PureGlow Beauty

Unlocking preferences:
pre-market validation of a multinational skincare's brand evolution
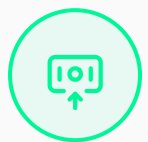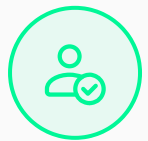
HORIZON
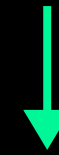
With **Horizon**, the skincare brand was able to:

- **Acquire behavioural consumer data at scale**

- **Identify the primary market for their GTM strategy**

- **Consumer-validate a strategic brand decision in fewer than 5 weeks**

They required consumer insights to make a strategic decision for a new brand experience

↓

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

↓
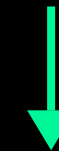
Consumer validation by Horizon helped identify the significantly higher acceptance of a brand experience

"

Horizon's expert guidance was pivotal in steering our consumer validation test for a new brand experience pre-market.
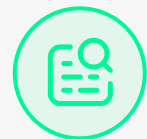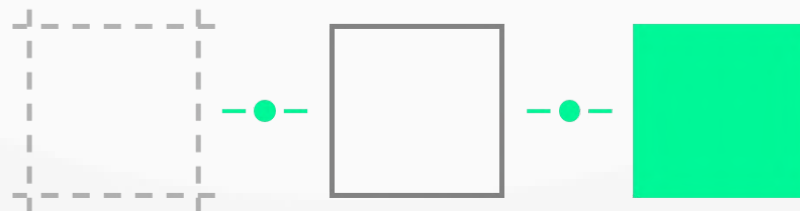
★★★★★

5 of 5 for professional services*

94 NPS

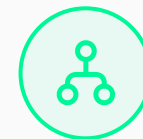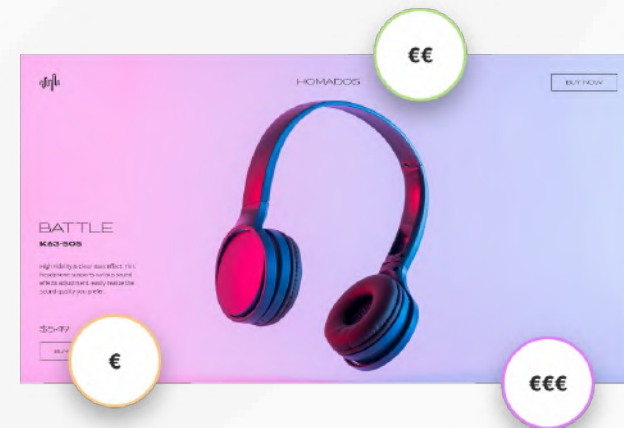**94 Net Promoter Score (NPS)***

*across the entire brand & market research team involved in that test

From client brief to consumer-validated insights in only two 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.
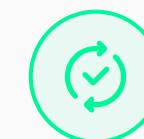
Fielding

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 brand experience

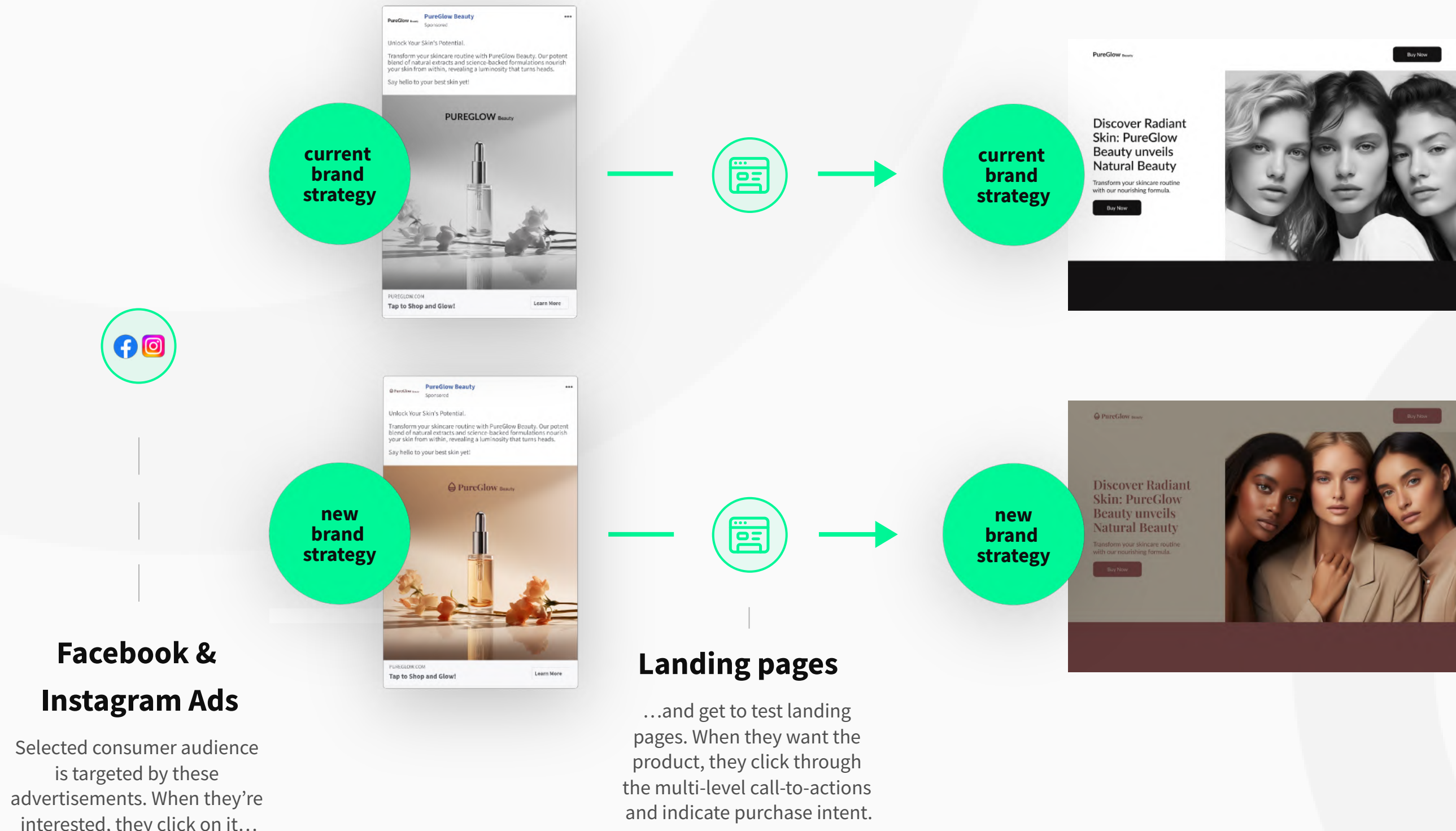**current brand strategy** → **current brand strategy**

new brand strategy → **new brand strategy**

Facebook & Instagram Ads

Selected consumer audience is targeted by these advertisements. 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.

Participants

5,124

Field Time

3 Days

Variants

2

Ad Budget

2,111€

Call-to-action conversion rate

Current brand experience — 2.4%

New brand experience — 3.9%

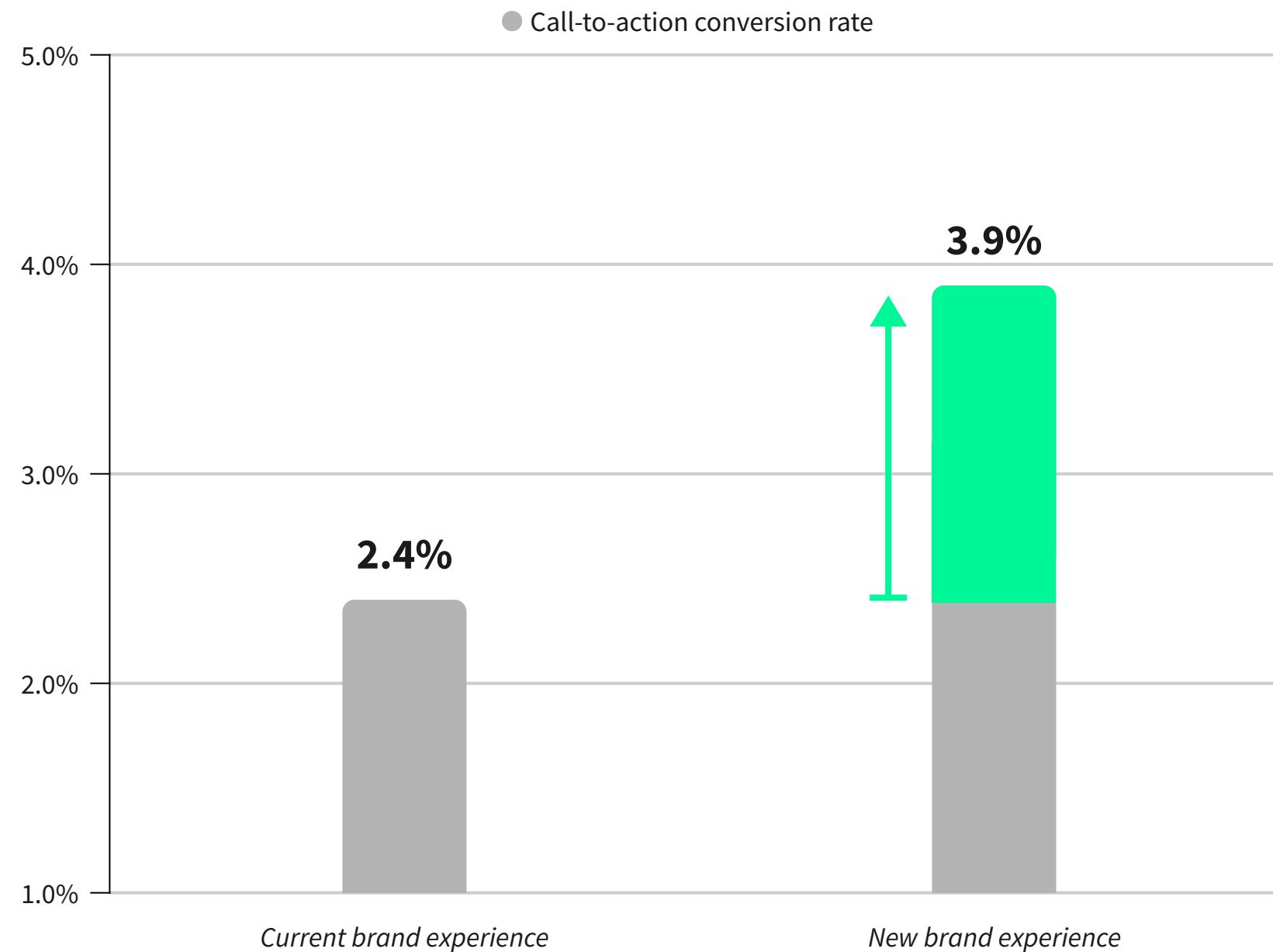## The result: an unparalleled 1,5% uplift in purchase intent due to a new brand experience

This study delved into real-world consumer demand, evaluating the choice between maintaining the current brand strategy or undergoing a rebrand.

With **5,124 participants in a brand test featuring two strategies, the results revealed a notable 1.5% increase in conversion rates**, highlighting its profound effect on consumer engagement.
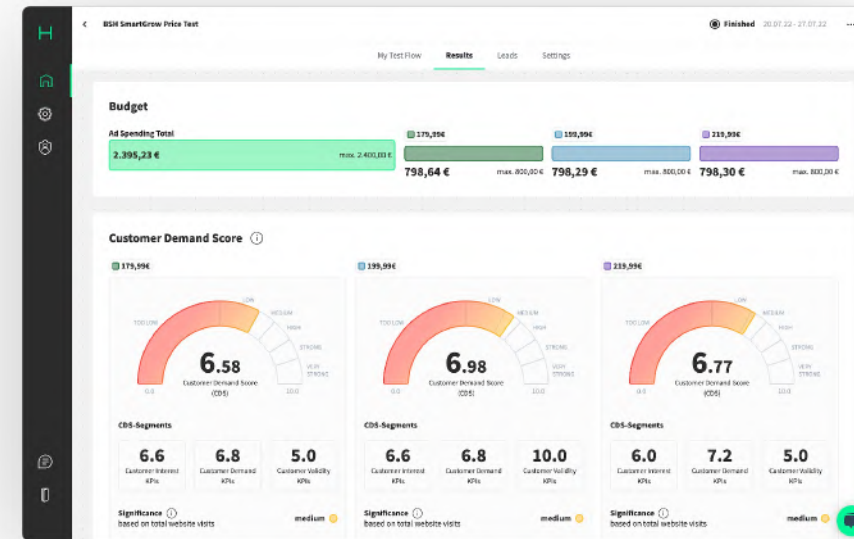
These findings provide invaluable insight, enabling a strategic shift towards an unparalleled brand experience that deeply resonates with consumers, promising substantial business growth.
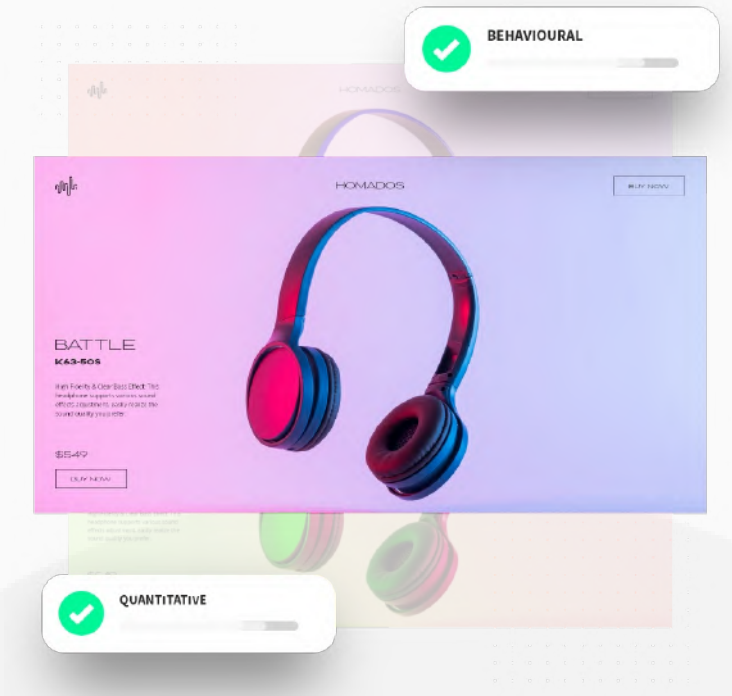
Behavioural research design handbook

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

Join top businesses and brands in making **profitable product decisions with high ROI**.

BOOK YOUR DISCOVERY CALL

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ANDROS®

… and many more

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