
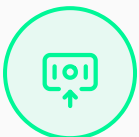
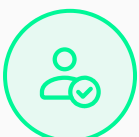


How an international beauty player consumer-validated a subscription model

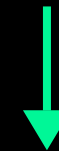
HORIZON



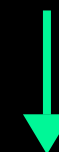
With **Horizon**, the beauty brand was able to:

-  **Acquire behavioural consumer data at scale**
-  **Understand consumer interest for a new business model**
-  **Consumer-validate a strategic product decision in fewer than 5 weeks**

They required consumer insights to make a strategic pricing decision for an existing product



They wanted to overcome challenging retention rates by introducing a subscription model



Consumer validation by Horizon helped identify purchase intent of a subscription model



The Horizon team has helped us to obtain the crucial insights for one of our most important decisions on this product.



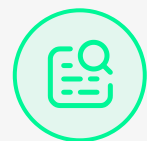
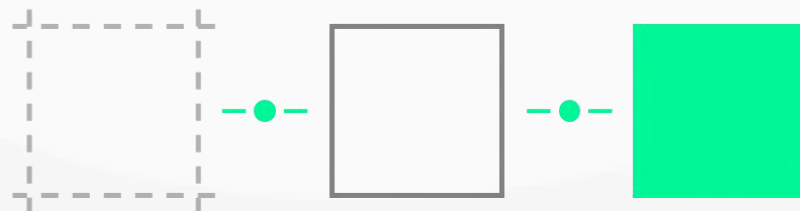
5 of 5 for professional services*

100 NPS

100 Net Promoter Score (NPS)*

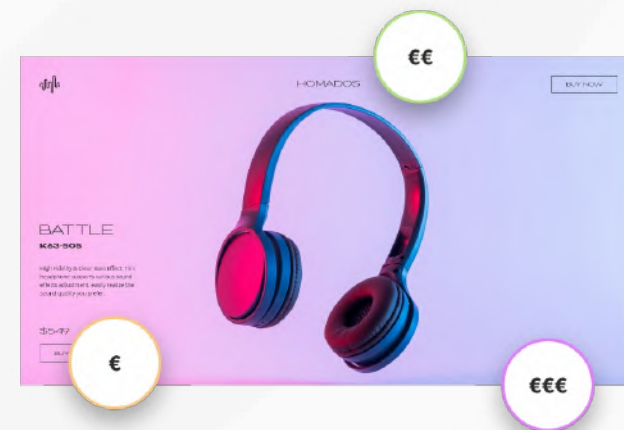
*across the entire product team

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



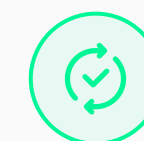
Research question

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.

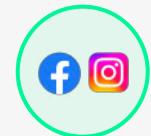


Insights

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

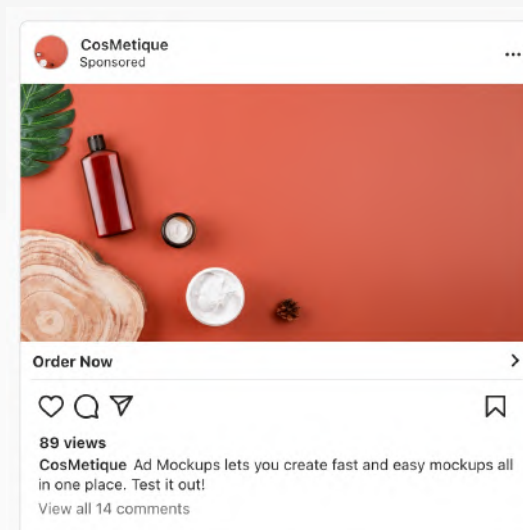
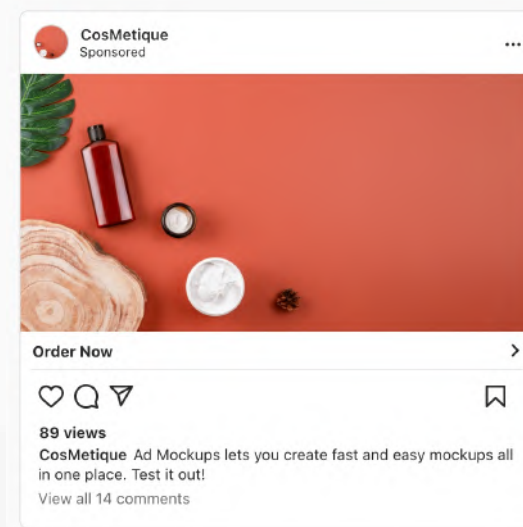


The test design and stimulus used to consumer-validate their pricing strategy

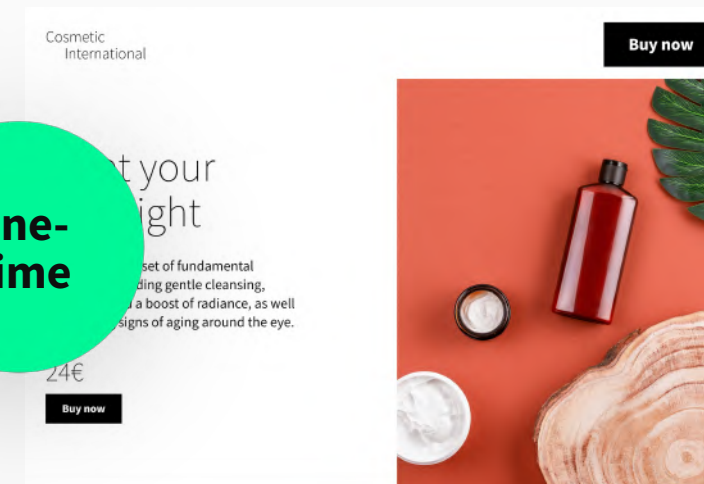


Facebook & Instagram Ads

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



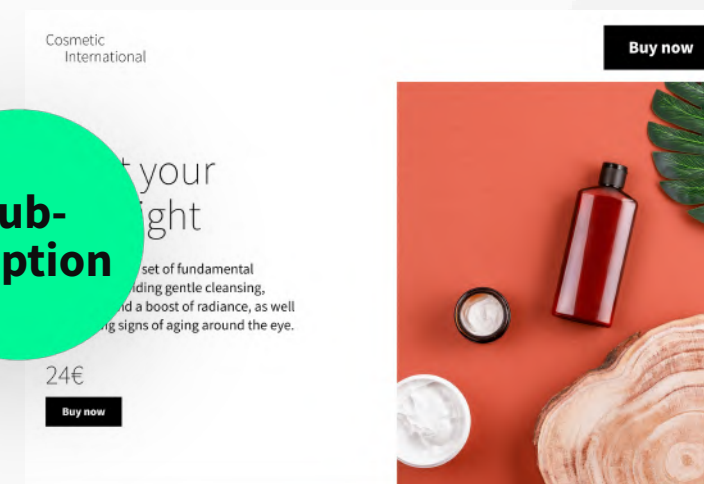
One-Time



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.

Subscription



Participants

3,038

Field Time

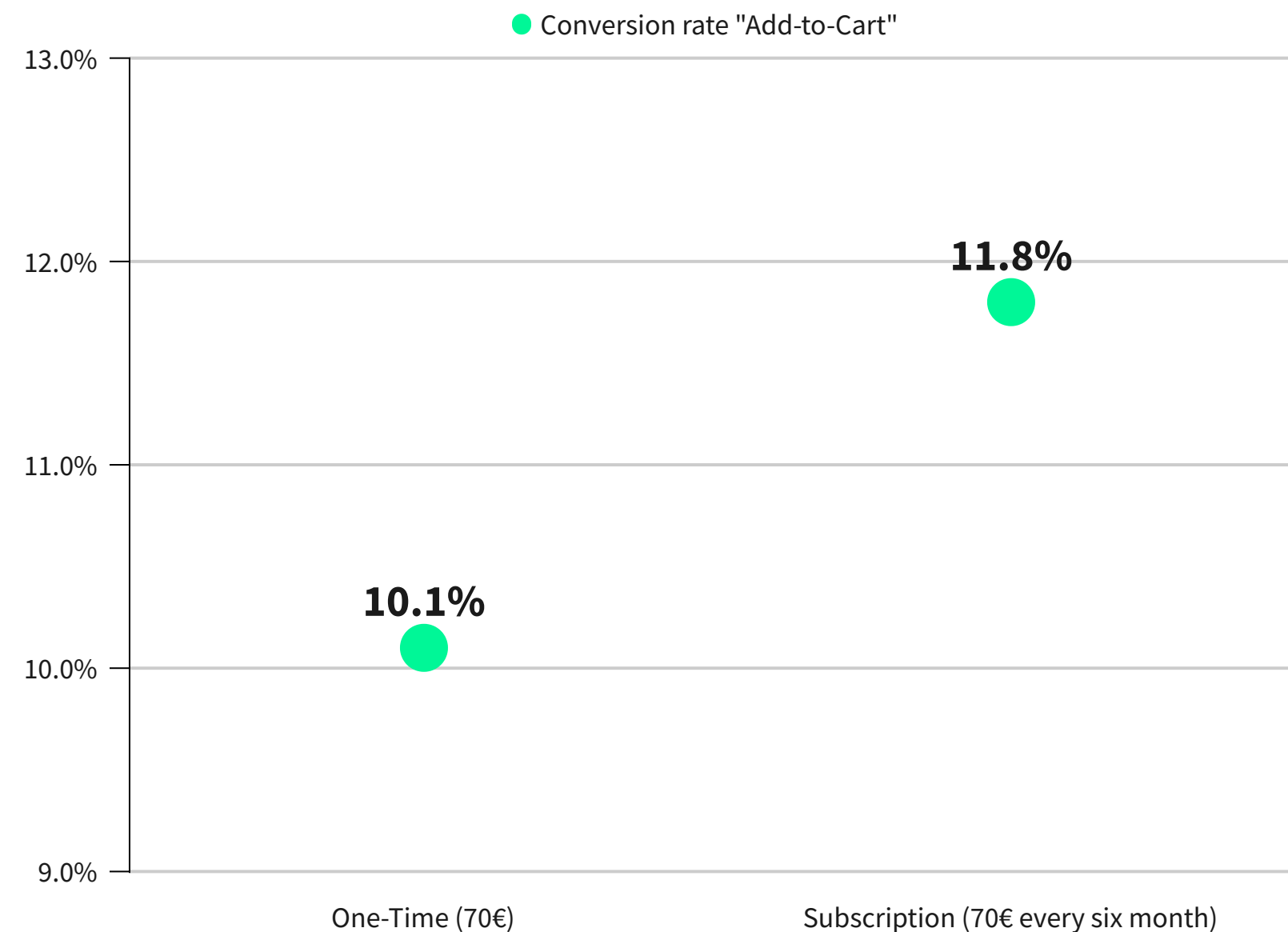
7 Days

Variants

2

Ad Budget

2,183€



This was a deep-dive into real-world consumer demand for a strategic pricing decision. The aim was to determine whether to keep one-time purchases or to introduce a subscription-based pricing.

3,038 consumers participated in the *behavioural flight*, set up as a two-variant test in the french market. They identified that consumers demonstrated a higher purchase intent for subscription-based pricing with the same price point of 70€ (but higher customer risk as renewal every six month).

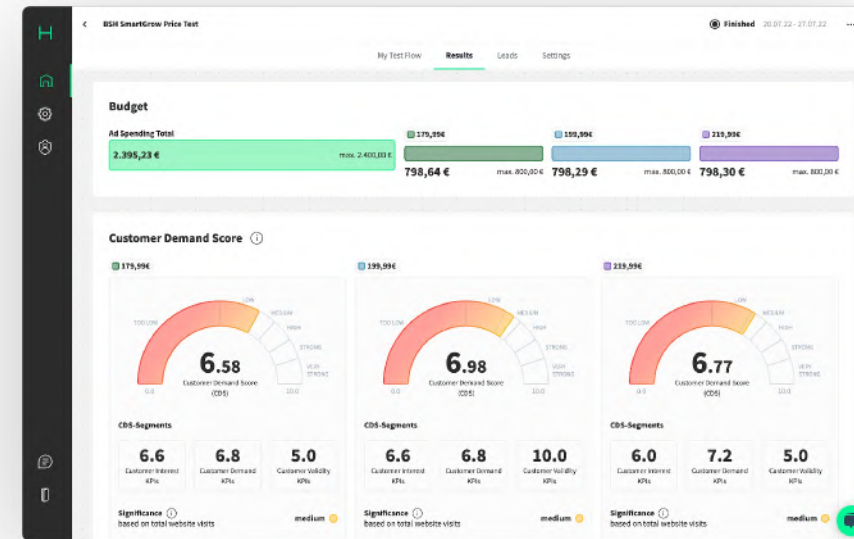
The behavioural flight allowed the customer to obtain highly insightful and reliable data to support a very difficult pricing and business model decision.





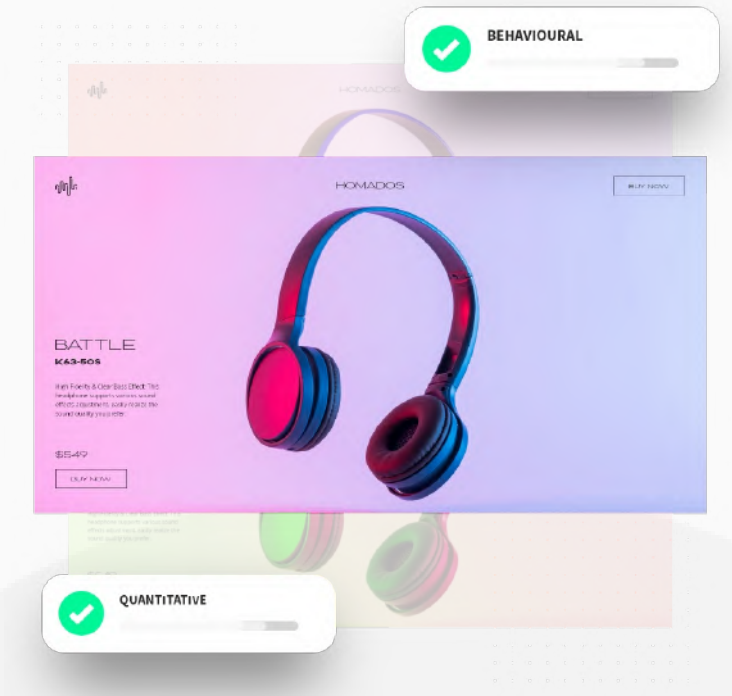
Behavioural research design handbook

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?



Daniel Putsche

Founder & CEO

daniel.putsche@gethorizon.net

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