



# How Bosch **was able to make a consumer-validated decision** on a line extension with behavioural research



**"It's remarkable to see how everything is coming together when real-life consumer actions are coming in real-time on the Horizon dashboard. It's the next level of consumer centricity."**

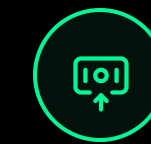
**E-Lin Tan**

Global Head Smart Indoor Gardening - BSH Hausgeräte GmbH

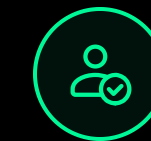
With **Horizon**, Bosch was able to:



**Acquire behavioural consumer data at scale**



**Identify a line extension with 3x the demand**



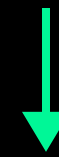
**Consumer-validate a strategic product decision in only 5 weeks**

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:

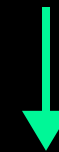
- **Fast**
- **Reliable**
- **Quantifiable**

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 gather behavioural insights to make a strategic decision for an existing product line**



**They wanted to test the demand for a new colour variant of an existing product**



**Behavioural research with Horizon showed a 3x increase in demand for the new variant**



**The Horizon team have really helped guide us through this new consumer research method and draw the story from the data**

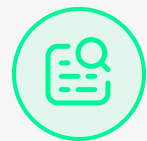
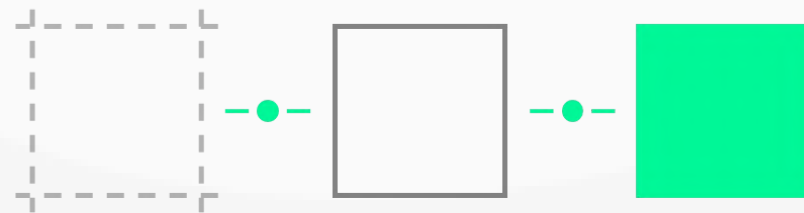


**4.5 of 5 for professional services**

**100 NPS**

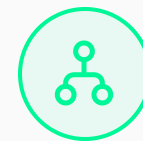
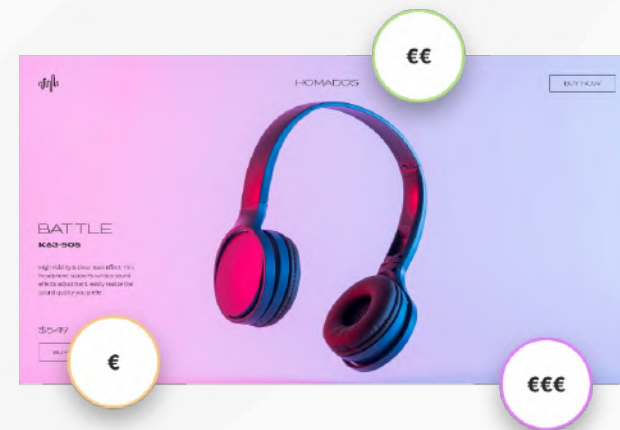
**100 Net Promoter Score (NPS)**

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



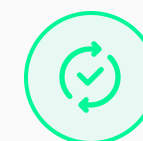
## Research question

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



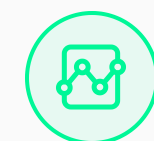
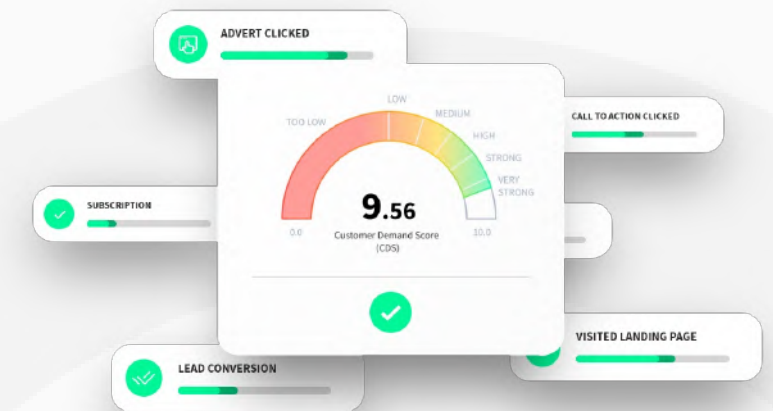
## Test design

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.

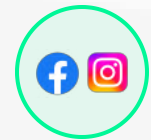


## Insights

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

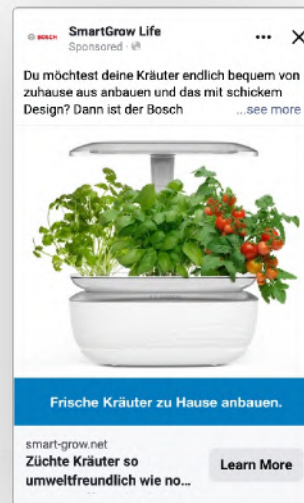


# The test design and stimulus Bosch used to consumer-validate their feature decision

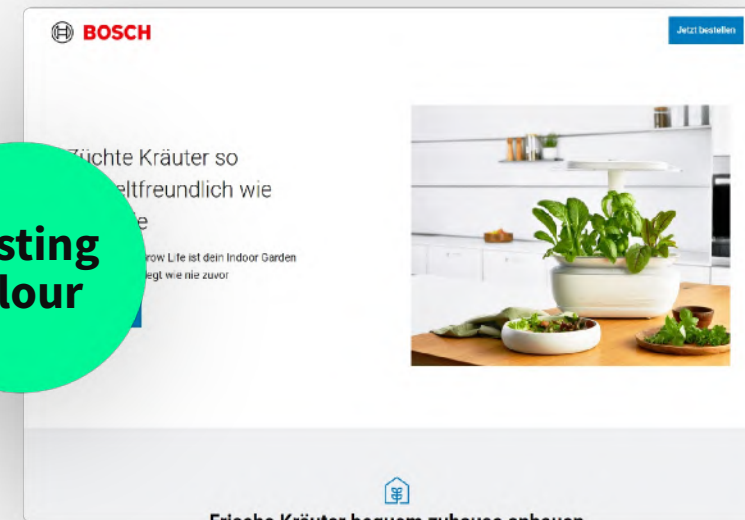


## Facebook & Instagram Ads

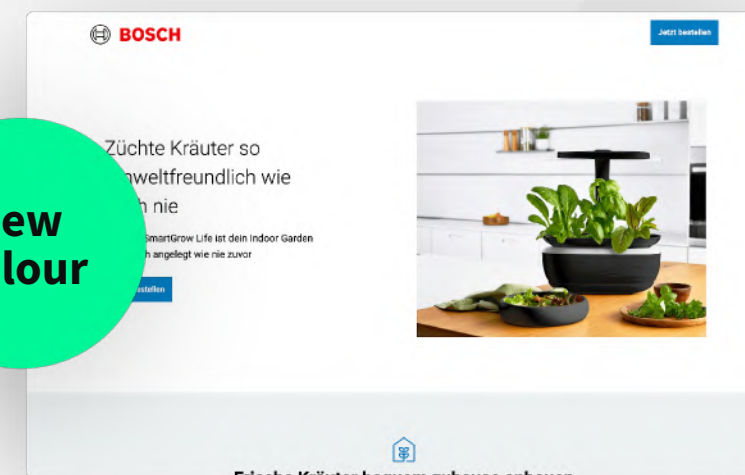
The target audience is informed by this advertisement. When they're interested, they click on it...



Existing colour



New colour



## 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.

Participants

1,674

Field Time

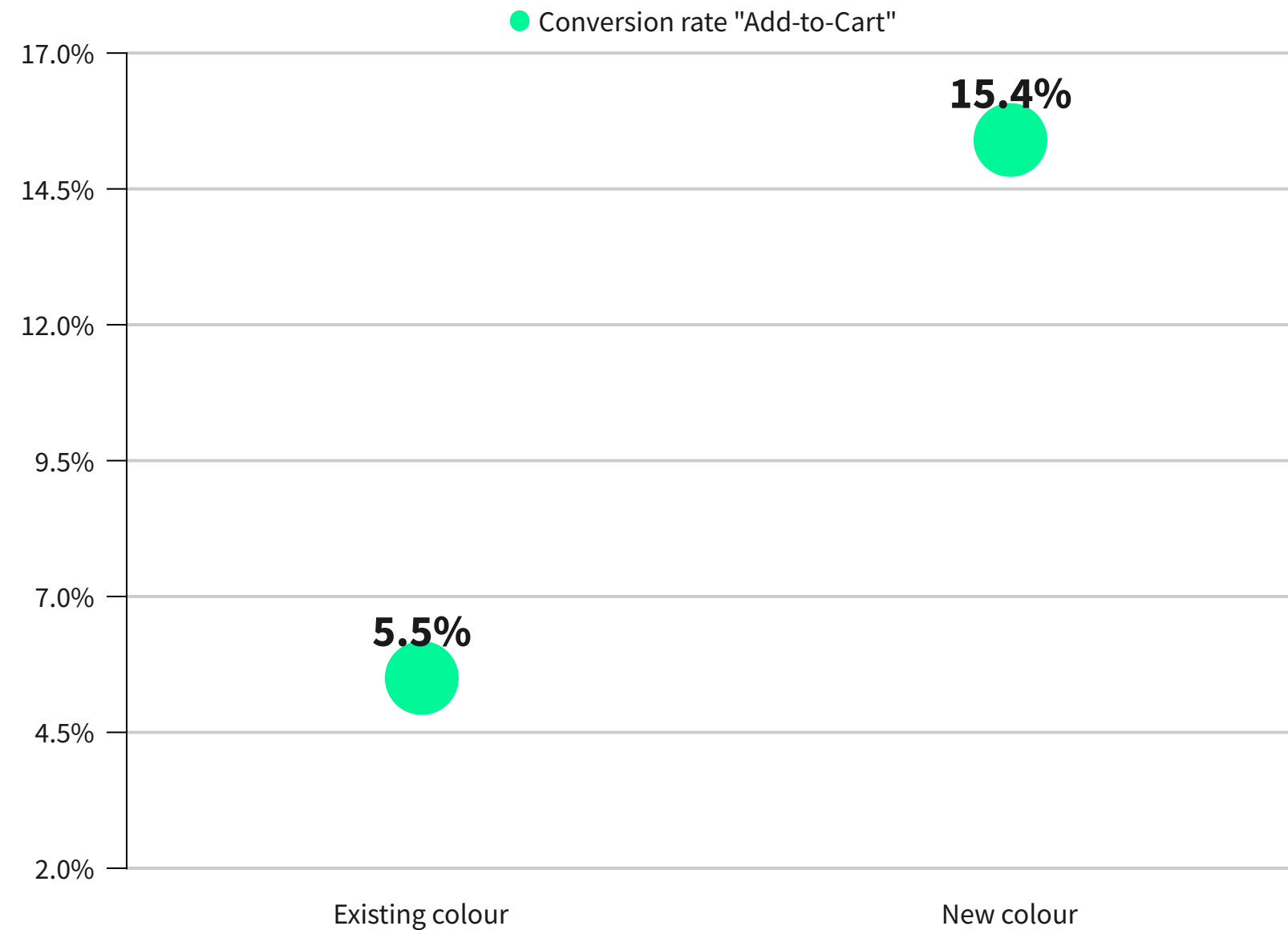
7 Days

Variants

2

Ad Budget

1,590€



This research dove specifically into the real-world market demand for a new colour variant of an existing product to determine whether there is sufficient demand to develop the product line further.

Through 1,674 participants in this test, we found that the new colour variant is converting 3x better than the original colour variant.

All of this data was gathered across a 7 day period allowing Bosch to gather highly insightful and reliable data quickly for their existing and new product lines.



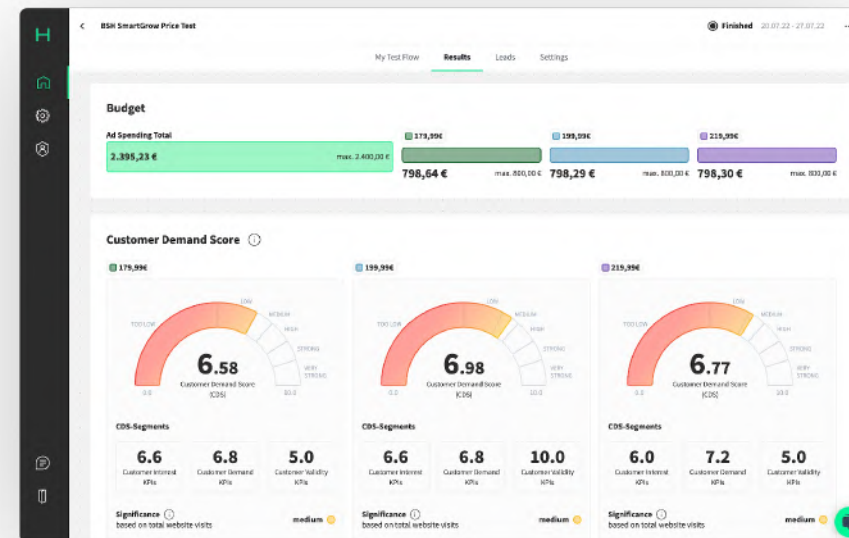
## Behavioural research design handbook

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

[DOWNLOAD NOW](#)

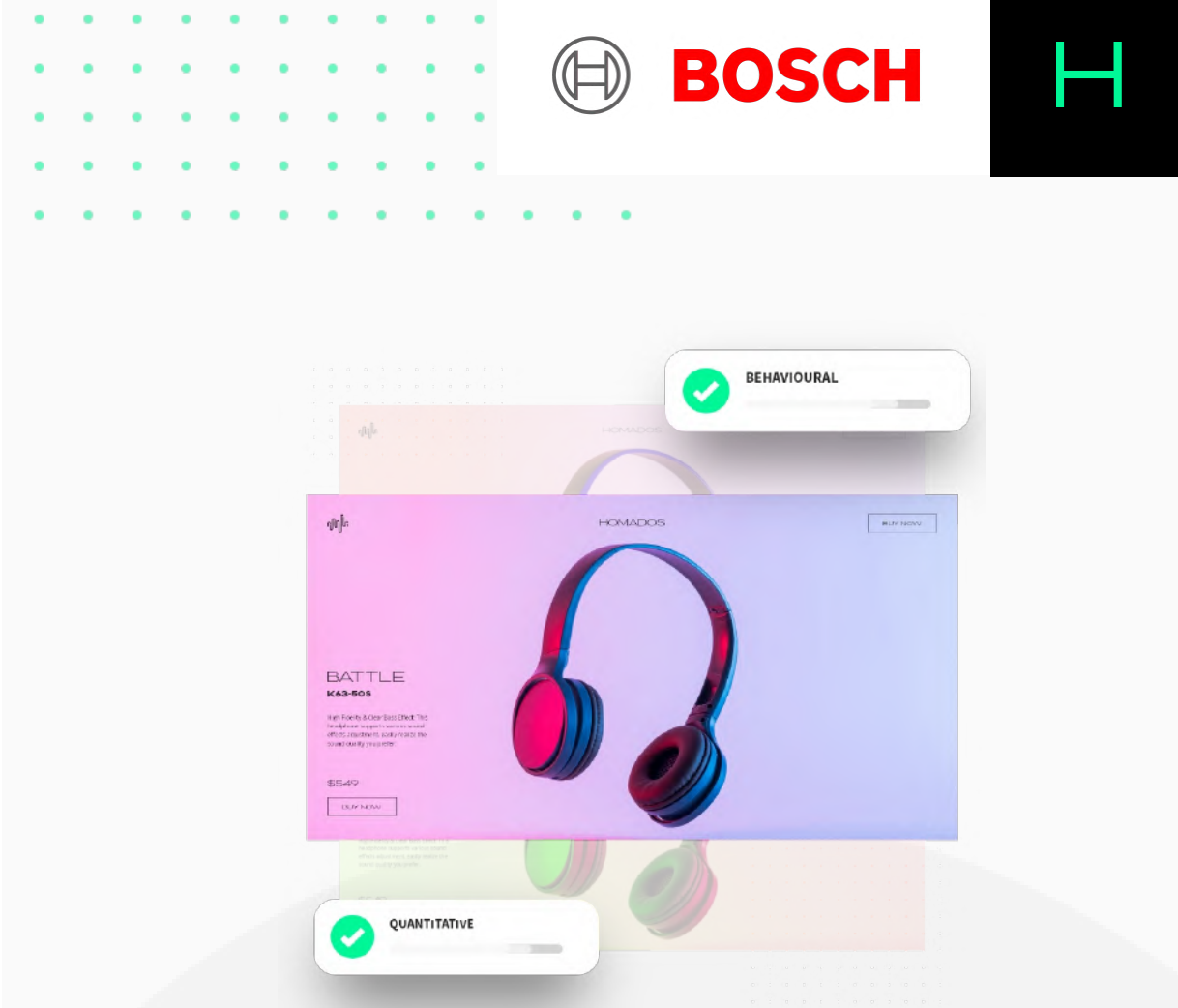
## See how behavioural research can work for your products

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

[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 like Bosch.

[LEARN HOW](#)

**Want to learn how consumer-  
validation can upgrade your  
product decisions?**



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