

18-09-2025



CLOSER TO THE TRUTH

**Design Choices, Find the Feel-
Good Price, and Drive Profits**

kai@neurensics.com

Neurensics BV
Nieuwe Achtergracht 129-B
Amsterdam, Noord-Holland 1018 WS
Niederlande







x300



x 1,000



x 5,000





JEAN PAUL GAULTIER



x 10,000



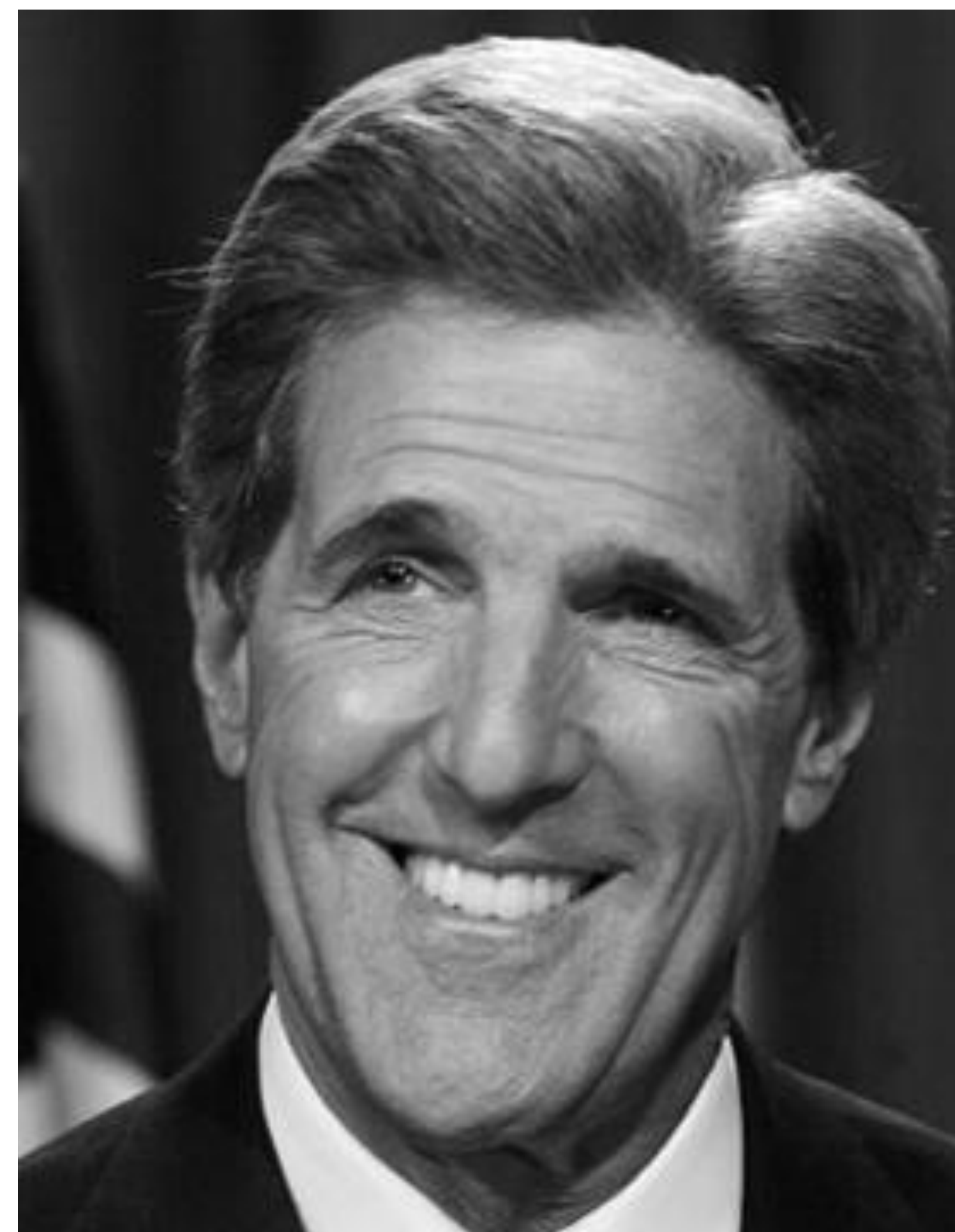


x 15,000











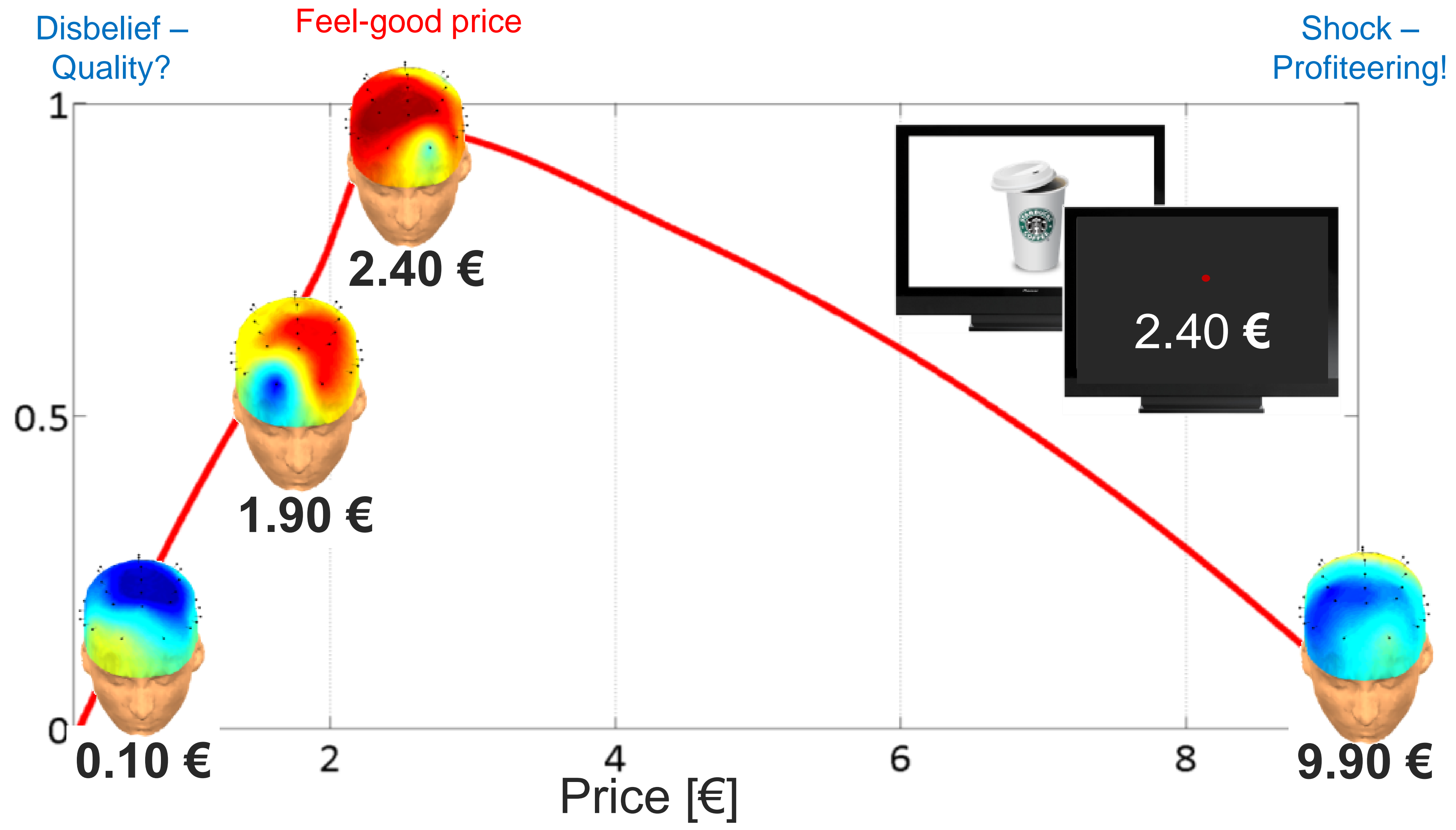
2,10€



High
price-product fit

Brain activity

Low
price-product fit

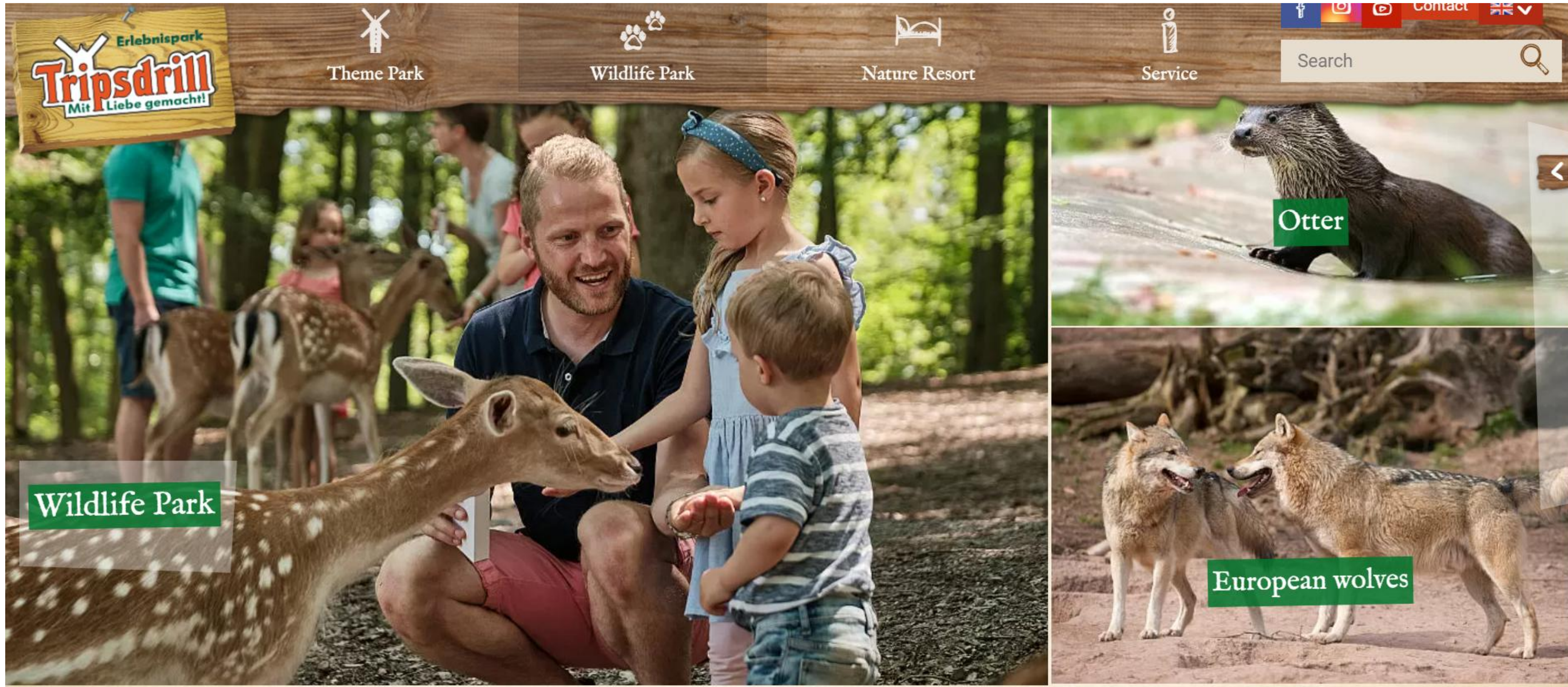








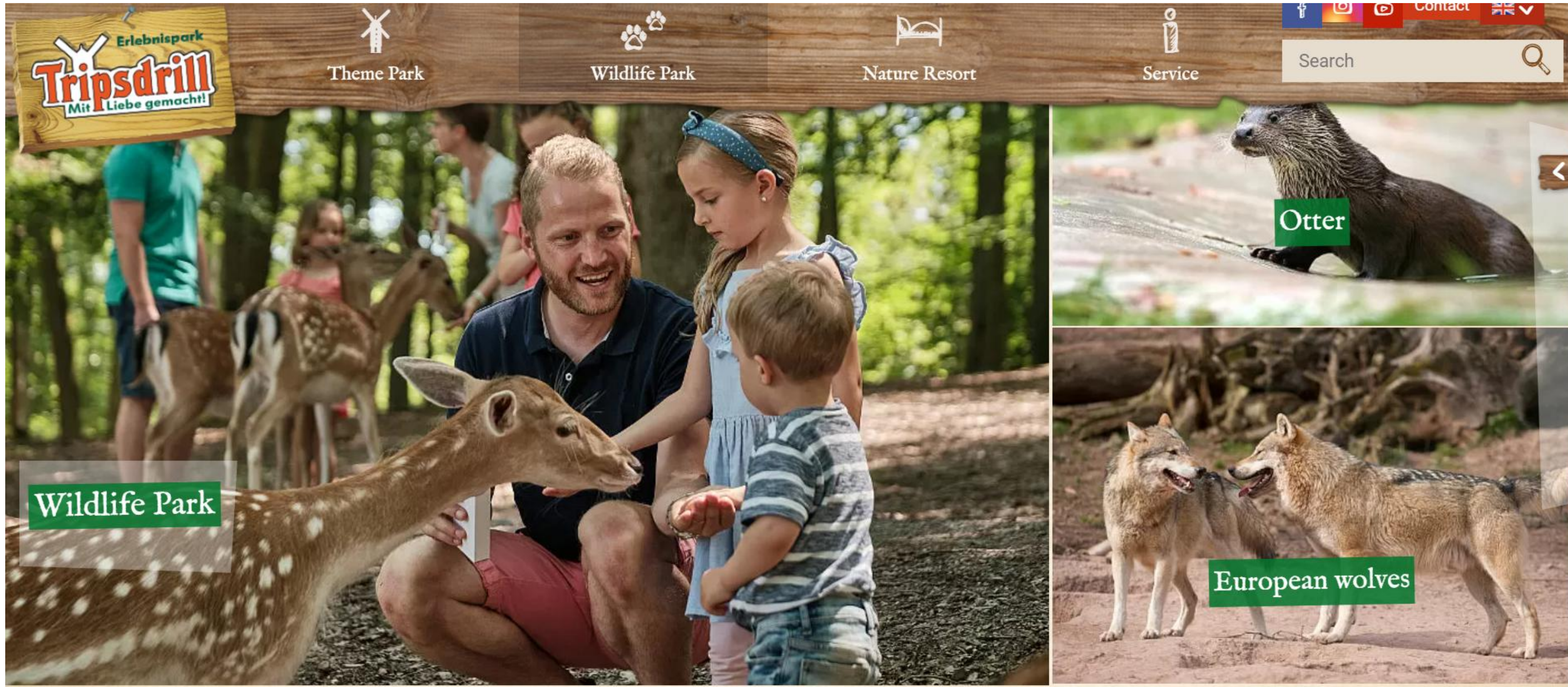
Finding the right price: Wildlife Park



Finding the right price: Wildlife Park

- **A walk through the wildlife park promises an experience of nature for all your senses.**
- **Over 60 different animal species live on 47 hectares.**
- **In the large outdoor enclosures experience Dam and Dybowski deer up close, pet them and even feed them.**
- **In addition to the feeding times of wolf, lynx, bear & wildcat, be fascinated by the birds of prey during the flight demonstration.**
- **Watch the otters swimming and romping around while being fed in their diversely designed enclosures.**
- **Forest adventure trail, barefoot trail and a large adventure playground with climbing forest invite you to explore the natural surroundings.**

Wildlife Park – Day Pass 1 Adult

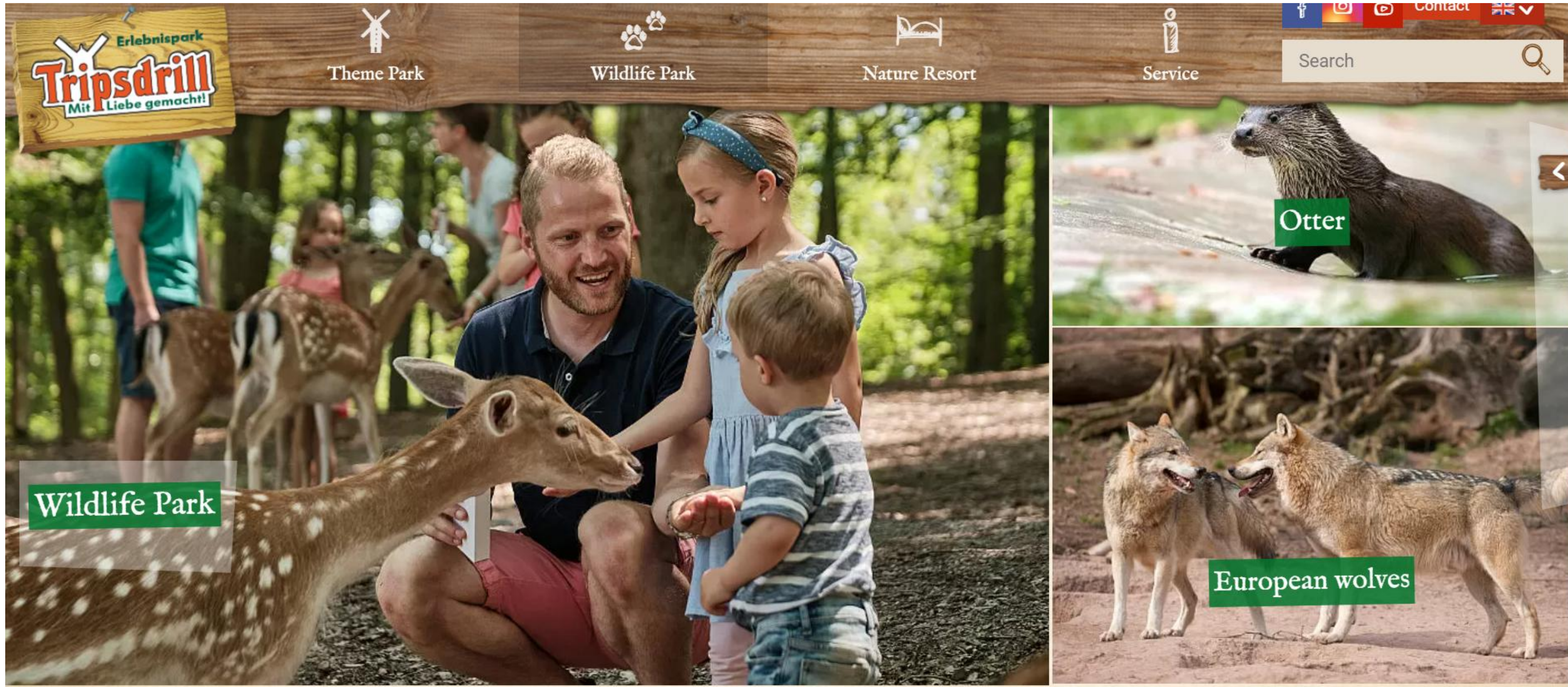


Expensive or Cheap?



€26.50

Wildlife Park – Day Pass 1 Adult

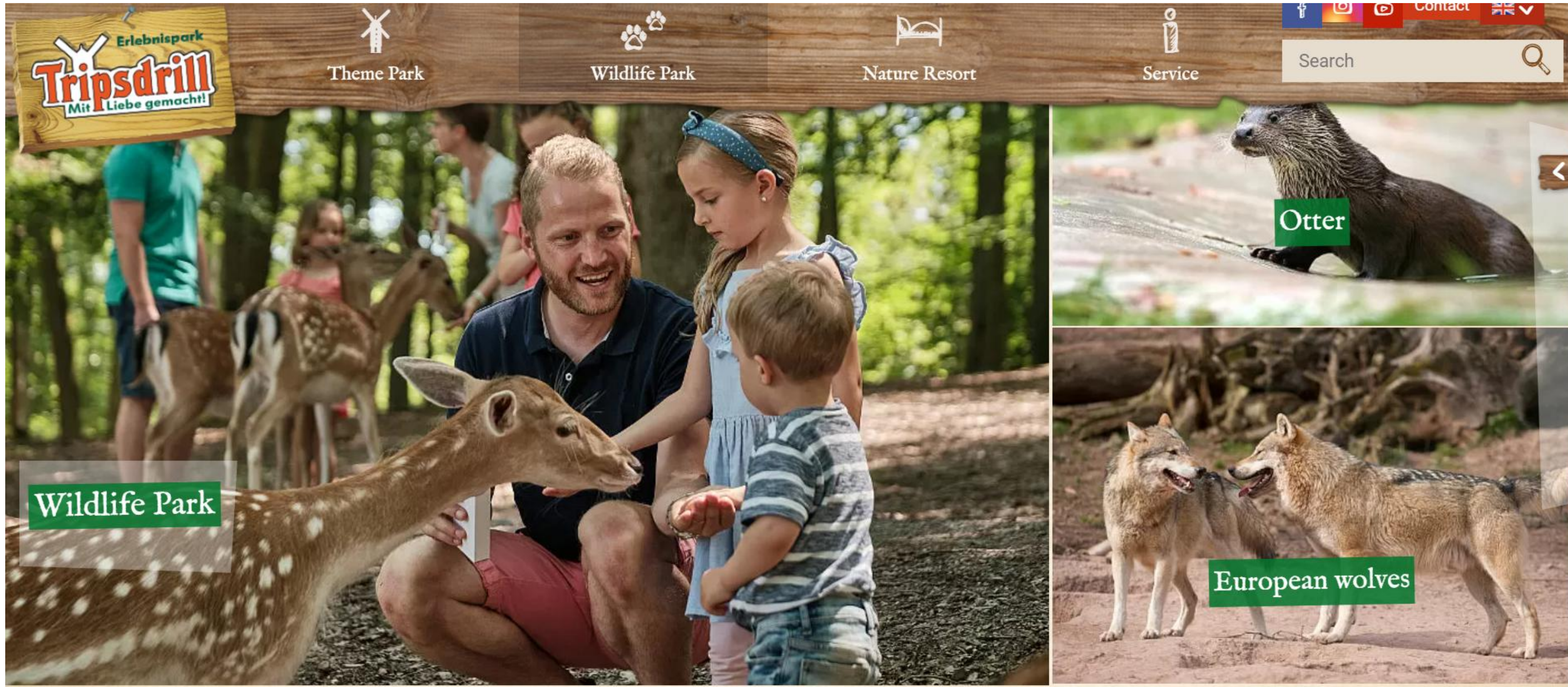


Expensive or Cheap?



€ 4.20

Wildlife Park – Day Pass 1 Adult

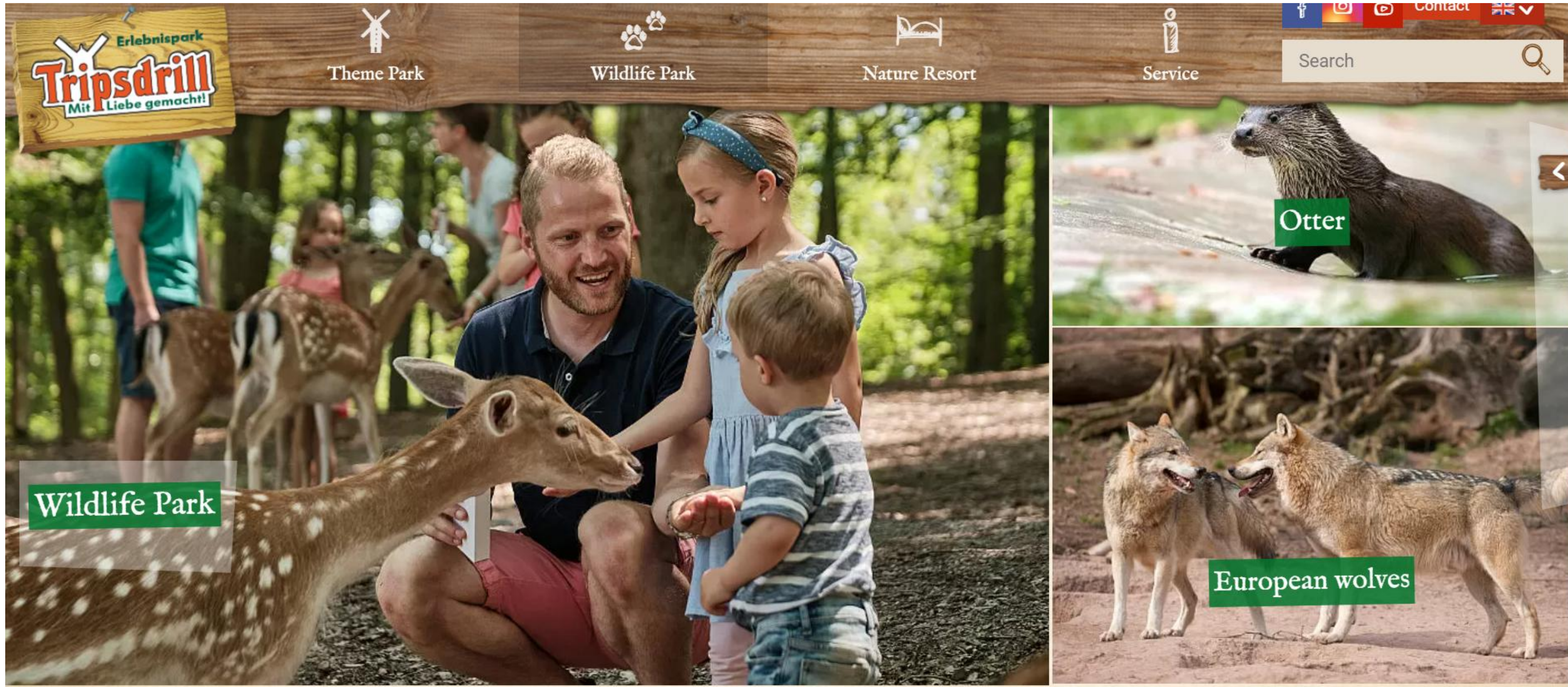


Expensive or Cheap?



€ 40.90

Wildlife Park – Day Pass 1 Adult

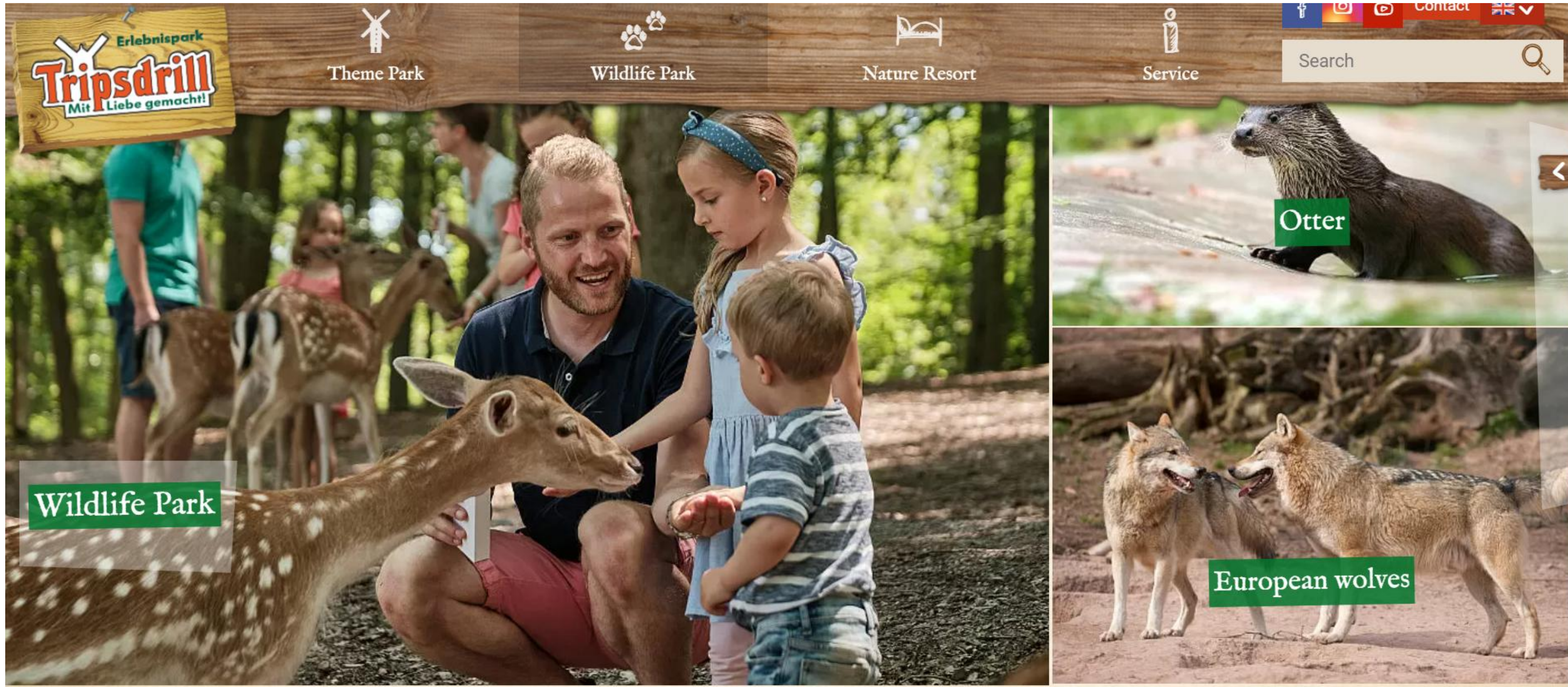


Expensive or Cheap?



€ 36.00

Wildlife Park – Day Pass 1 Adult

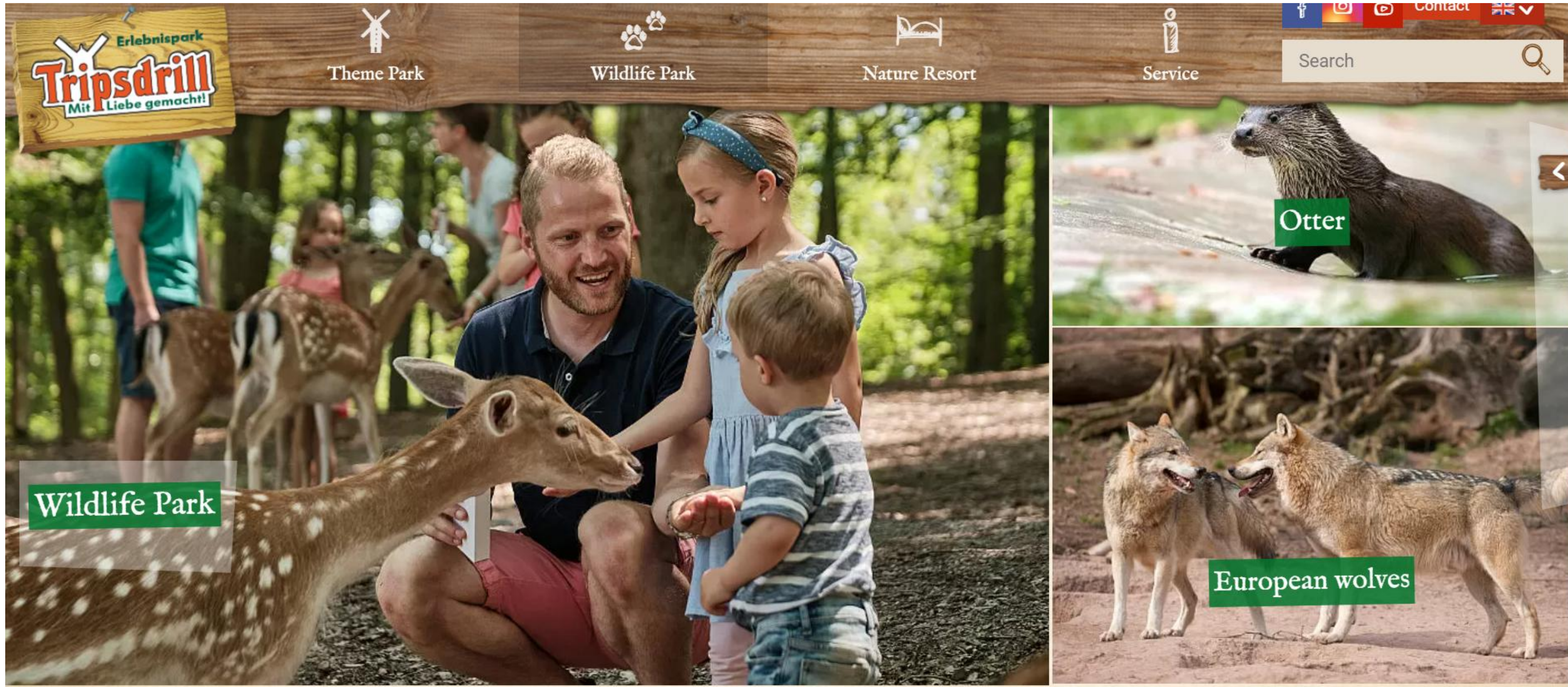


Expensive or Cheap?



€ 19.00

Wildlife Park – Day Pass 1 Adult

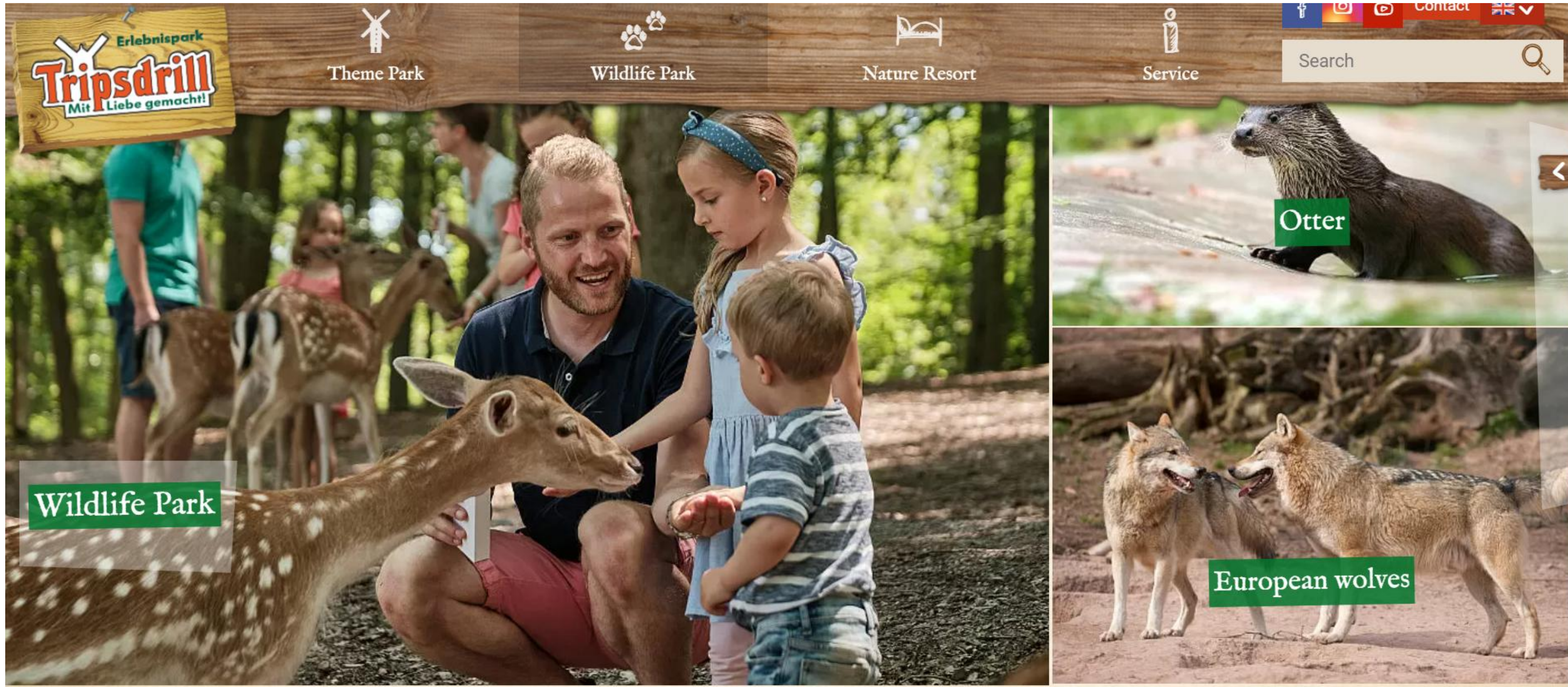


Expensive or Cheap?



€ 29.00

Wildlife Park – Day Pass 1 Adult



Expensive or Cheap?



€ 17.50





3 nights in a 3-star hotel

Half board

Arrival by train

Journey time: 6 hours

Two train transfers

3 nights in a 3-star hotel

Half board

Arrival by train

Journey time: 4 hours

Two train transfers

**Train cancellations due to
roadworks on the line are
frequent (delays of up to 90
minutes are possible)**



**Slower, but without potential
train cancellatiion**

Individual

€ 383,-

Joint

€ 353,-

**Faster, whether with or
without potential train
cancellation**

Individual

€ 364,-

Joint

€ 386,-



- Dusted
- Garbage emptied
- Floors and bathroom cleaned
- Bed linen cleaned

Average tip?



- Dusted
- Garbage emptied
- Floors and bathroom cleaned
- Bed linen cleaned
- 1 of 2 remote controls disinfected
- 2 of 4 windows cleaned

Average tip?



Individual

€ 8,64

€ 6,28

Joint

€ 5,78

€ 7,38

Summary



Price and product are arbitrary associations in the brain



Anchoring is critical for a successful choice architecture



NeuroPricing™ discovers the true value



Price thresholds are often in the mind of the seller



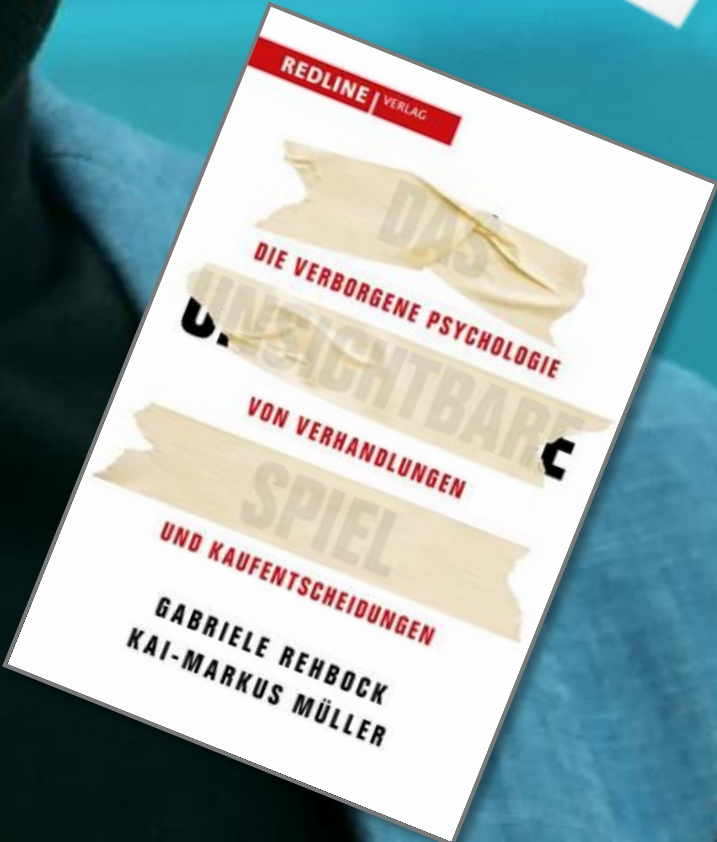
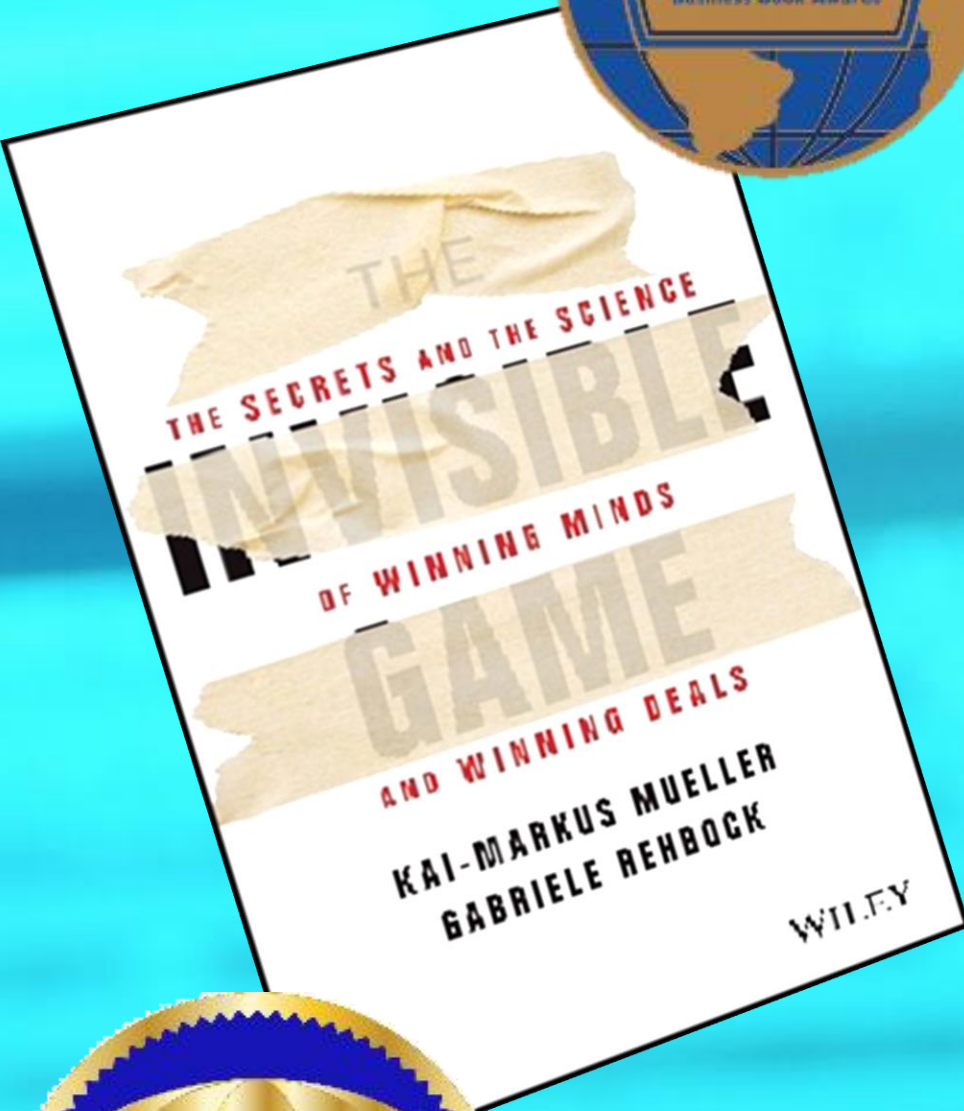
Modern research tests subconscious price perception



Everything you offer must be flawless

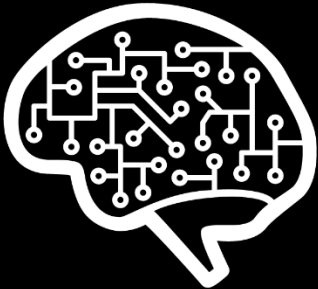
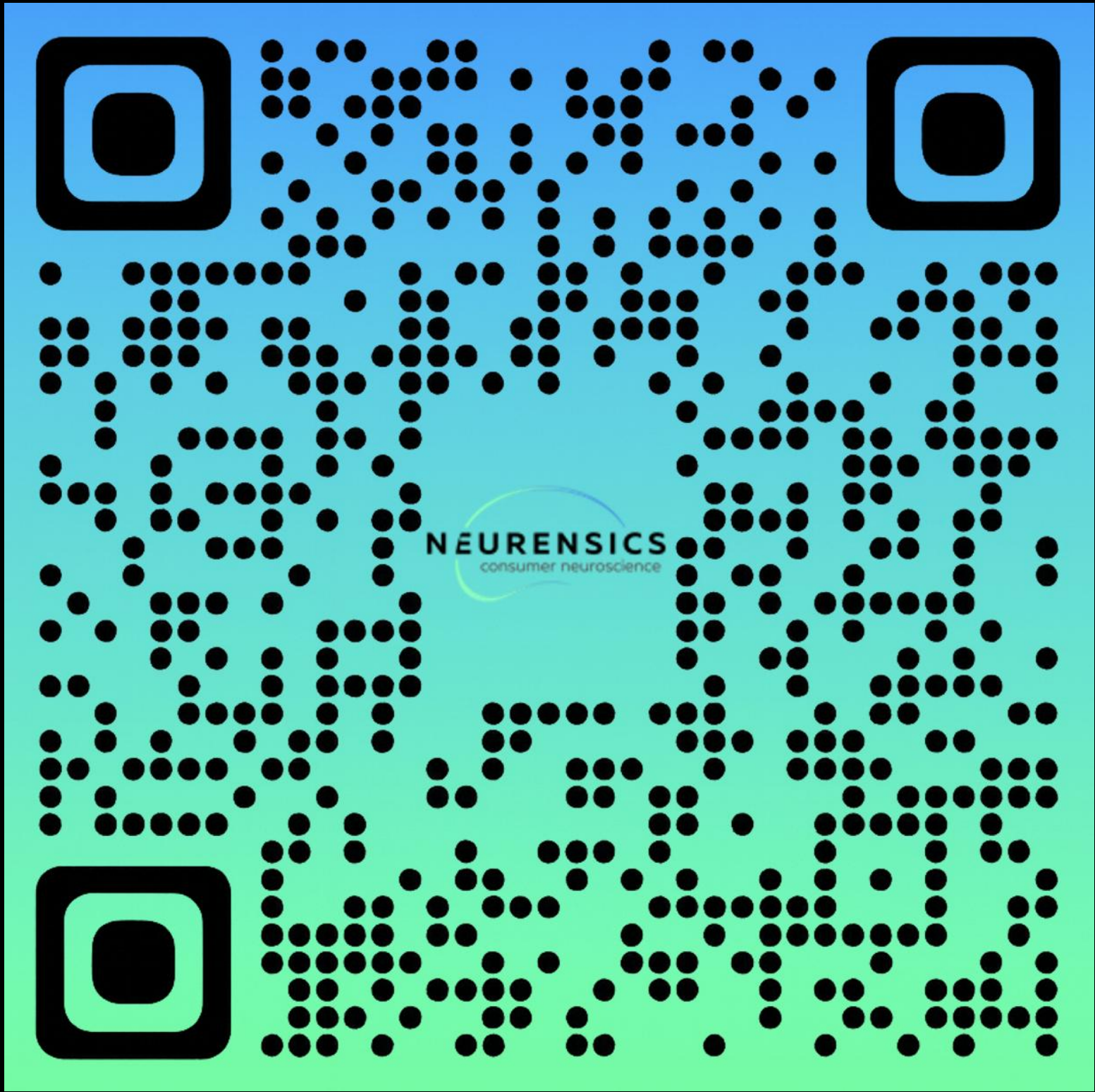


Let's discuss!



NEURENSICS
consumer neuroscience

CLOSER TO THE TRUTH



Prof. Dr. Kai-Markus Mueller
CONSUMER NEUROSCIENTIST