


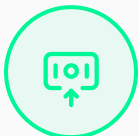
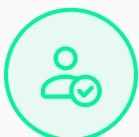
Pricing excellence: how Horizon shaped the market entry pricing strategy for innovative cat food by a leading pet food brand

HORIZON

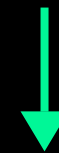
Pet Food



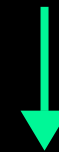
With **Horizon**, the pet food brand was able to:

-  **Acquire behavioural consumer data at scale**
-  **Identify the right price and best margin for dry cat food**
-  **Consumer-validate a strategic product decision in only 5 weeks**

The company required consumer insights to make an informed pricing decision for their innovative dry cat food.



They set a price point and aimed to identify the ideal price for its market release



Behavioural testing with Horizon uncovered the optimal price potential



The Horizon team's strategic guidance was instrumental in setting the optimal price for a successful launch of the product



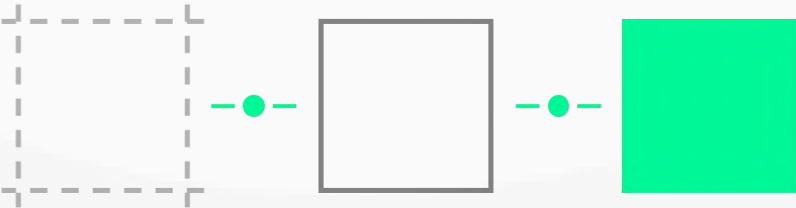
5 of 5 for Horizon's professional services*

96 NPS

96 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.

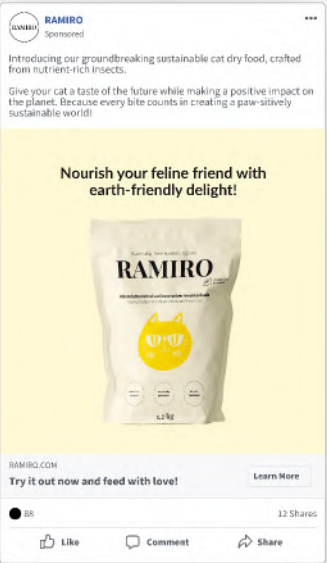


Insights

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



The test design and stimulus the brand used to consumer-validate their pricing decision



Facebook & Instagram Ads

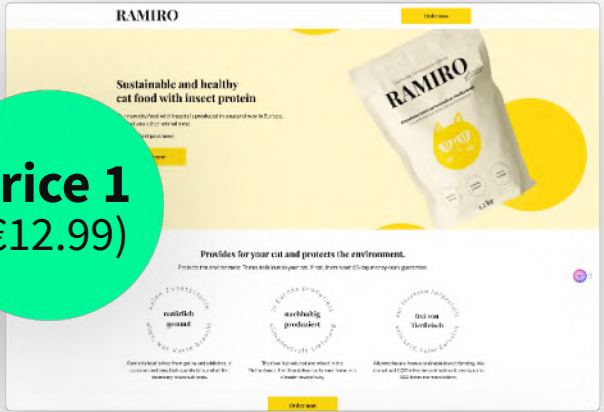
The target audience is informed by this advertisement. When they're interested, they click on it...



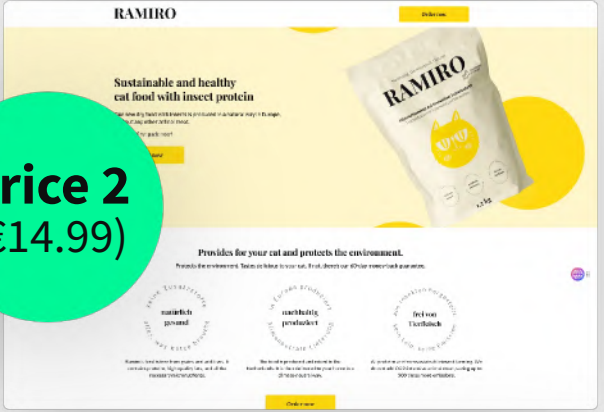
Landing pages

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

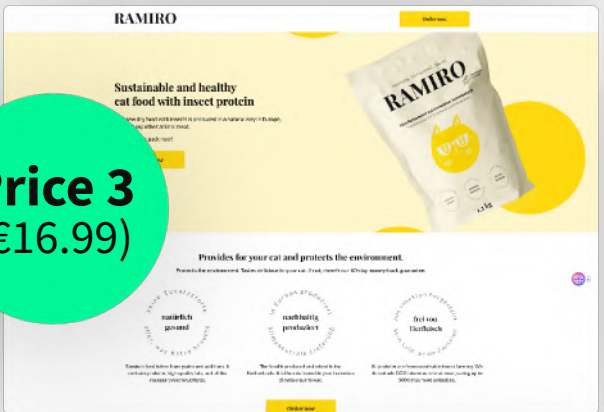
Price 1
(€12.99)



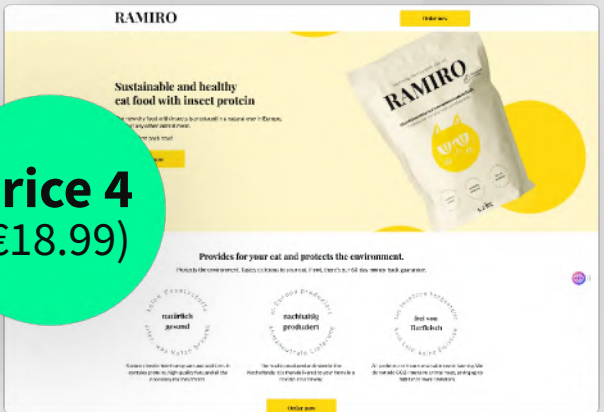
Price 2
(€14.99)



Price 3
(€16.99)



Price 4
(€18.99)



Participants

5,426

Field Time

7 Days

Variants

4

Ad Budget

3,256€



This in-depth field research delved into the customers' willingness to pay for innovative dry cat food, leading to an important **pricing decision for a top pet food brand**. The research focused on the dynamics of pricing in the high-end pet nutrition industry, analysing how different prices affected the rate of adoption among pet owners.

The behavioral market study unveiled that the second tier (€14.99) exhibited the highest conversion rate among four pricing variants.

Weighing in all relevant factors, such as unique page visitors, conversion rates and profit margins, Horizon helped the brand to successfully **determine the optimal price at the fourth tier (€18.99)** to maximize profit.





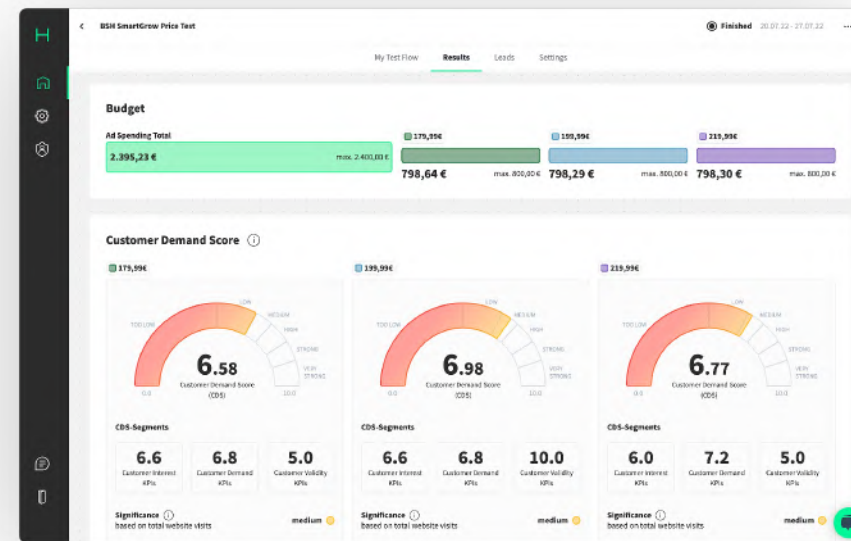
Behavioural research design handbook

Learn how to gather insights with behavioural research

[DOWNLOAD NOW](#)

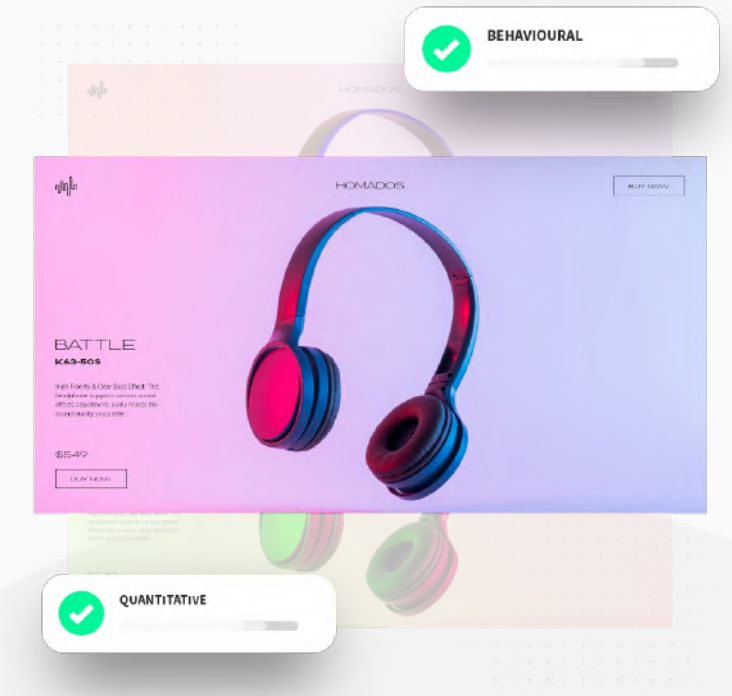
See how purchase-intent research works for your products

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

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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](#)

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in making **profitable product
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