
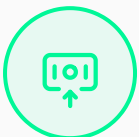



# **How an international beauty player identified France as the primary market for their new product**

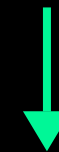
HORIZON



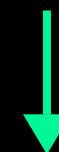
With **Horizon**, the beauty brand was able to:

-  **Acquire behavioural consumer data at scale**
-  **Identify the primary market for their GTM strategy**
-  **Consumer-validate a strategic product decision in fewer than 5 weeks**

**They required consumer insights to make a strategic decision for a new product and brand**



**They wanted to decide on focus markets for their Go-to-Market strategy**



**Consumer validation by Horizon helped identify markets with significantly higher price acceptance**



**The Horizon team really helped us steer through our GTM concept by providing outstanding insights with their behavioural flight engine**



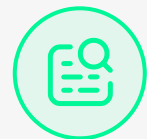
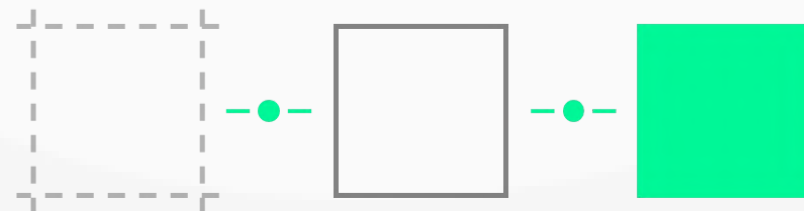
**5 of 5 for professional services\***

**100 NPS**

**100 Net Promoter Score (NPS)\***

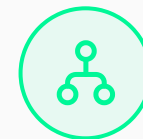
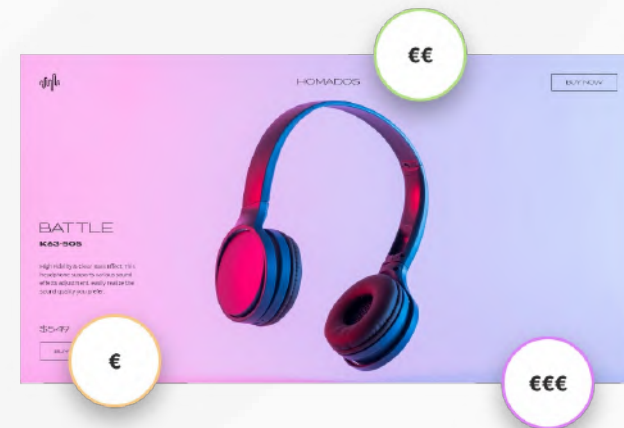
\*across the entire product team involved in that test

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



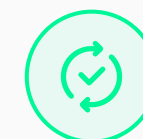
## Research question

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



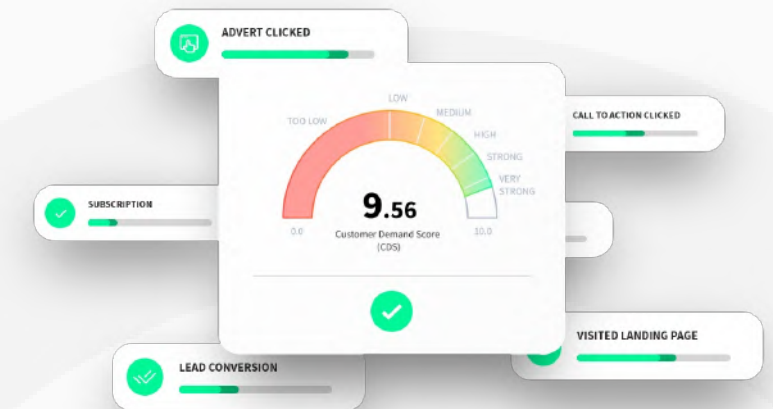
## Flight design

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



## Fielding

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



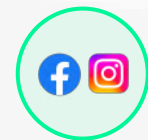
## Insights

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



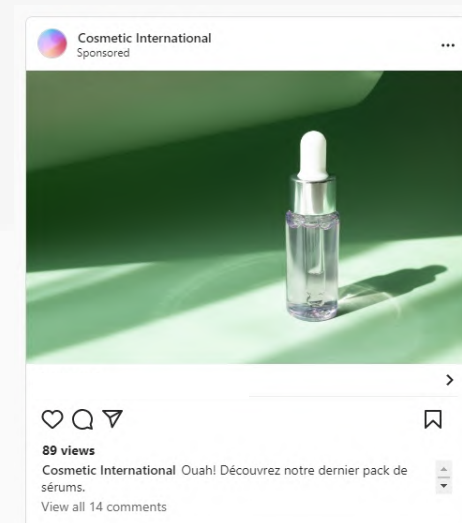
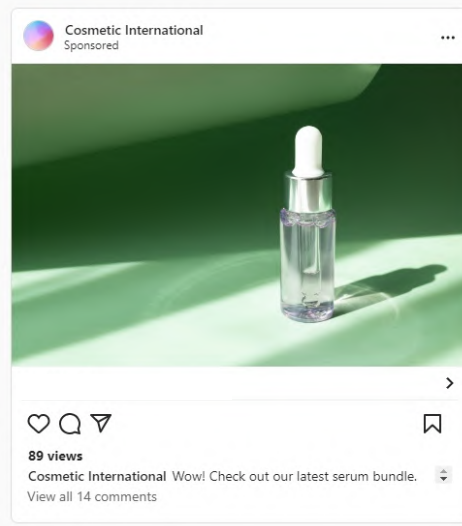


# The test design and stimulus used to consumer-validate their GTM strategy

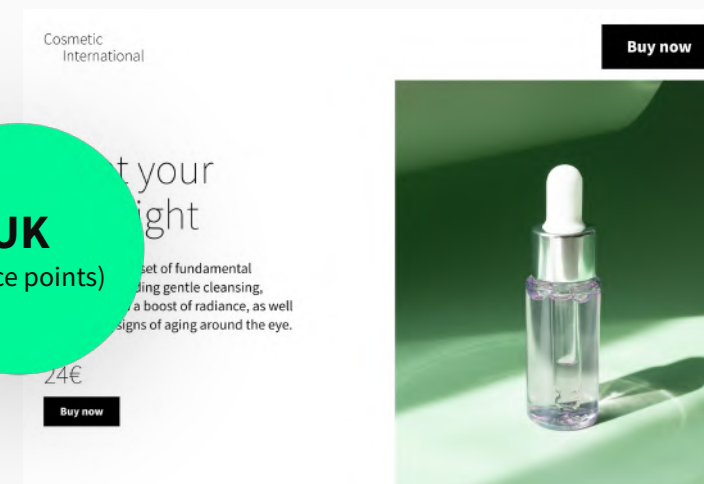


## Facebook & Instagram Ads

Selected consumer audience is targeted by these advertisements. When they're interested, they click on it...



**UK**  
(5 price points)



## 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.

**France**  
(5 price points)



Participants

**3,243**

Field Time

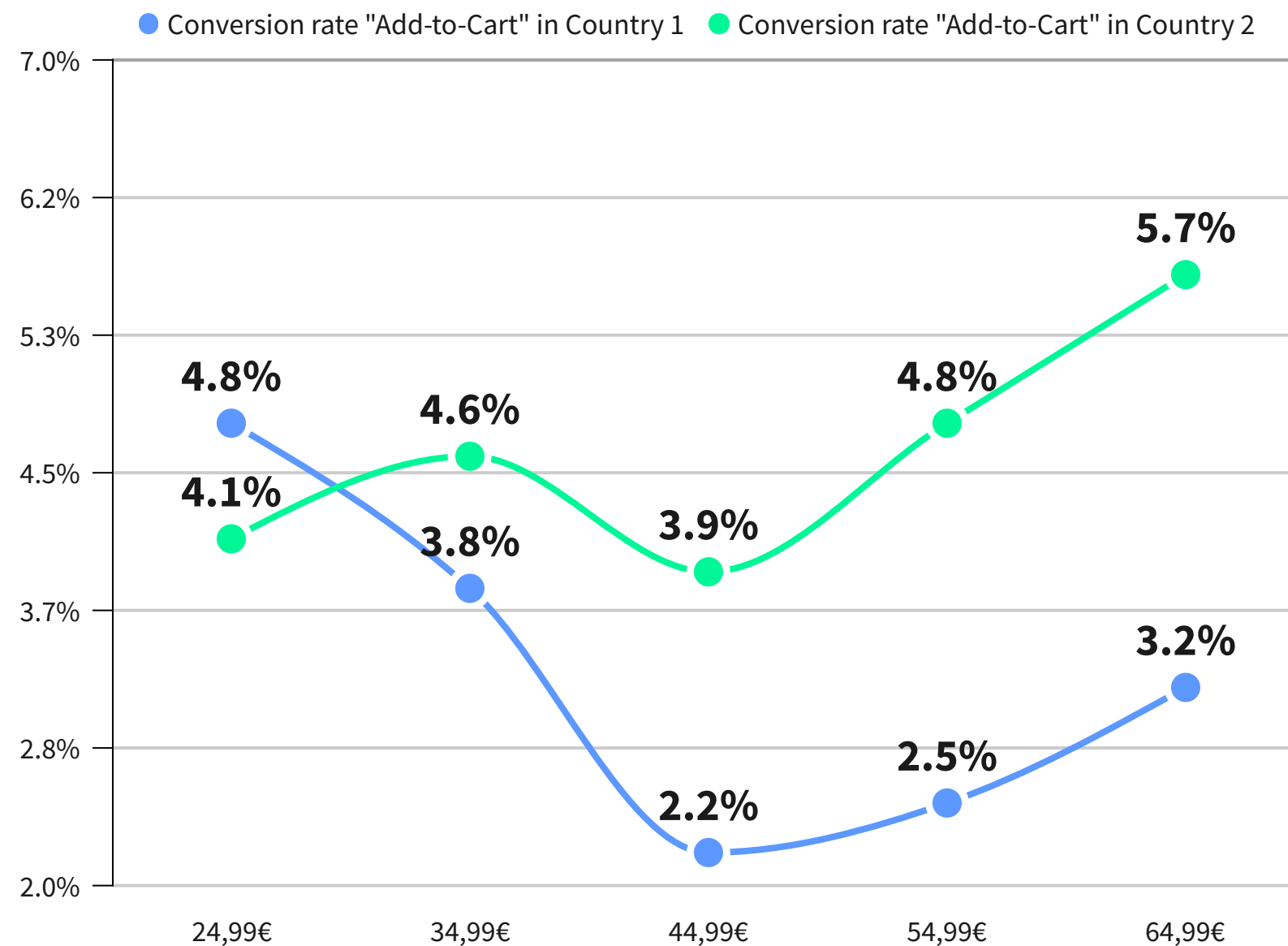
**7 Days**

Variants

**10**

Ad Budget

**8,348€**



This was a deep-dive into real-world consumer demand for a new product. The aim was to determine whether to keep Country 1 as the **primary market**.

3,243 consumers participated in the **behavioural flight**, set up as a price test across 2 markets with 5 different price points each. It was identified that consumers in Country 2 demonstrated acceptance for higher price points and notably, best acceptance of the highest price point.

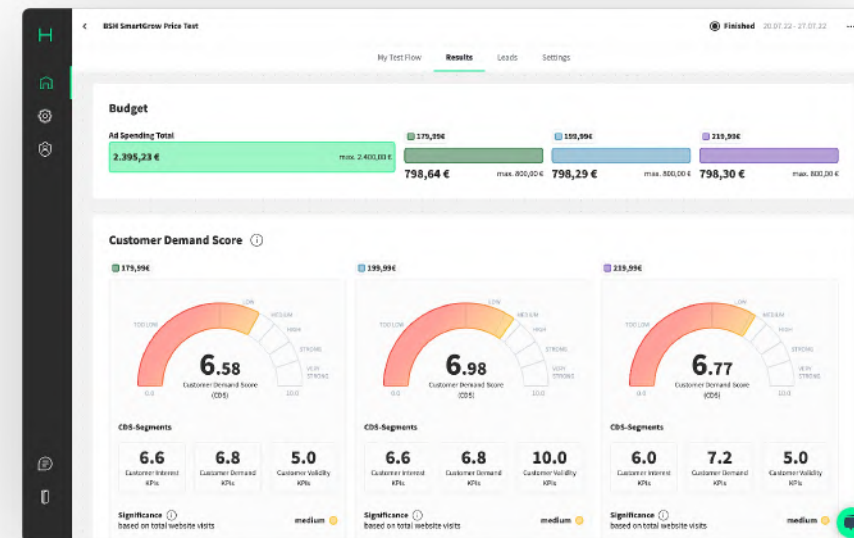
The behavioural flight allowed the product team to gather highly insightful and reliable data quickly and incorporate these findings into their GTM strategy.





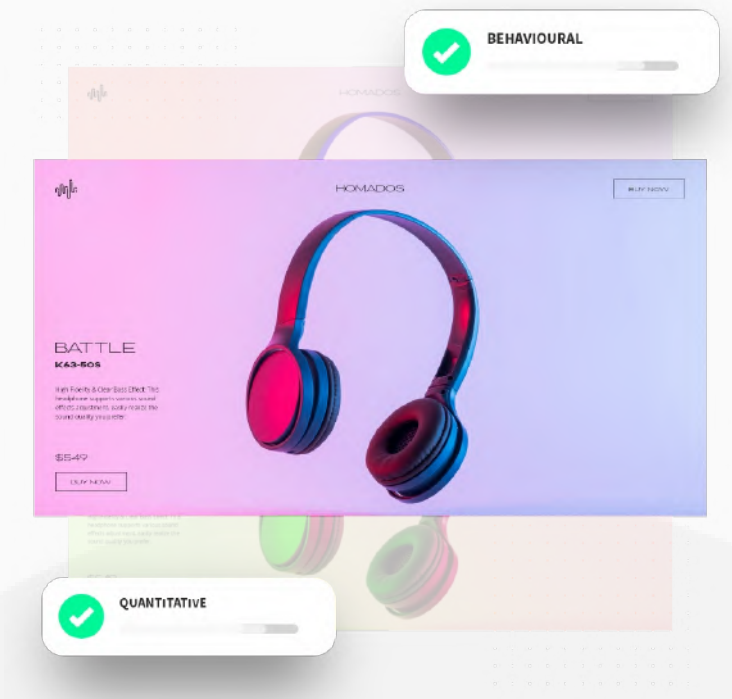
## Behavioural research design handbook

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.

[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](#)

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



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Founder & CEO

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**BOOK YOUR DISCOVERY CALL**