



Validating a Cooperation: How ALH Gruppe Used Horizon to Assess Market Demand for a Philips Partnership

Supplementary
Dental Insurance



Horizon greatly supports our strategic product decisions by enabling us to focus on the right products, design them effectively, and advance them confidently to the development stage.



Dr. Dario Cords

Group Lead Product Development
ALH Gruppe

With **Horizon**, ALH Gruppe and Philips were able to:



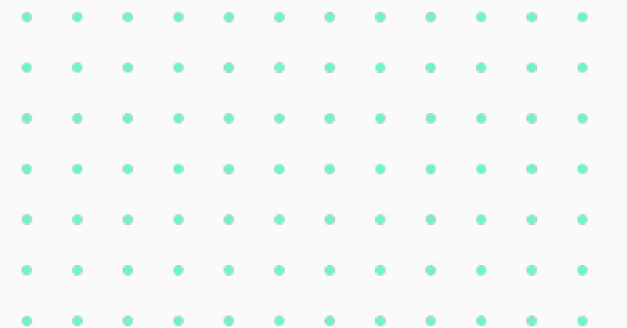
Acquire behavioural consumer data at scale



Understand consumers' market demand and willingness-to-pay for an NPD



Consumer-validate a strategic product decision in fewer than 4 weeks



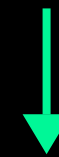
ALH Gruppe is a well-established German insurance provider with a focus on customer-centric products. To stay competitive, they sought to enhance their supplementary dental insurance by exploring a collaboration with Philips.

They understood the importance of data-driven decisions and needed market research solutions to assess:

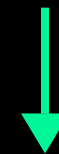
- **Consumer Desirability**
- **Commercial Viability**

This led them to partner with Horizon to validate their product strategy using behavioral data, ensuring their pricing and feature decisions were well-informed and aligned with consumer demand.

ALH Gruppe aimed to **assess a new product concept** — whether a Philips branded product feature could drive higher demand for their supplementary dental insurance, enabling a lower price for customers.



To **assess the impact of both price and branding**, they tested consumer responses to different pricing models and feature variations.



Using Horizon's methodologies, they gained valuable insights into **consumer purchase intent helping them refine their product offering at the very early stage** of the new product development.



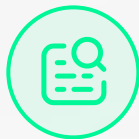
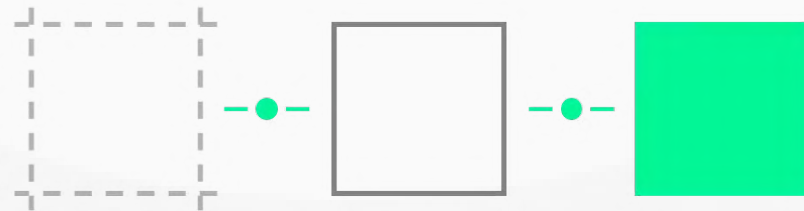
Thanks to Horizon, we were able to identify the most promising product configuration and pricing strategy.



5 of 5 for Horizon's professional services*

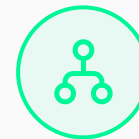
*across the entire product & innovation team

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



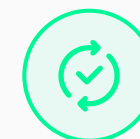
Research question

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



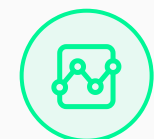
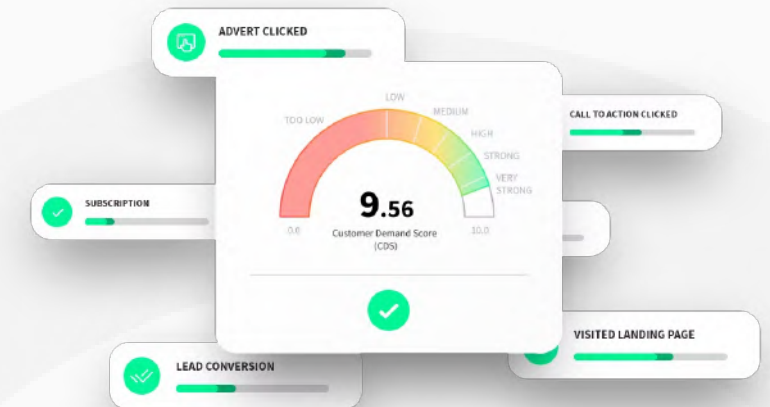
Test design

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



Field time

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

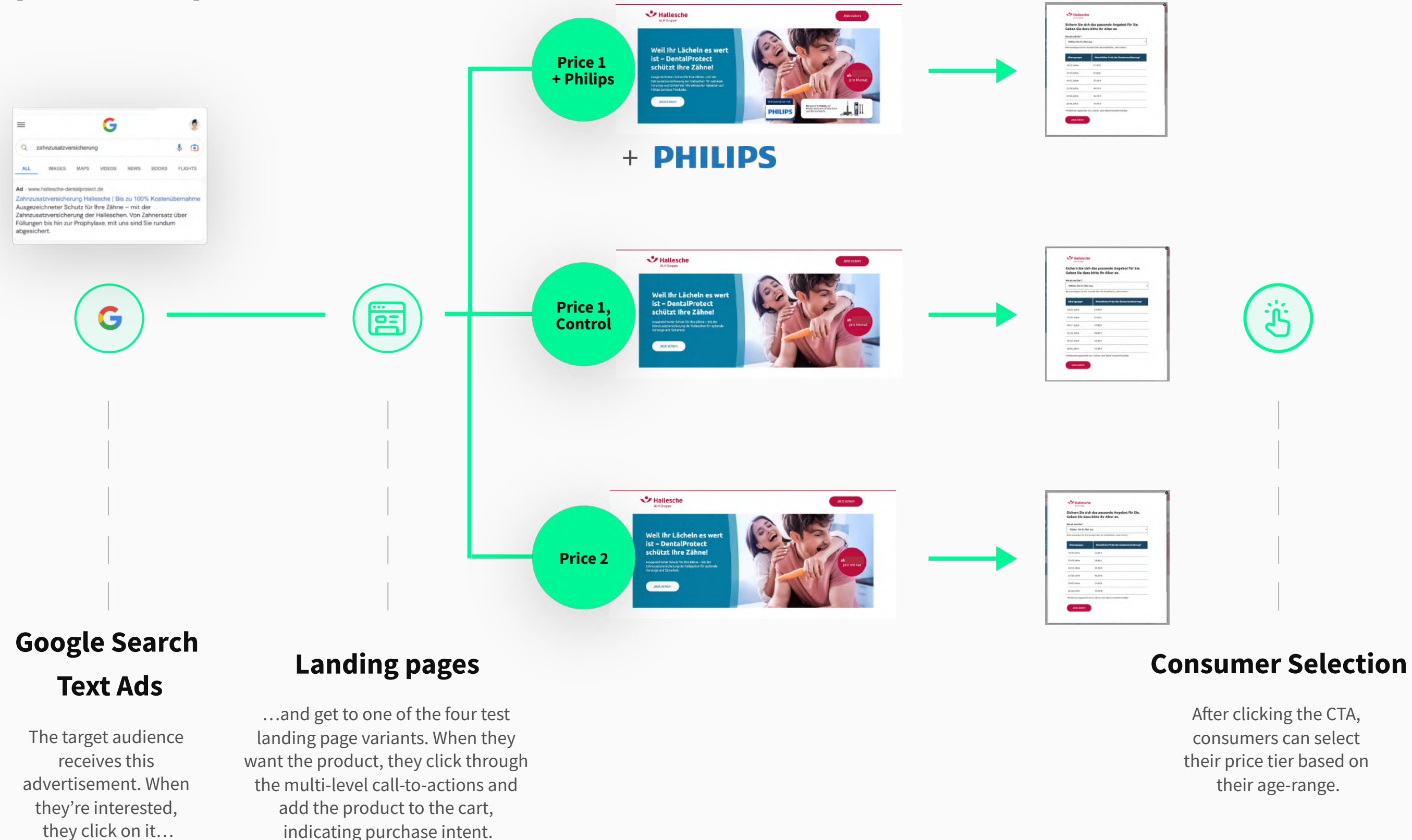


Insights

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



The test design used to validate ALH Gruppe's pricing and branding strategy for new supplementary dental insurance product — pre-market



Participants

3,828

Field Time

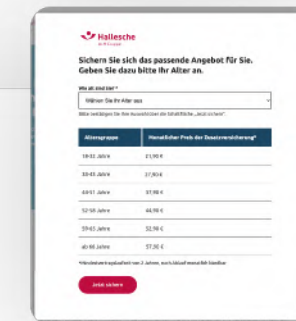
9 Days

Variants

3

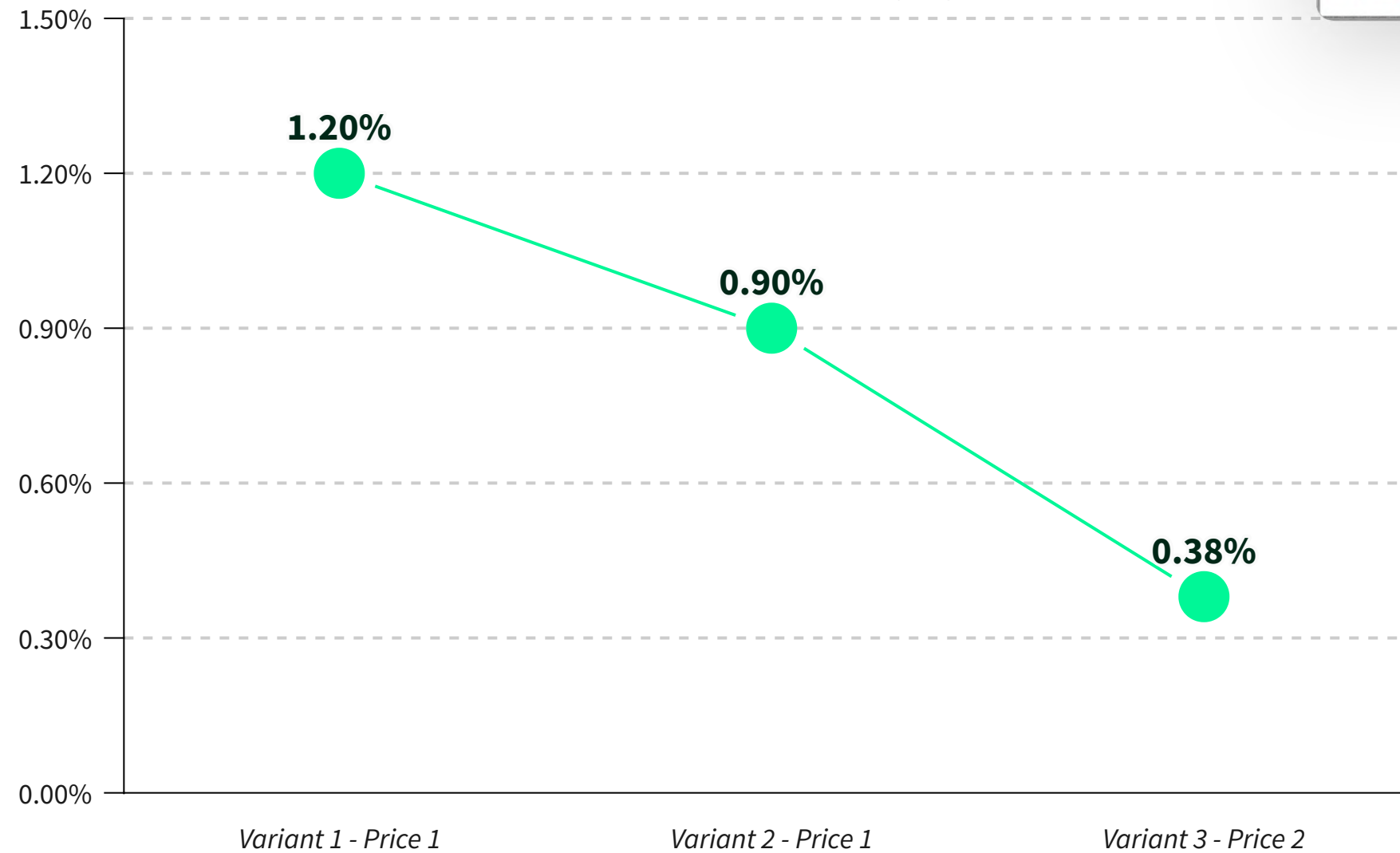
Ad Budget

€2,133



Alter	Preis
18-24 Jahre	1.000 €
25-34 Jahre	1.200 €
35-44 Jahre	1.400 €
45-54 Jahre	1.600 €
55-64 Jahre	1.800 €
65-74 Jahre	2.000 €
75+ Jahre	2.200 €

● Purchase Intent by Unique Landing Page Visitors



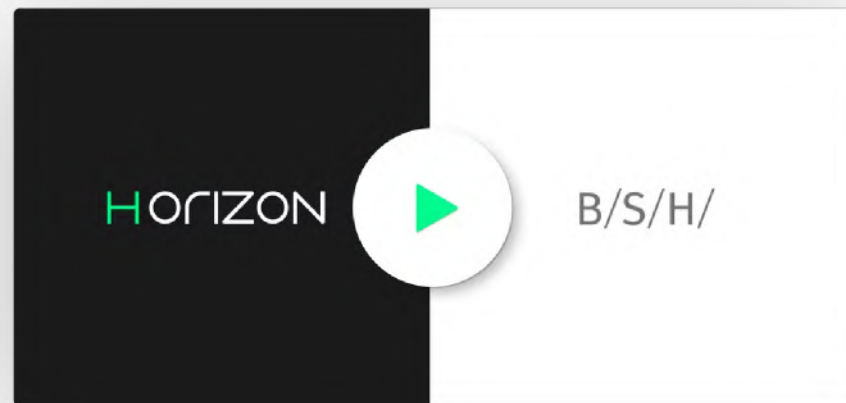
With the data on purchase intent per variant, ALH was able to make a highly informed decision on whether to initiate cooperation with Philips or not.

The shown results data is altered and only for illustrative purposes.



The unit economics, showing the cost per purchase intent, helped ALH to estimate the business case and increase confidence in the decisions.

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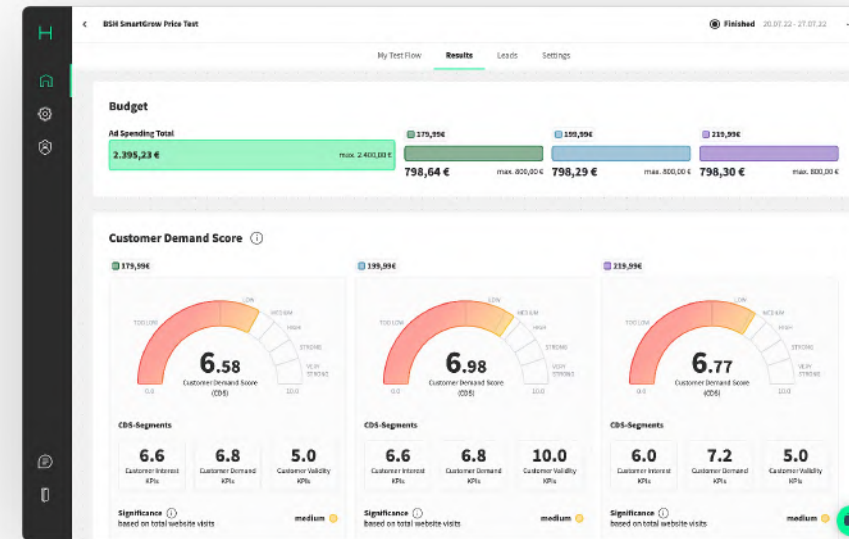
Watch how BSH predicts market success

Learn how BSH (Bosch) validates product decisions with Horizon

[WATCH VIDEO](#)

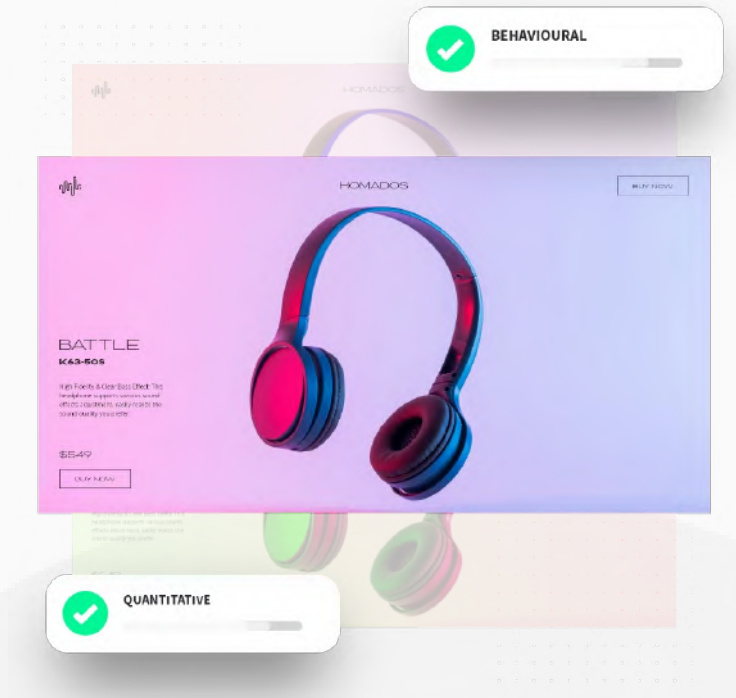
See how purchase-intent research works for your products

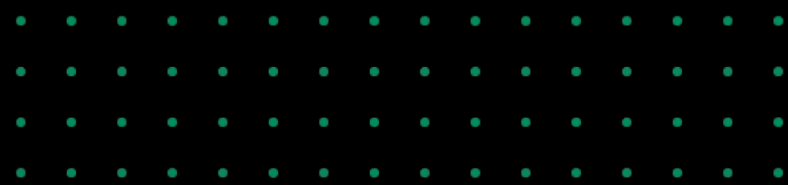
See how Horizon can work for your consumer business and products.

[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](#)



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



... and many more

BOOK YOUR DISCOVERY CALL



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