B/S/H/   **&**   HORIZON

Pricing a New Market Innovation: BSH's Consumer-Driven Approach with Horizon

⊙ 249€

⊙ 199€

⊙ 149€

⊙ 299€

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"Working with Horizon provided us with unique real-world consumer data for a new-to-the-market solution — beneficial for any new product development.

Konrad Koloska
Product Manager - BSH Home Appliances Group

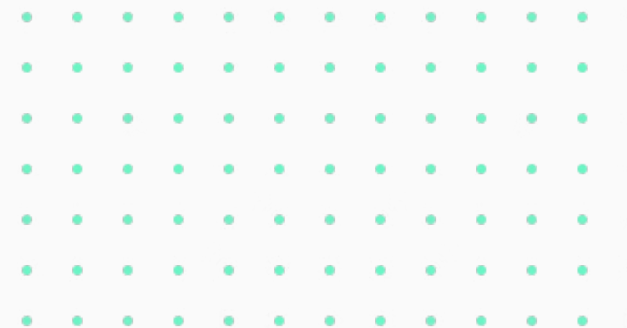With **Horizon**, **BSH** was able to:

Acquire real-life behavioural purchase-intent data at scale

Consumer-validate a strategic pricing decision in only 4 weeks

Execute a successful launch for a market innovation

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Europe's leading home appliance company, BSH, was eager to launch a sustainable market innovation. The prospect: a microfibre filter device for washing machines.

The challenges:

- Is there a market for this product?
- What is the consumers' price sweet spot for this market novelty w/o any historical data on price acceptance?

This is where Horizon came into place to consumer-validate the market demand and support the price decision with behavioural data, pre-market introduction.

BSH faced the challenge of finding the optimal price point for a market novelty

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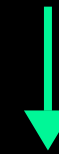
They needed to understand the consumers' willingness-to-pay and their price sensitivity

↓
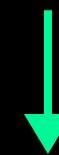
Behavioural research with Horizon helped identify the optimal price point to maximise demand and revenue — prior to launch

" **With Horizon, we are able to de-risk significant investments, understand the demand for real market innovations, and shape the offerings pre-launch.**
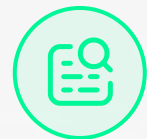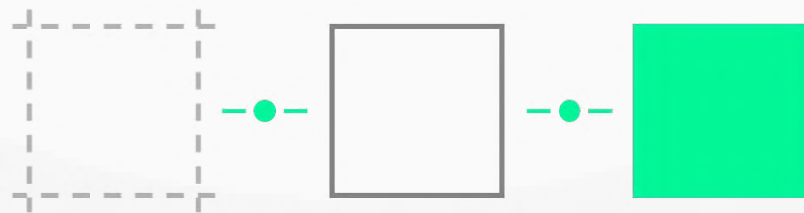
★★★★★

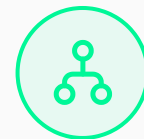**5 of 5 star rating for Horizon's research services**
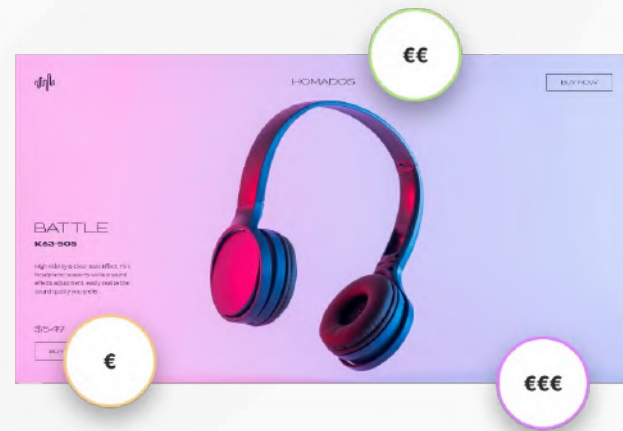
97 NPS
97 Net Promoter Score (NPS) across the product team

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From client brief to consumer-validated insights in only four weeks
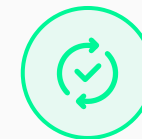
Research question

Develop the question you are trying to address with this research that will enable the business decision.
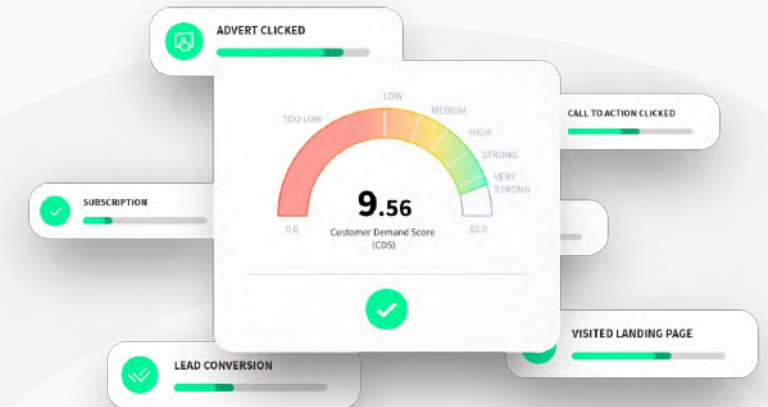
Flight design

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.

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How BSH used an unbranded test stimulus to reveal the optimal price point.

Facebook & Instagram Ads

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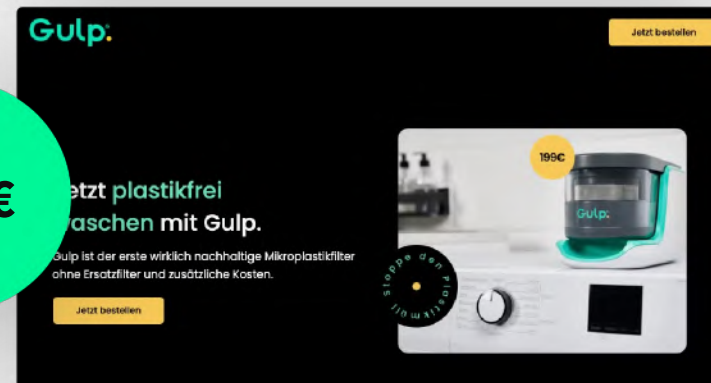
Landing pages

…and get to test landing pages. When they want the product, they click through the multi-level call-to-actions and indicate purchase intent.
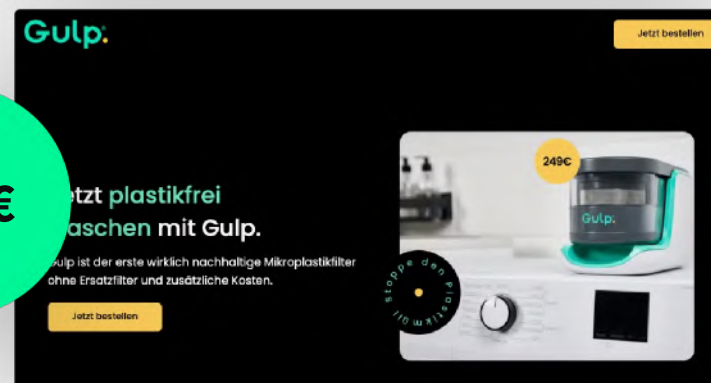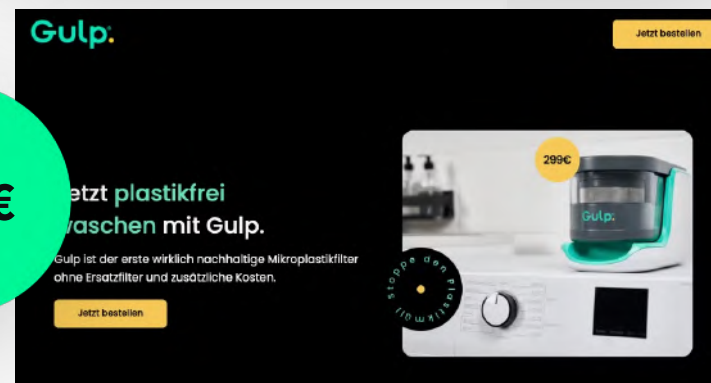
149€

199€

249€

299€
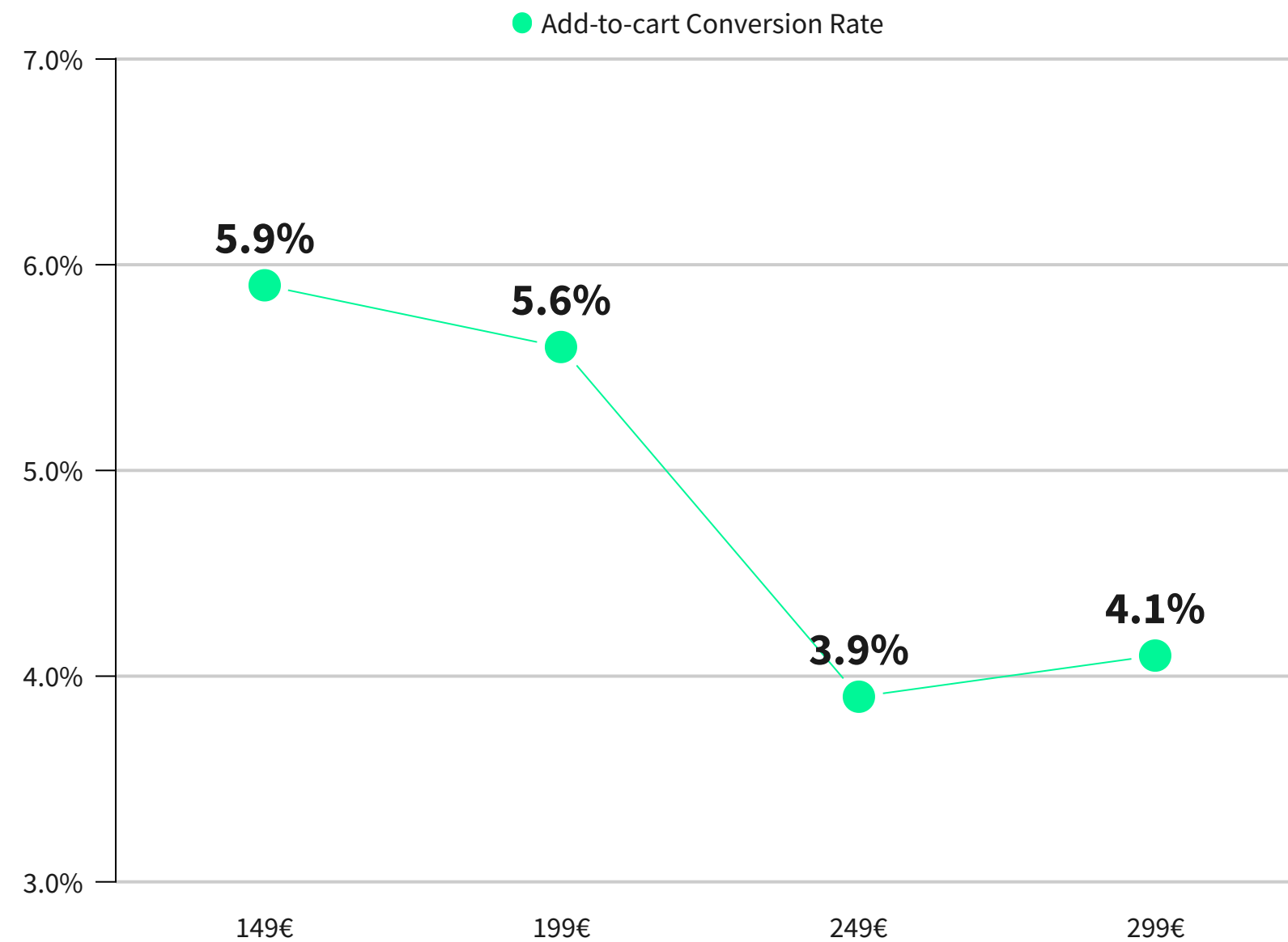
Participants

6,989

Field Time

7 Days

Variants

4

Ad Budget

4,000€

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Add-to-cart Conversion Rate

- 149€: 5.9%
- 199€: 5.6%
- 249€: 3.9%
- 299€: 4.1%

By leveraging Horizon's real market consumer validation, **BSH was able to understand the impact of different pricing strategies on market demand — prior to the product launch**.

This consumer validation **engaged over 6,989 consumers**, revealing a significant demand drop at €249 and **identifying €199 as the most profitable price point**.

This strategic insight enabled them to **introduce the product at the optimal price point**, maximising both demand and revenue while ensuring a successful market entry.

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Thanks to purchase intent validation from Horizon, BSH was able to uncover the price optimum for releasing their microfibre filter device for washing machines to the market
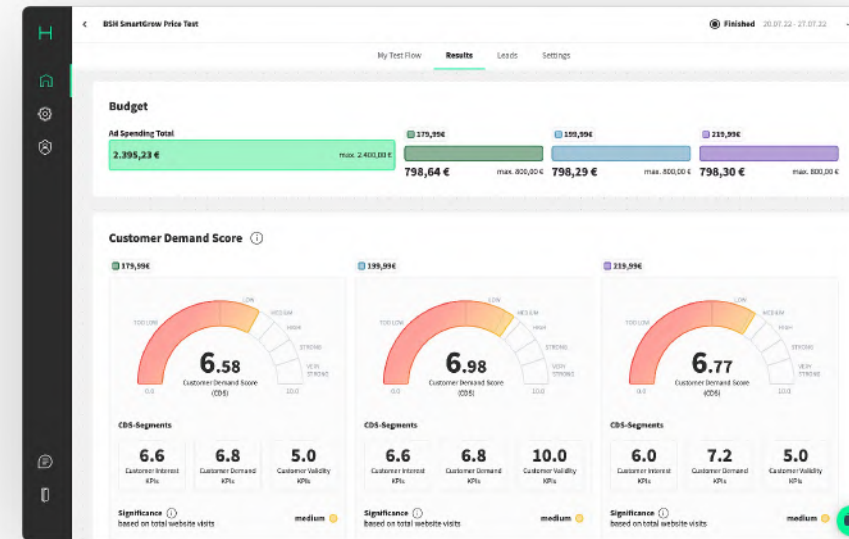
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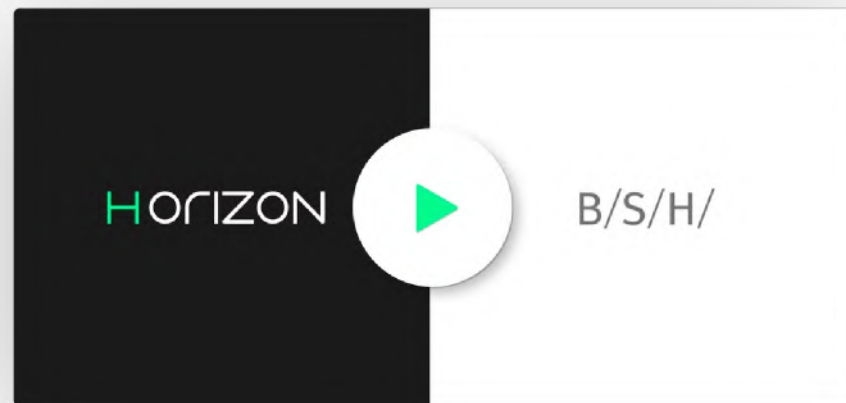
Watch how BSH predicts market success

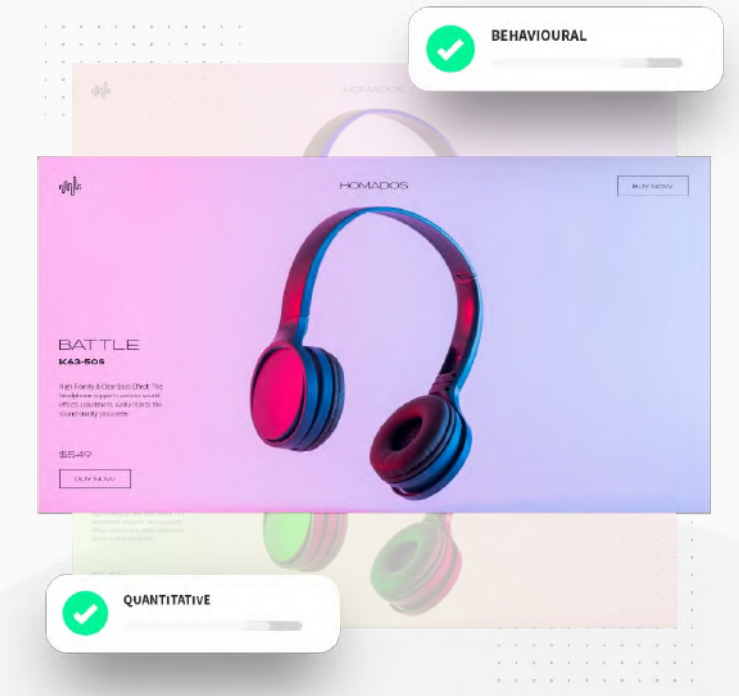Learn how BSH (Bosch) validates product decisions with Horizon

WATCH VIDEO

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

Join top businesses and brands in making the right product decisions and increasing their revenue by predicting market success.

... and many more

BOOK YOUR DISCOVERY CALL

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