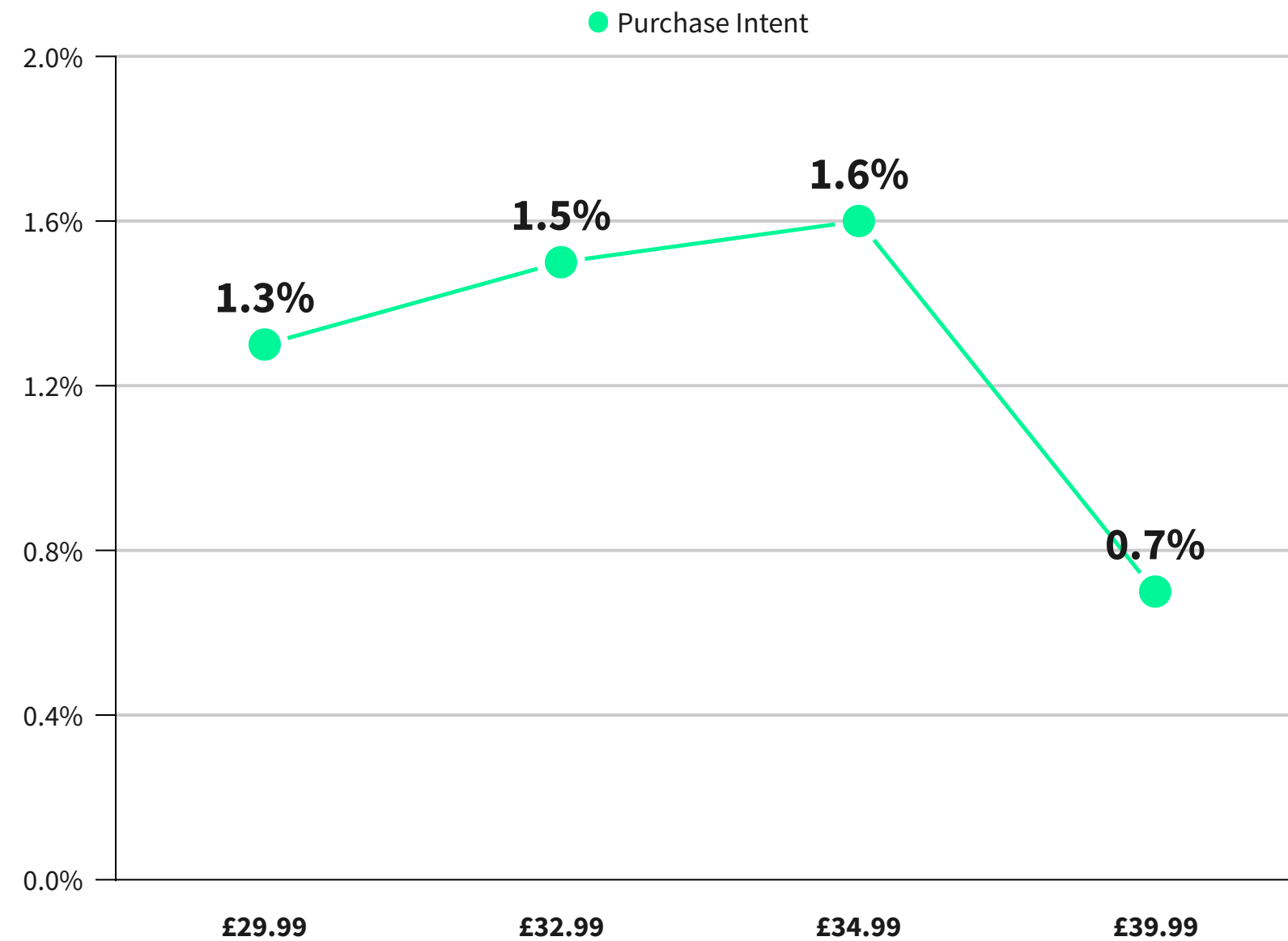
7 Days

Variants

4

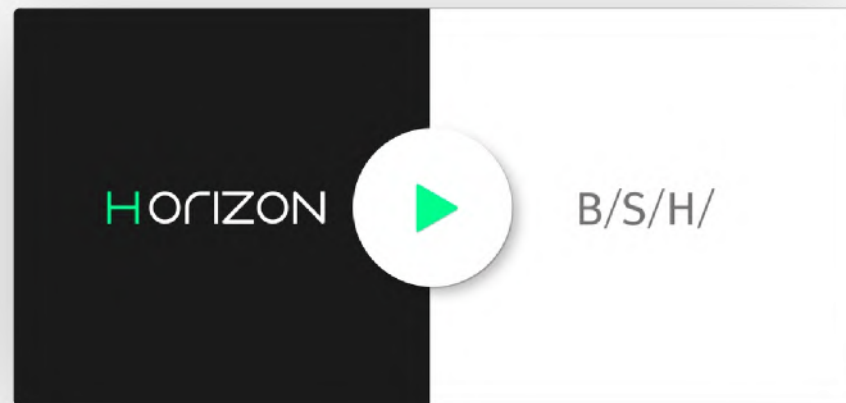
Ad Budget

€1,877



Based on the data provided by Horizon, a price increase of more than 15% on the monthly subscription price for the product was implemented - without any fear of a drop in demand after obtaining the pre-market validation.

During this four-variant research, 3,574 consumers were acquired via social media. Virgin Pure identified that consumers demonstrated the highest purchase intent for the £34.99 price variant, implicating more than a 15% price increase in comparison to the original price, thus great leverage in operating profit.



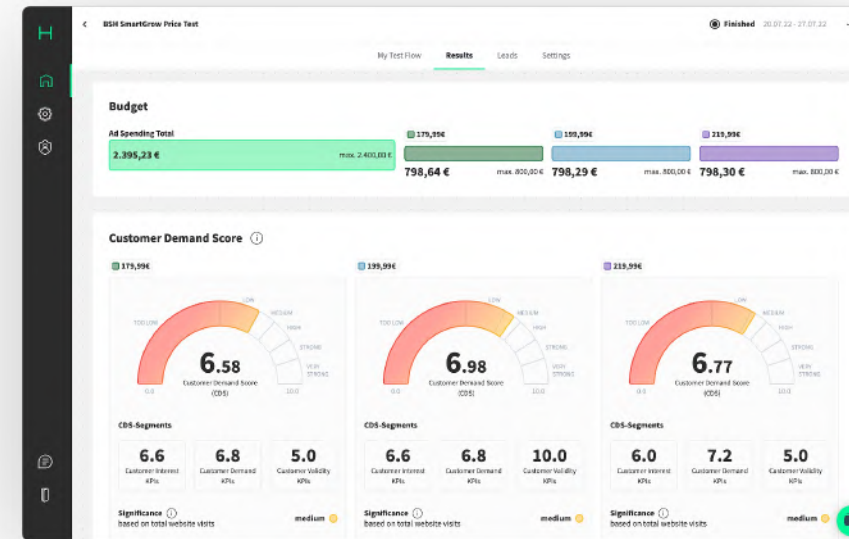
Watch how BSH predicts market success

Learn how BSH (Bosch) validates product decisions with Horizon

[WATCH VIDEO](#)

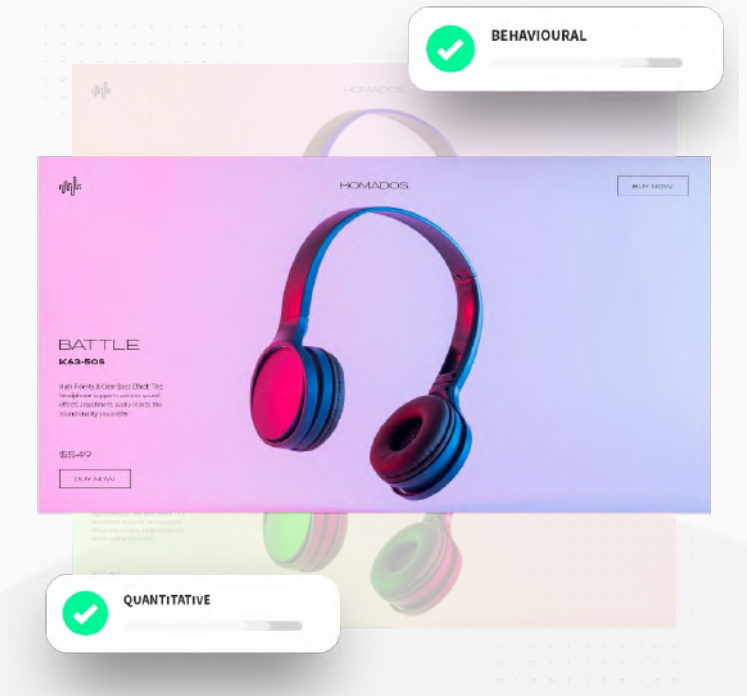
See how purchase-intent research works for your products

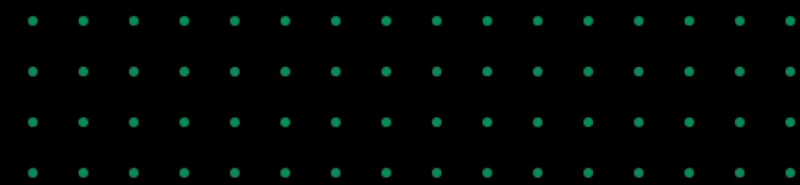
See how Horizon can work for your consumer business and products.

[BOOK YOUR DEMO](#)

Learn how to run behavioural experiments yourself

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

[LEARN HOW](#)



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in making **profitable product
decisions with high ROI.**

+Babbel

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