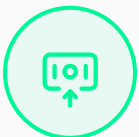
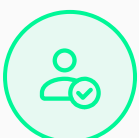


How an insurance company used Horizon to find **the optimal market entry price** for a new cancer insurance

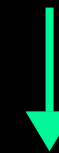
HORIZON



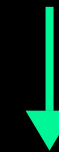
With **Horizon**, the insurance company was able to:

-  **Acquire behavioural consumer data at scale**
-  **Identify the right price and best margin for monthly premiums for cancer insurance**
-  **Consumer-validate a strategic product decision in only 5 weeks**

pressure required consumer insights to make a strategic pricing decision for a cancer insurance



They had set a price point and wanted to see which is the right price for market release



Behavioural testing with Horizon uncovered the right price potential



The Horizon team has helped us to successfully introduce our cancer insurance to the market at the optimal price point.



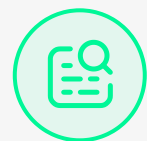
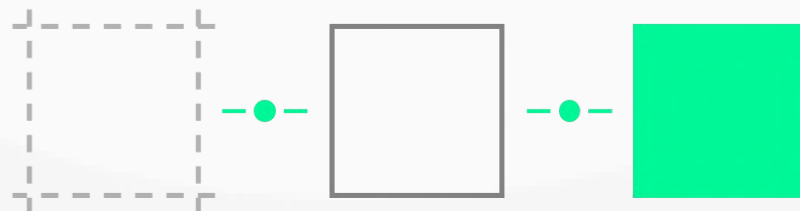
4.5 of 5 for professional services

100 NPS

100 Net Promoter Score (NPS)*

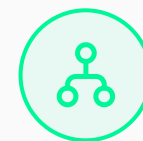
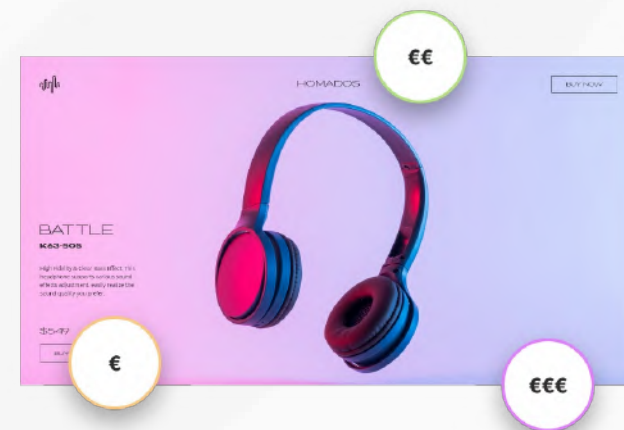
*across the entire product team

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



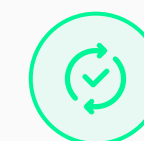
Research question

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



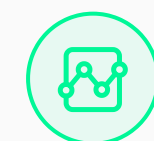
Flight design

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



Fielding

Run the flight for one week to collect significant consumer actions, which eventually become visible in real-time on your Horizon dashboards.

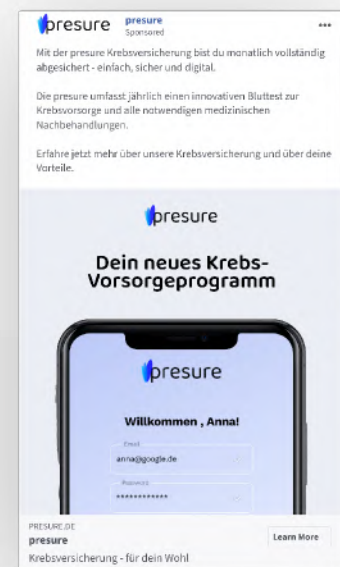


Insights

Understand consumer decisions based on their real-life behaviour on the experimental landing pages and draw the decision story.

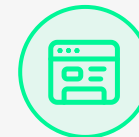


The test design and stimulus pressure used to consumer-validate their pricing decision



Facebook & Instagram Ads

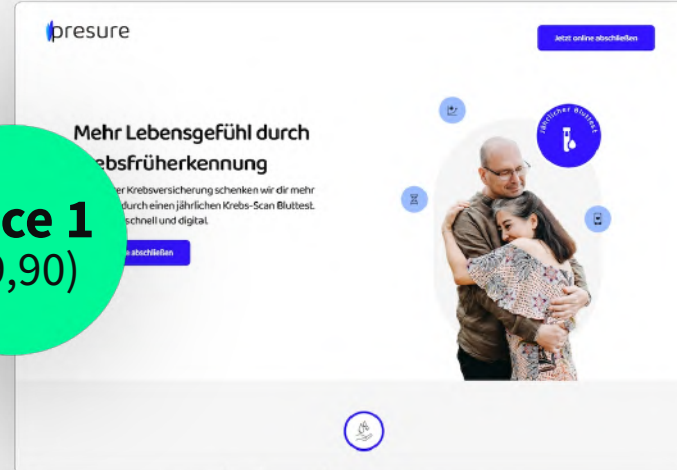
The target audience is informed by this advertisement. When they're interested, they click on it...



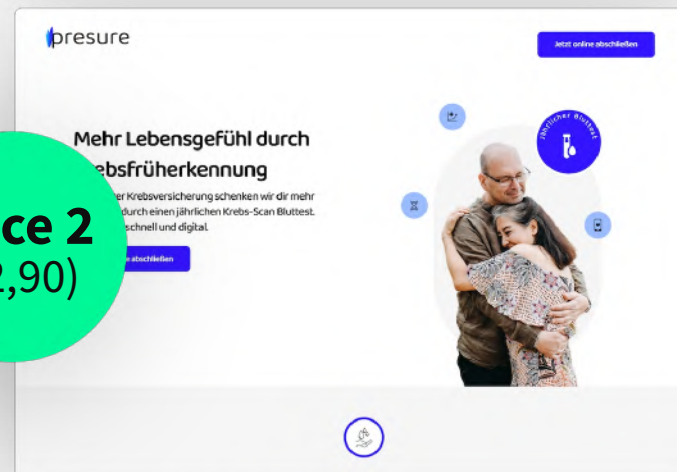
Landing pages

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

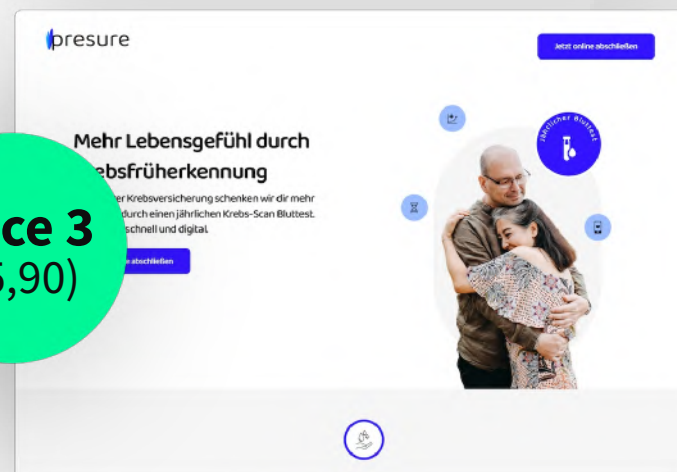
Price 1
(19,90)



Price 2
(22,90)



Price 3
(25,90)



Participants

2,874

Field Time

7 Days

Variants

3

Ad Budget

3,000€



This was a deep dive into real-world consumer demand for a strategic pricing decision. This research focused specifically on **price response for the cancer insurance** and examined how true-to-life acceptance of different monthly premium prices would affect sign up rates.

Through over 2,874 participants in a three-variant test, we identified that the **middle monthly premium price point converted significantly better** than both other price points. We can see that the 19,90€ variant is not the optimal price while a closer look at the unit economics allowed us to conclude that the optimal price is 22,90€.





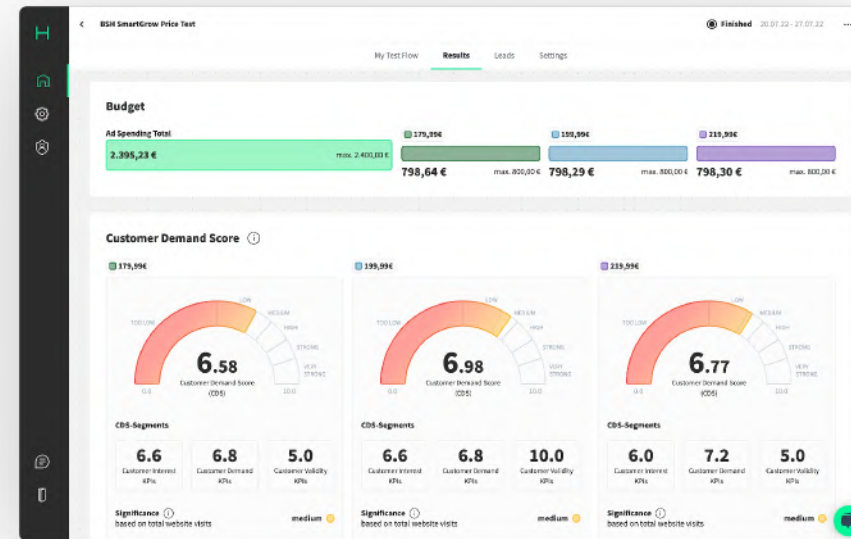
Behavioural research design handbook and other playbooks

Learn how to gather insights with behavioural research

[DOWNLOAD NOW](#)

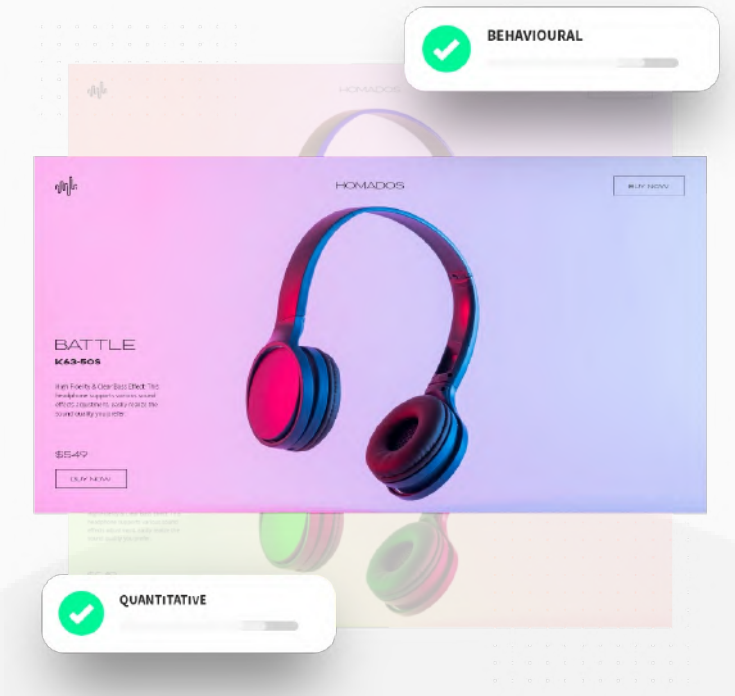
See how behavioural research can work for your products

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

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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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