
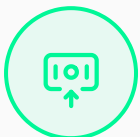
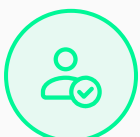


How a home appliance brand **consumer-validated** a subscription model for their water purifier with **Horizon**

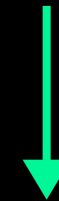
HORIZON



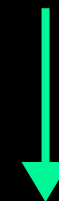
With **Horizon**, the home appliance company was able to:

-  **Acquire purchase-intent 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 a water purifier.



They wanted to increase their customer lifetime value and retention rates by introducing a subscription-like rental model. Still, they were concerned about consumers wanting to own the device rather than just renting it for lower upfront costs.



Consumer-validation with Horizon helped identify and validate the purchase intent of a subscription model.



Horizon's insights helped us make a crucial decision for an already available device that boosts CLV and generates recurring revenue.



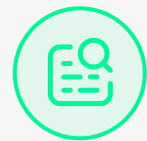
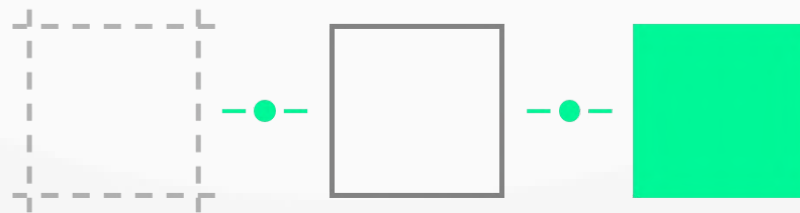
5 of 5 for Horizon's professional services*

100 NPS

100 Net Promoter Score (NPS)*

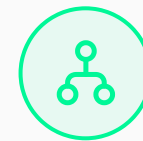
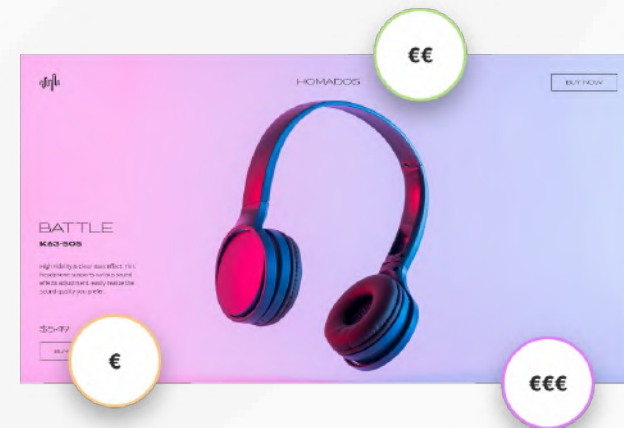
*across the entire product team

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



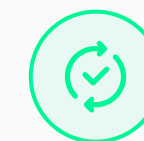
Research question

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.

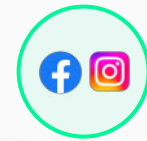


Insights

Understand consumer decisions based on their real-life behaviour on the experimental landing pages and make a product decision.

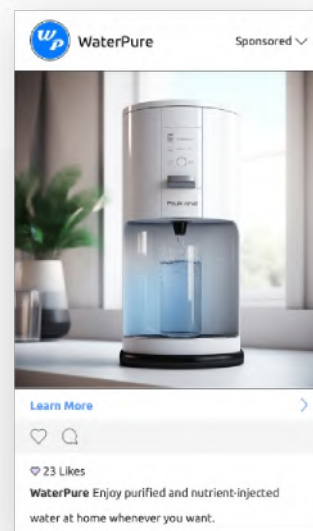


The test design and stimulus used to consumer-validate their pricing strategy



Facebook & Instagram ads

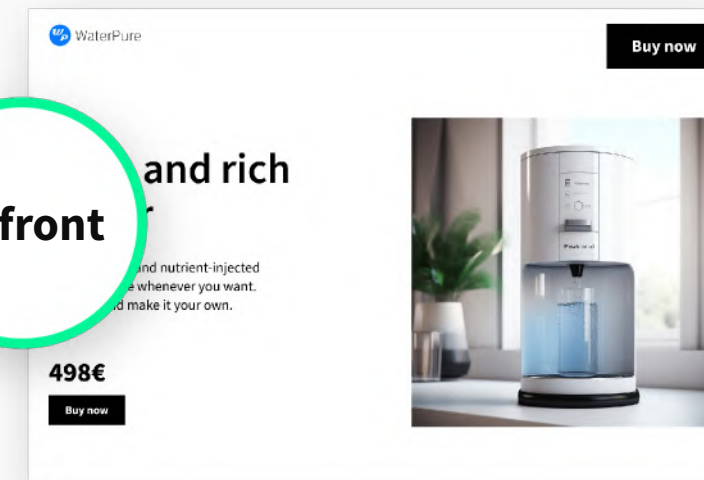
Selected consumer audience is targeted by these advertisements. When they're interested, they click on them...



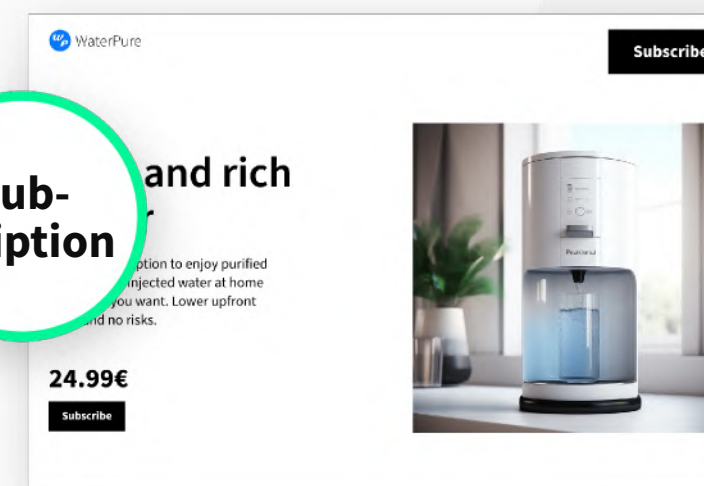
Landing pages

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

Upfront



Subscription



Participants

4,264

Field Time

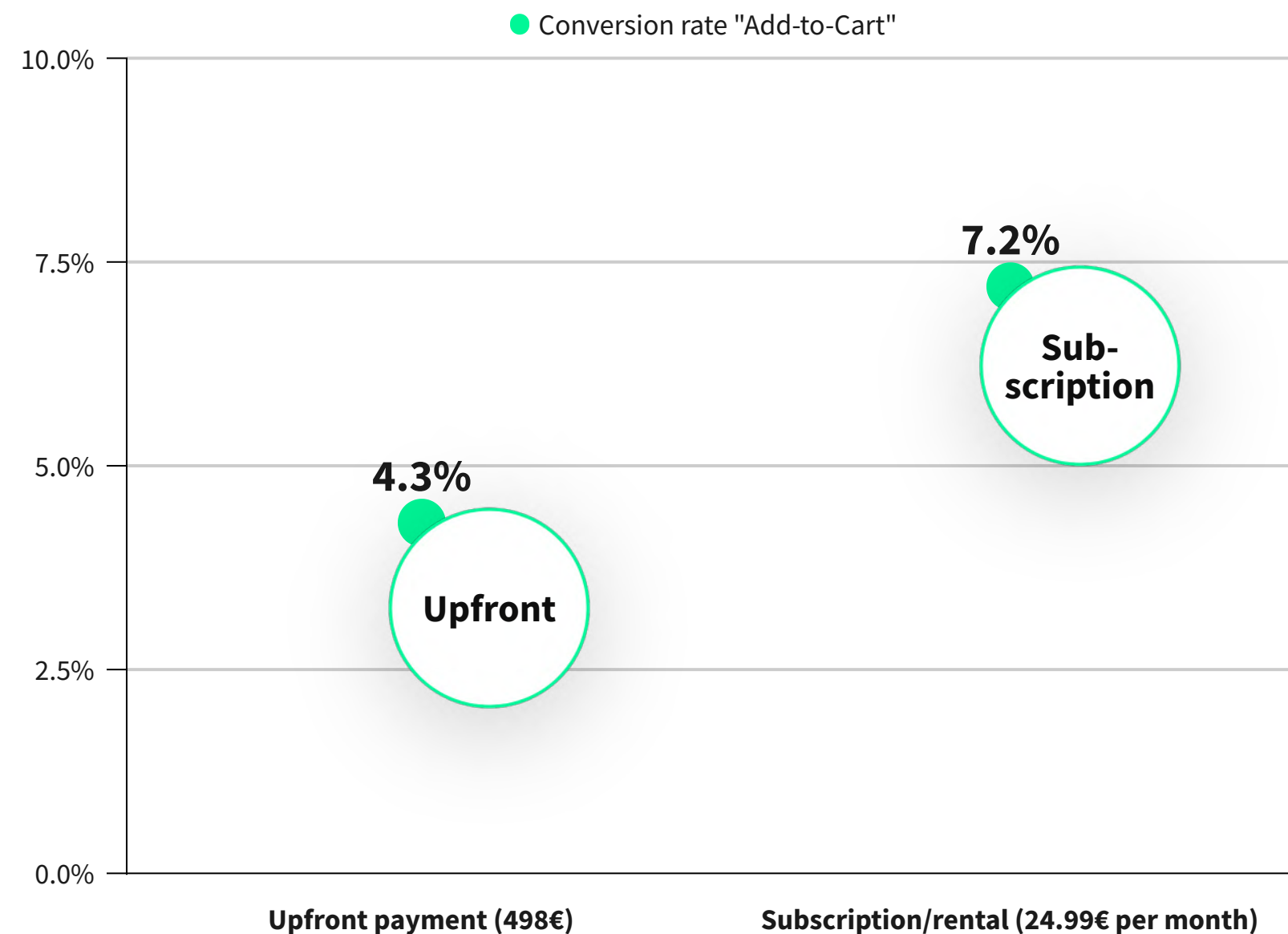
7 Days

Variants

2

Ad Budget

3,710€



This was a deep-dive into real-world consumer demand for a strategic pricing decision. The aim was to determine whether to introduce a subscription-like rental model and lower upfront costs, with the option to purchase the device at any later point.

During this behavioural research, 4,264 consumers were acquired via social media, set up as a two-variant test. The home appliance company identified that consumers demonstrated a higher purchase intent for the subscription-based pricing than for the upfront payment.

This consumer-validation test allowed the company to obtain highly insightful and real-world data to support a very difficult pricing and business model decision.





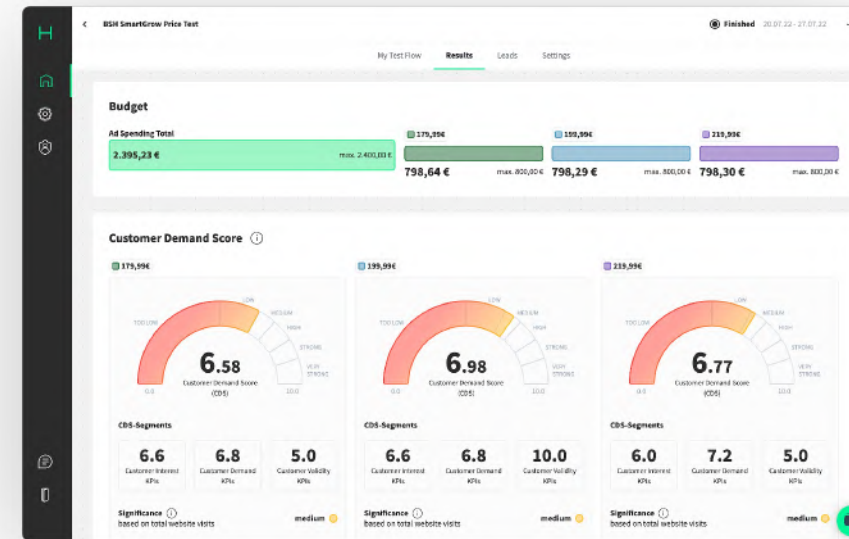
Behavioural research design handbook

Learn how to gather insights with behavioural research

[DOWNLOAD NOW](#)

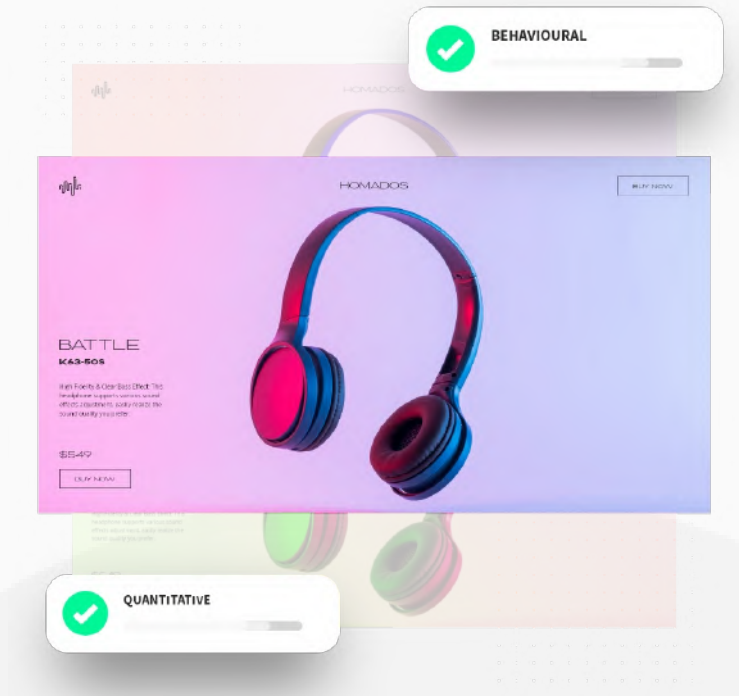
See how purchase-intent research works for your products

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](#)

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



Daniel Putsche

Founder & CEO

daniel.putsche@gethorizon.net

BOOK YOUR DISCOVERY CALL