yello & HORIZON

De-Risking Store Expansion: How Yello Used Behavioural Data from Existing Customers to Prioritise Products

"Horizon's expertise, hands-on experience, and KPI-driven management, combined with excellent collaboration, are outstanding.

Britta Bilgmann
Partnermanagement und Leadsales - Yello Strom

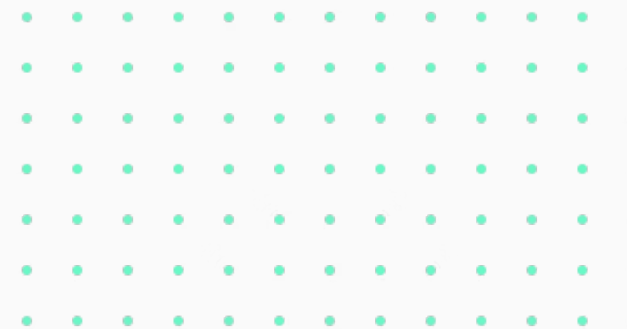With **Horizon**, **Yello** was able to:

Acquire real-world behavioural purchase-intent data at scale

Consumer-validate a strategic product decision in only 4 weeks

Prioritise the most promising products within their customer base, achieving major R&D cost savings

Yello, an innovative energy provider and part of EnBW, was exploring opportunities to diversify its customer-facing offerings. The goal: validate products for their new digital customer store that align with lifestyle and energy-conscious trends.

Yello needed to answer a key business question before launching any products: **Which products resonate most with their existing customer base?**

With no previous performance benchmarks for these new categories in their store, the decision-making was highly uncertain. This is where Horizon's behavioural research came into play.

Yello aimed to validate a new store concept, testing which lifestyle product would drive demand among existing customers.
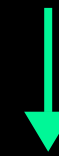
They tested six products across real customer traffic to measure purchase intent with existing customers.
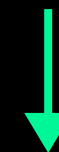
Behavioural testing with Horizon revealed the four top-performing products, helping Yello refine their offer ahead of launch.

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With Horizon, we made data-driven decisions on product-market fit before launch, accelerating our overall decision — making and saving time, effort, and marketing costs.
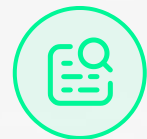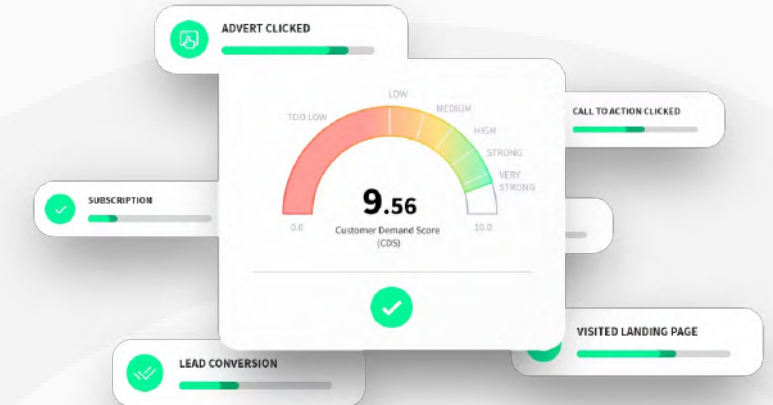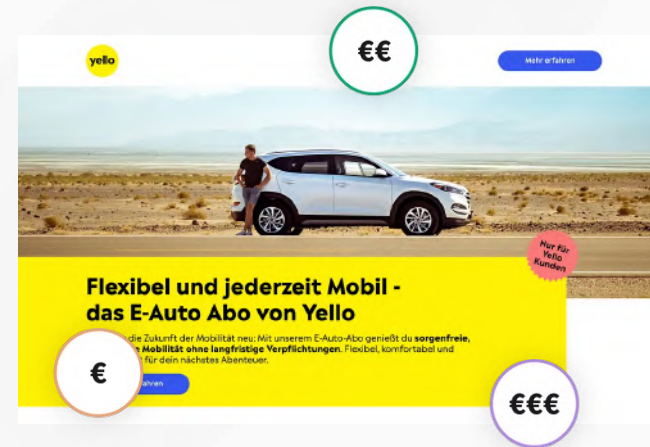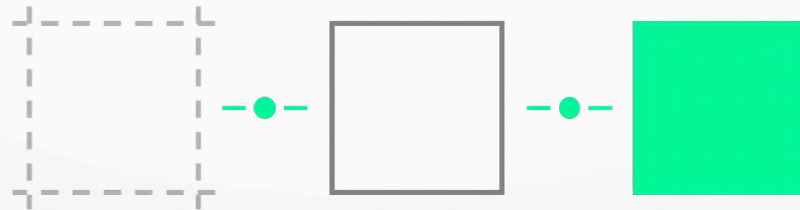
★★★★★

5 of 5 star rating for Horizon's research services
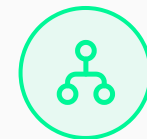
100 NPS

100 Net Promoter Score (NPS) across the product team

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.
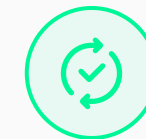
Fielding

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.

How Yello used real-time consumer validation to identify the most promising products within their customer base
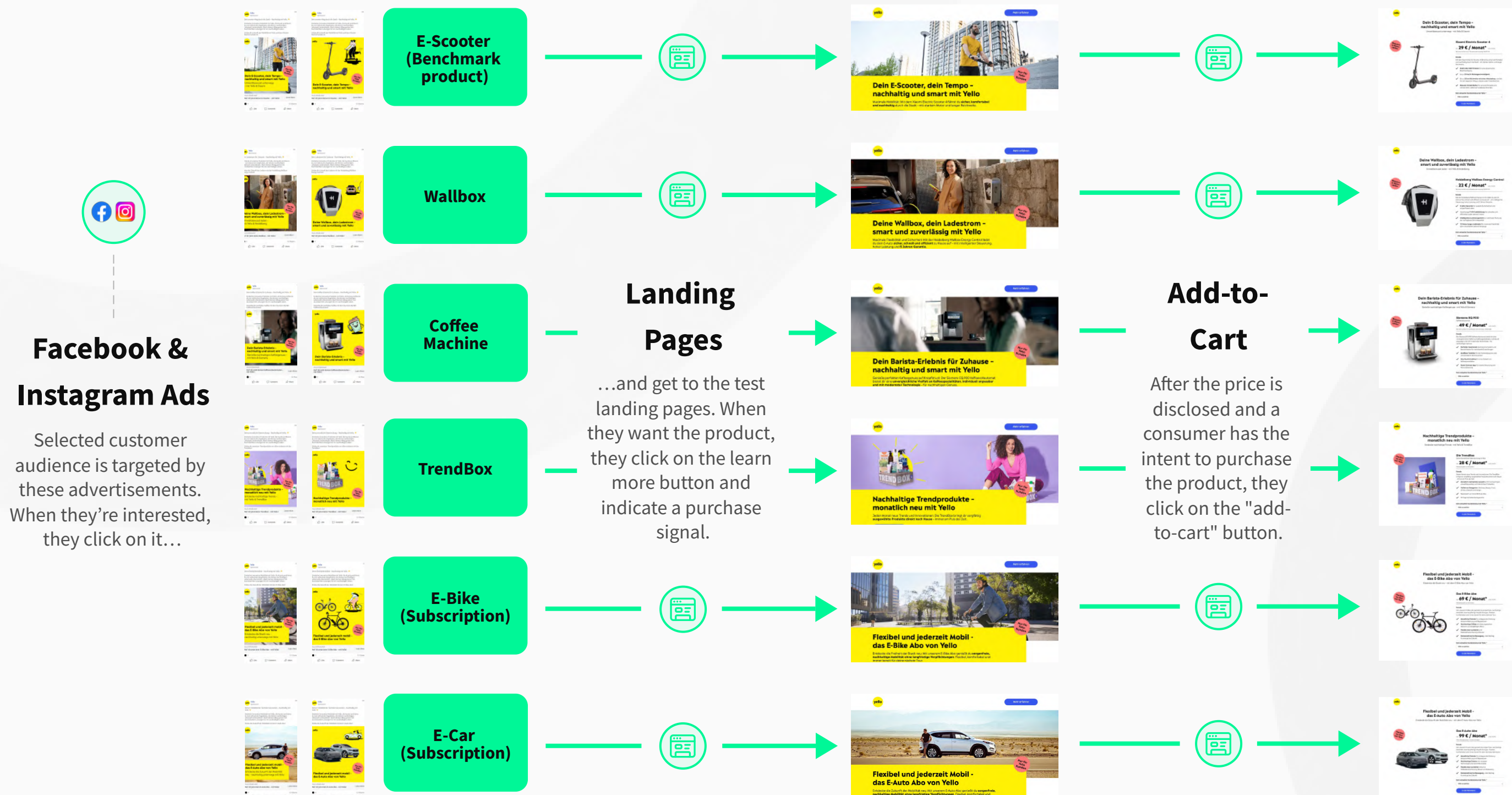

Facebook & Instagram Ads

Selected customer audience is targeted by these advertisements. When they're interested, they click on it…

Landing Pages

…and get to the test landing pages. When they want the product, they click on the learn more button and indicate a purchase signal.

Add-to-Cart

After the price is disclosed and a consumer has the intent to purchase the product, they click on the "add-to-cart" button.

E-Scooter (Benchmark product)

Wallbox

Coffee Machine

TrendBox

E-Bike (Subscription)

E-Car (Subscription)

Participants

3,024

Field Time

7 Days

Variants

6
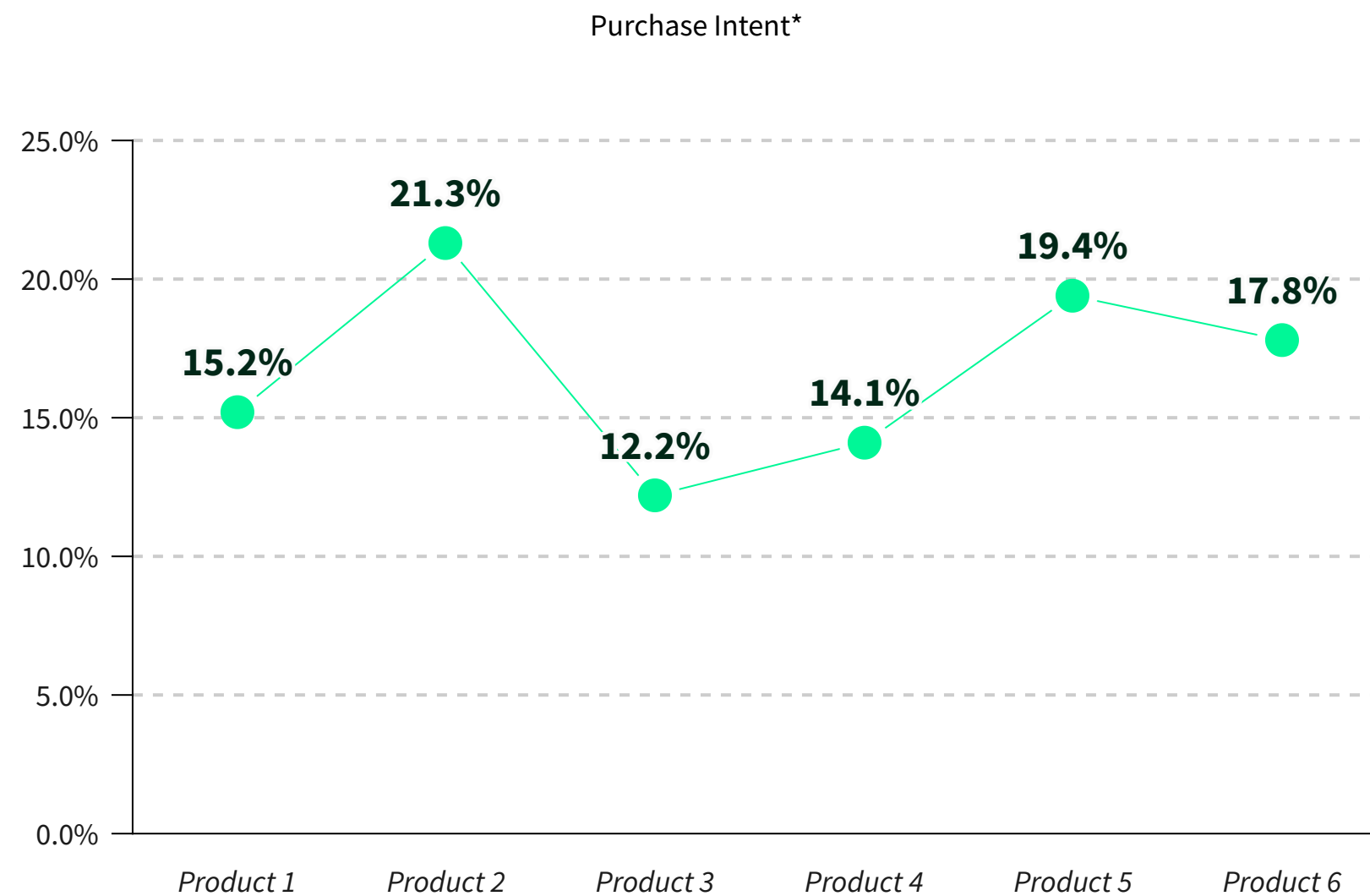
Customer validation before launch revealed a standout product category

Among six lifestyle products tested with real Yello customers, product 2 emerged as the frontrunner.

This behavioural validation, enabled by Horizon, provided critical guidance for go-to-market decisions:

- Focus on what truly resonates with customers
- Eliminate guesswork from category selection
- Back strategic bets with real behavioural data

By simulating a live purchase journey, Yello gained actionable insights, identifying which products would drive demand before making any launch investment.

Purchase Intent*

15.2%
21.3%
12.2%
14.1%
19.4%
17.8%

25.0%
20.0%
15.0%
10.0%
5.0%
0.0%

Product 1   Product 2   Product 3   Product 4   Product 5   Product 6
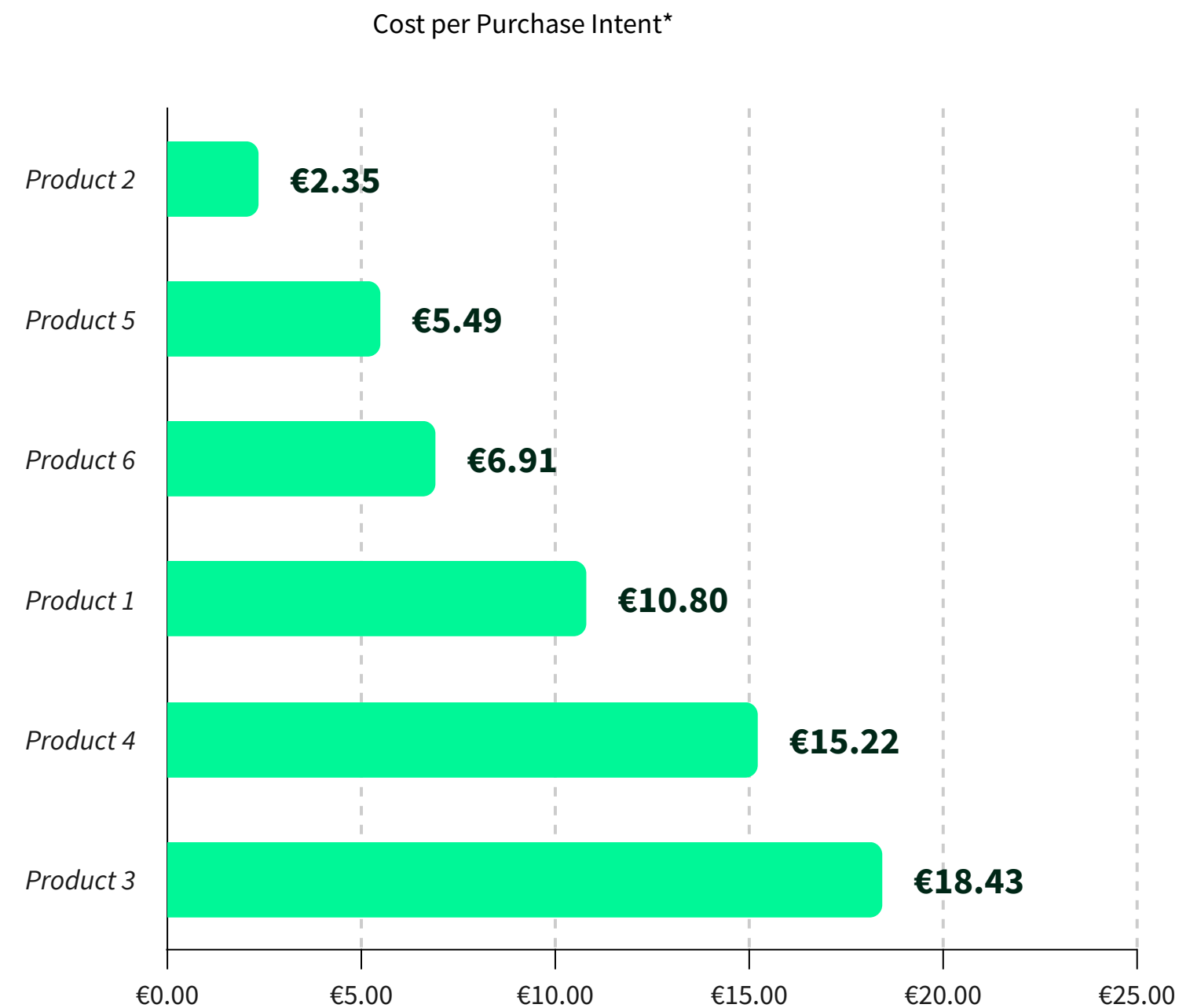
*The shown results data is altered and only for illustrative purposes.

Cost per Purchase Intent*

Product 2	€2.35
Product 5	€5.49
Product 6	€6.91
Product 1	€10.80
Product 4	€15.22
Product 3	€18.43

€0.00   €5.00   €10.00   €15.00   €20.00   €25.00

The shown results data is altered and only for illustrative purposes.

From signal to strategy: scaling only what works

Identifying the frontrunner was just the start. Horizon's test also revealed which product ideas could scale profitably—not just attract attention.

- The leading concept delivered not only high demand but also the most efficient acquisition cost.
- Others showed solid performance and remained viable for further investment.
- Two ideas failed to justify continued development based on poor ROI or weak traction.

By quantifying both interest and efficiency, Yello could back high-performing concepts with confidence—and avoid wasting time or budget on the rest.
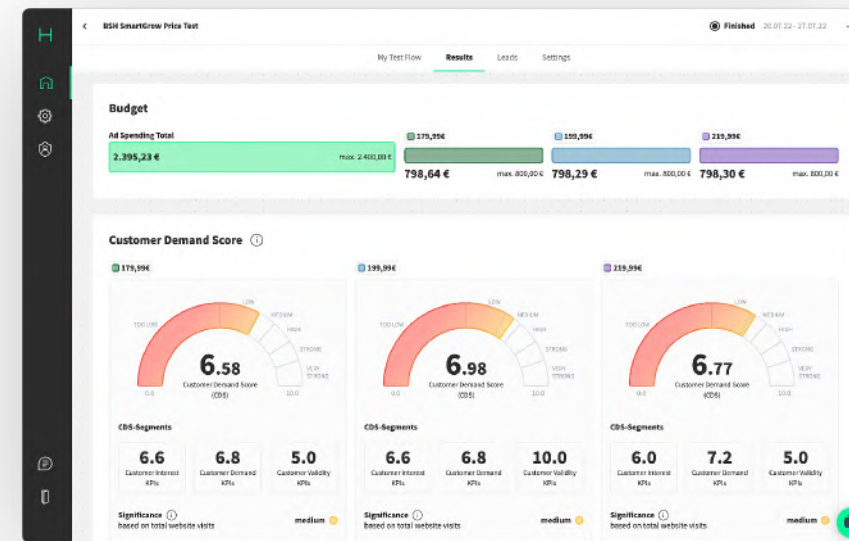
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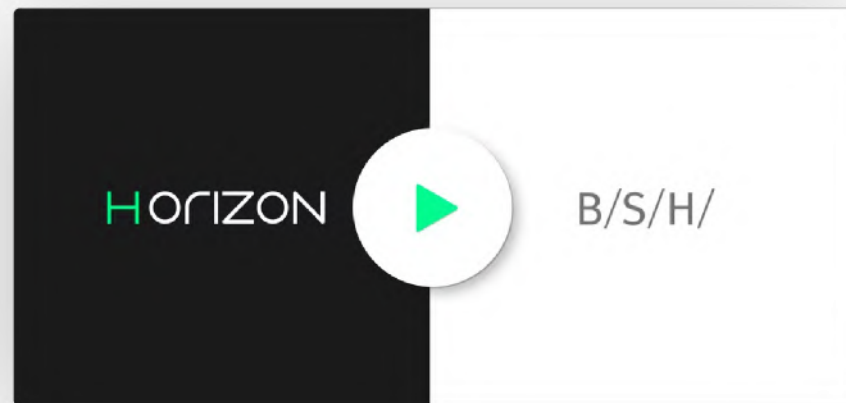
Watch how BSH predicts market success

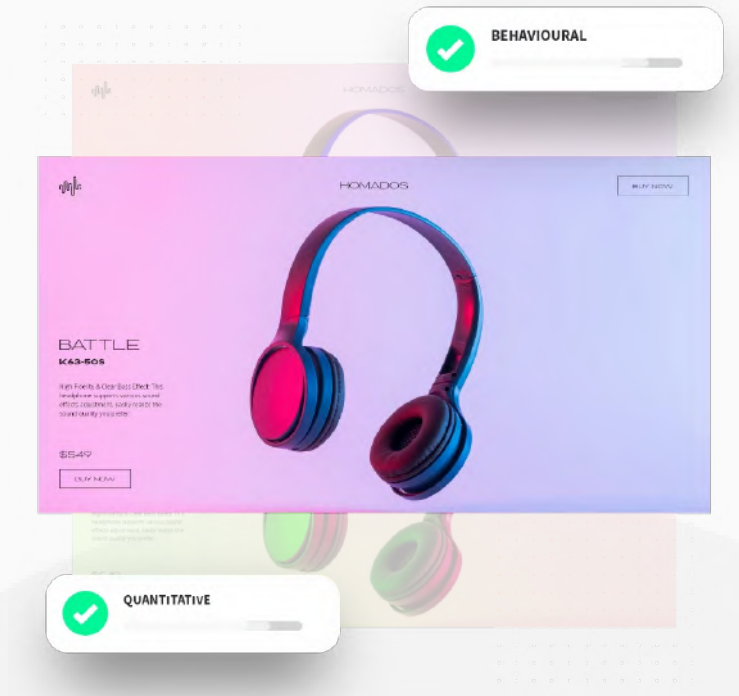Learn how BSH (Bosch) validates product decisions with Horizon

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.

Babbel

Virgin pure

BOSCH

COSNOVA BEAUTY

B/S/H/

ANDROS

LIEBHERR

ALH Gruppe
Alte Leipziger-Hallesche

MERZ LIFECARE

Louis

BRITA

… and many more

BOOK YOUR DISCOVERY CALL

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