

A PRICE IT ON® SUCCESS STORY IN ELECTRIC MOBILITY

Price with Precision. Promote with Purpose.

How a top-five two-wheeler manufacturer used Price It On® to identify a critical buyer gap and inform sharper pricing, positioning and promotion for its EV Bike.

The company's EV Bike was underrepresented in one of the most attractive metropolitan EV markets, despite strong category adoption and favorable market conditions. To close the gap, it needed to determine whether its *price-value proposition* matched the needs of priority buyers and how promotion could reach and convert them more effectively. Gestalt used *Price It On®* to analyze and segment the market, assess competitive price positioning, map buyer journeys and evaluate campaign and channel performance.

PRICE IT ON® CONNECTED THE MARKET GAP TO COMMERCIAL ACTION

Market Opportunity & Buyer Gap

Approximately 11.5 million potential EV buyers were analyzed and organized into four opportunity groups. Regional analysis revealed that the largest demand pool was barely represented in the EV Bike's customer base—exposing the central price-value and targeting gap.

Purposeful Promotion Design

Buyer priorities were connected to journeys from awareness through consideration, evaluation, booking and post-purchase activity—identifying the audiences, messages, touch-points and channels most relevant to the opportunity.

Competitive Price Positioning

A Competitive Intensity Index and comparison across price, range, features, charging, dealer reach, maintenance and buying experience clarified where the EV Bike could strengthen its price position and differentiation.

Campaign & Channel ROI

Pricing and buyer intelligence informed targeted promotions, while ROI analysis by campaign and channel created a measurable basis for refining offers and allocating promotional investment.

≈11.5M

EV BUYERS ANALYZED

FOUR OPPORTUNITY GROUPS IDENTIFIED

ONE CRITICAL GAP REVEALED

The region's largest demand pool was barely represented in the EV Bike's customer base.

