

Crafting the perfect message: How Horizon identified **the value proposition with the highest revenue potential** among the target audience for an AI-powered financial advisor

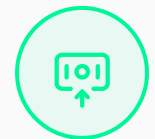
HORIZON



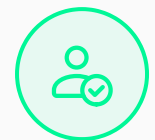
With **Horizon**, the financial company was able to:



Acquire behavioural consumer data at scale

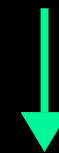


Identify the right value proposition for the robo-advisor

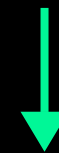


Consumer-validate a strategic product decision in only 4 weeks

The company required consumer insights to make an informed decision for their AI-driven financial advisor



They aimed to identify the ideal value proposition for market release



Horizon's behavioural testing revealed the most appealing messaging to the target audience



With Horizon's pre-market consumer validation, we found the optimal value proposition for our product launch — truly speaking to our target audience.



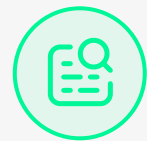
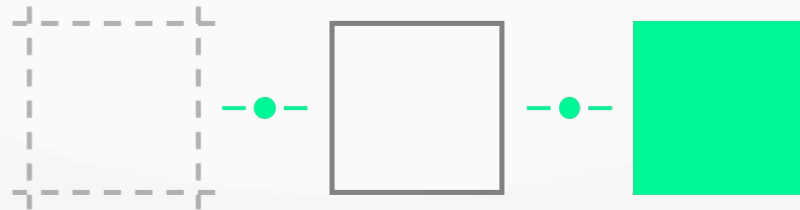
5 of 5 for Horizon's professional services*

96 NPS

96 Net Promoter Score (NPS)*

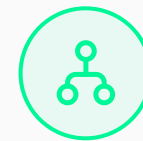
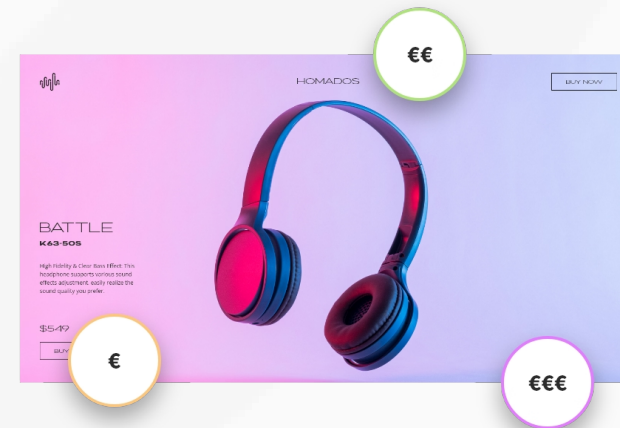
*across the entire product team

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



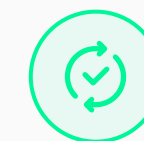
Research question

Developing the question you are trying to answer with this research to give it a focus.



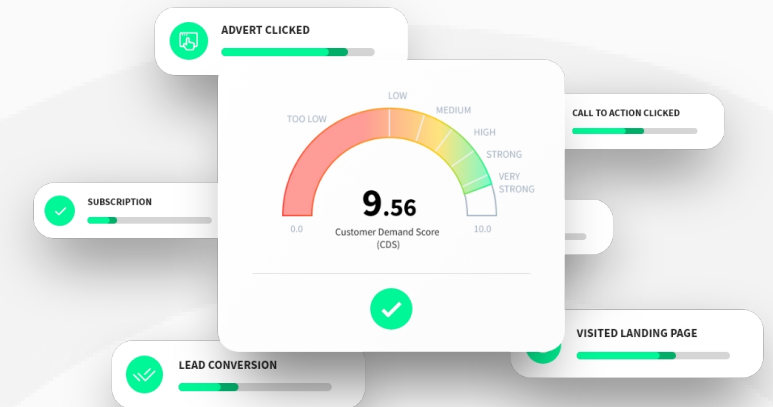
Flight design

Designing the variants of landing pages and ads, then developing them into working pages.



Fielding

1 week of time for the collection of data, which can be viewed in real-time in the Horizon dashboard.

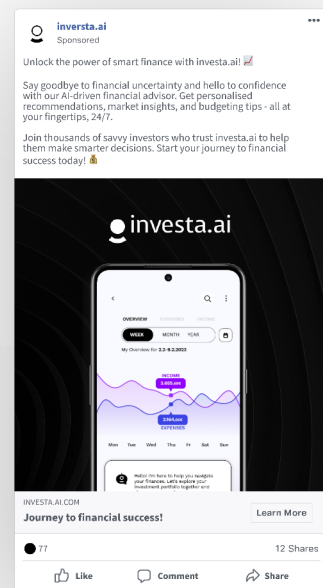


Insights

Uncovering the behaviour of consumers on the landing pages and drawing the story out from that.

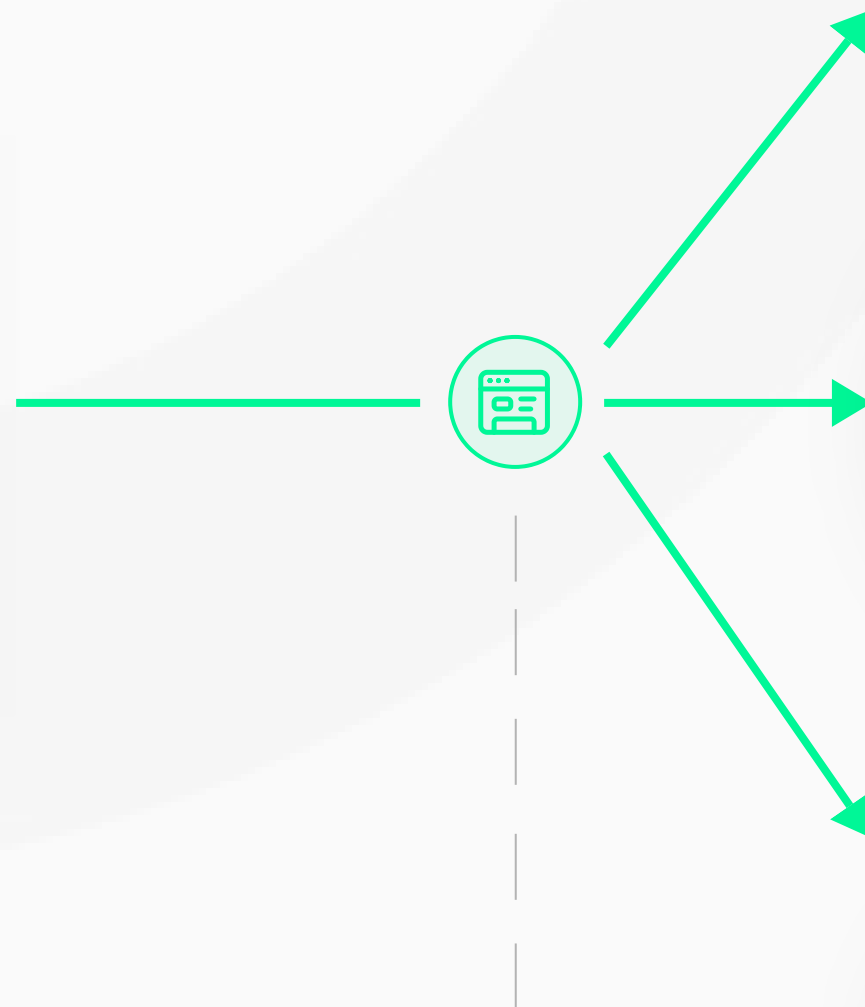


The test design and stimulus the financial company used to consumer-validate their value propositions



Facebook & Instagram Ads

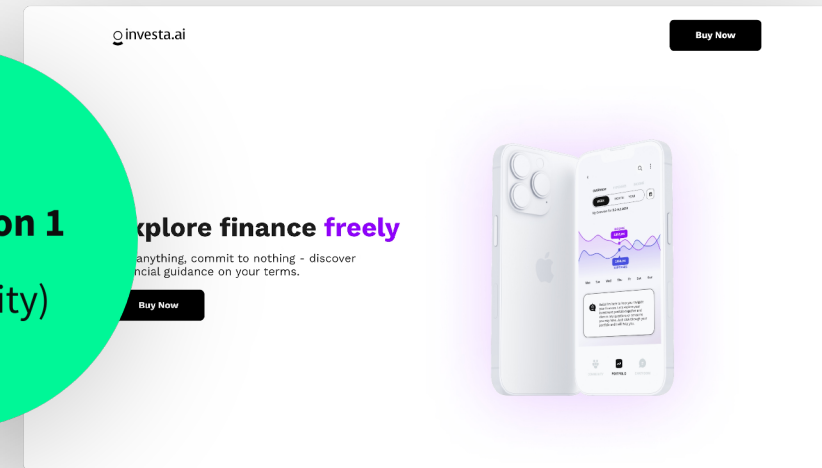
Selected consumer audience is targeted by these advertisements. When they're interested, they click on them...



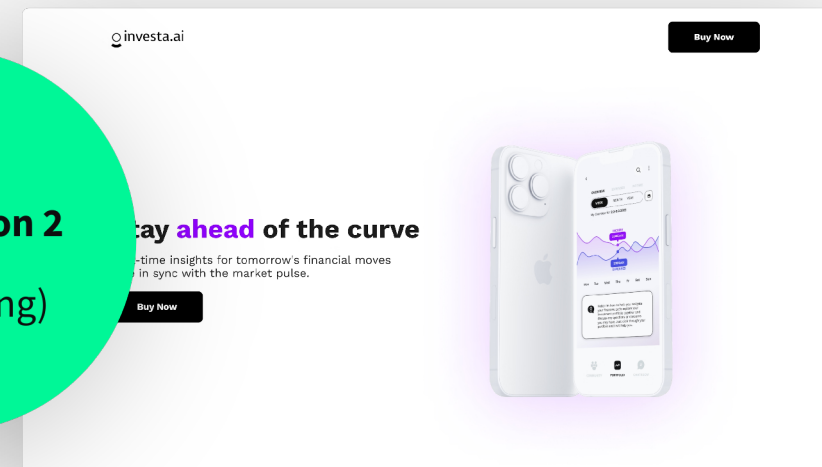
Landing pages

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

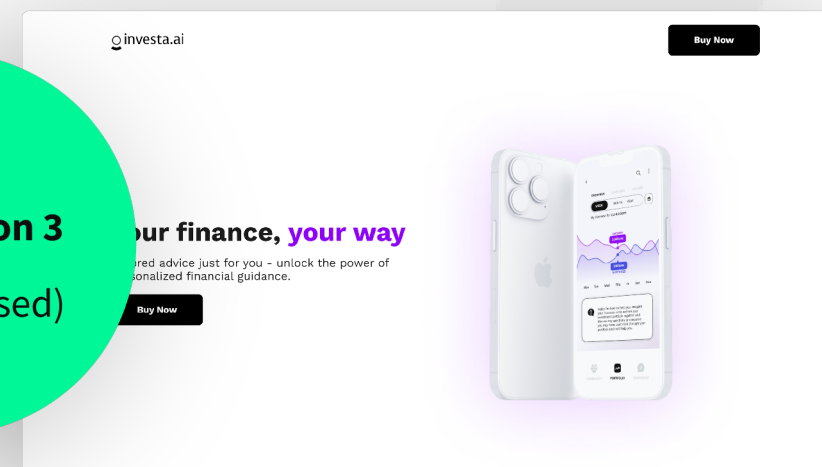
Value Proposition 1 (Anonymity)



Value Proposition 2 (Pioneering)



Value Proposition 3 (Personalised)



Participants

3,841

Field Time

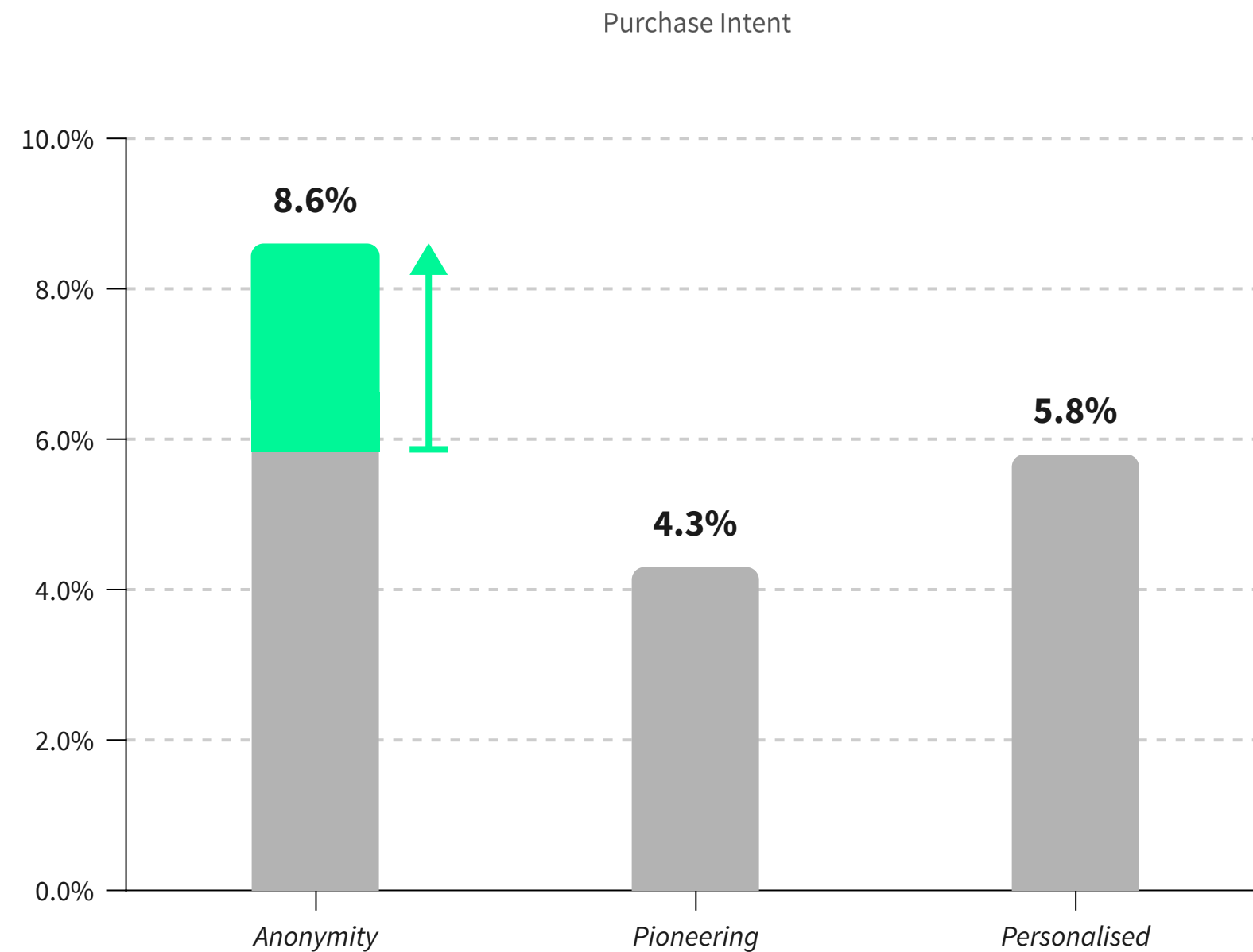
7 Days

Variants

3

Ad Budget

3,000€



The result: A 30% higher purchase intent for the winning value proposition

The consumer validation assessed potential value propositions to determine their resonance with the target audience — pre-market launch of an AI-powered financial advisor.

After the participation of 3,841 real-world consumers, the **winning value proposition 'anonymity' shows the highest conversion rate at 8.6%** — over 30% more compared to the second best-performing variant and twice the conversion rate of the third.

Insights from this study allowed for strategic identification of a value proposition, increasing the likelihood of successful market entry and maximum revenue potential for the robo advisor.





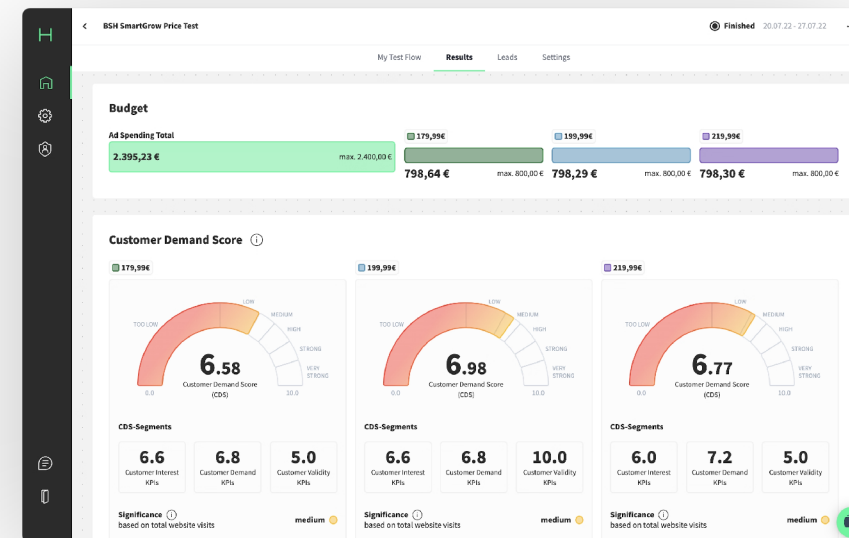
Behavioural research design handbook

Learn how to gather insights with behavioural research

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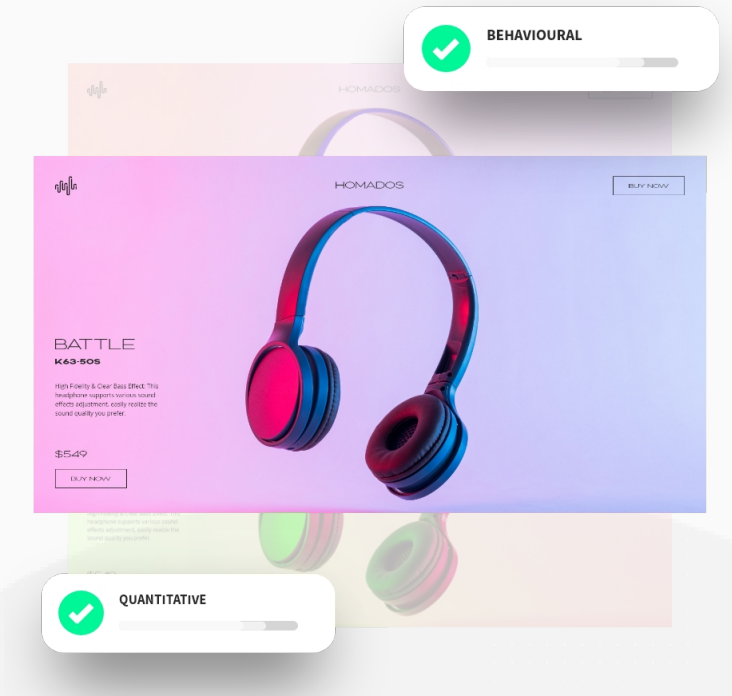
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See how Horizon can work for your consumer business and products.

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Read our complete guide to fake door testing to see how to setup your own tests.

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Daniel Putsche

Founder & CEO

daniel.putsche@gethorizon.net

