

The Impact of Dynamic Pricing

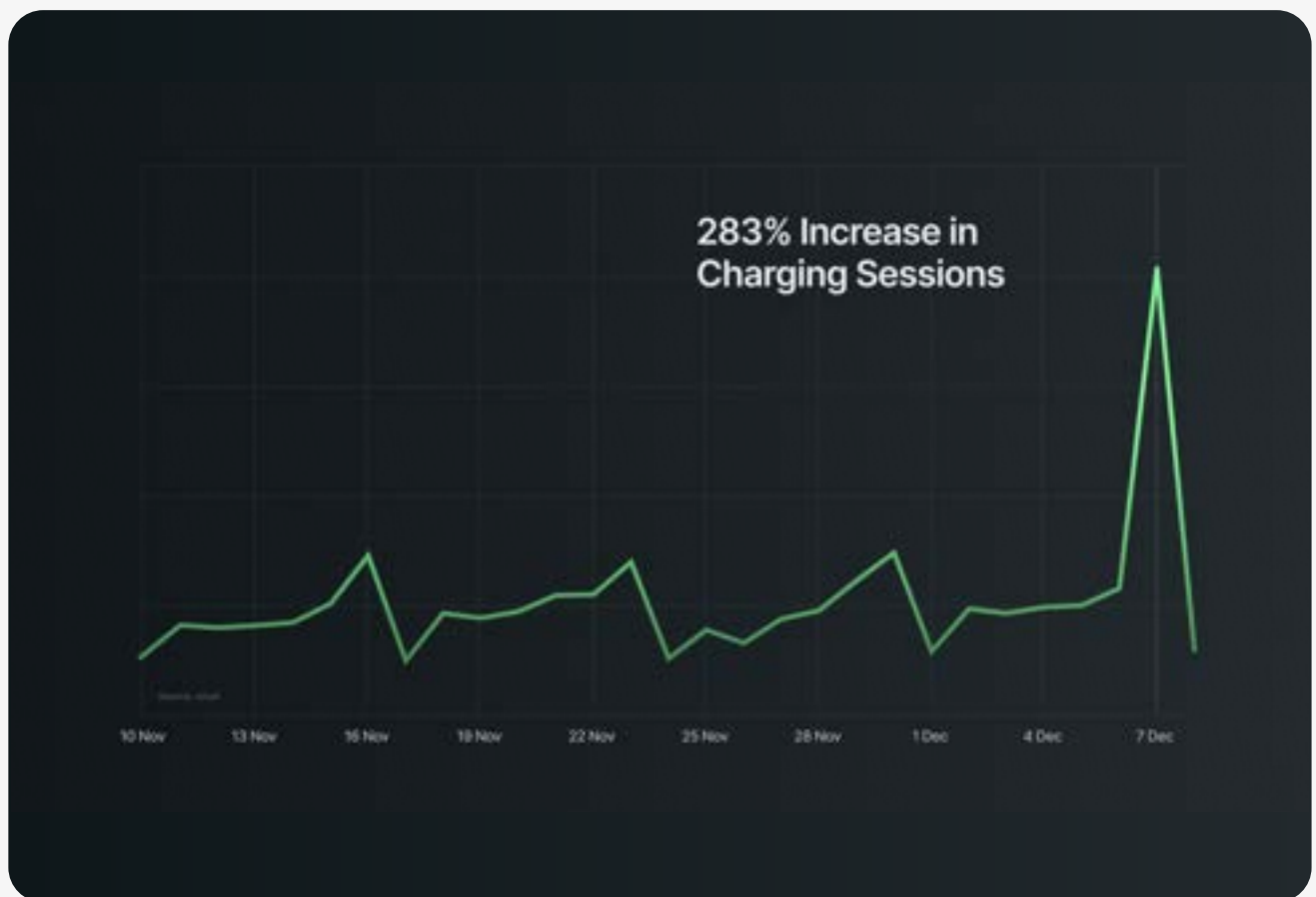
How a St. Nicholas Promotion Boosted
Utilization by 250%

Charging Insights Unlocked: Bold Pricing Drives Nearly 3x More Sessions

On the 7th December 2024, Pfalzwerke launched a price promotion, offering charging at just 7 cents/kWh from 10am to 7pm at 33 charging sites across Germany.

This bold initiative gave us the opportunity to dive into our data and gather valuable insights on how price promotions and dynamic pricing can impact a CPOs business.

So we analyzed the time period from 10th November to 8th December 2024 to provide a comparison to the reference Saturdays and show the impact of the price-promotion on the charging sites.



Looking at the overall results, on the day of the promotion almost 3 times as many charging sessions took place on the 33 charging sites, deviating from the usual spike on Saturday to show a whopping peak in charging sessions.

Boost in Market Share and Utilization

From an average market share of less than 10% on the reference Saturdays, Pfalzwerke was able to increase the market share of its 33 stations to over 21%.

From just over 6% utilization on the reference Saturday, utilization increased by almost 250% to just under 22%.

Market Share More
than Doubled



250% Increase in
Charge Point Utilization



Spotlight: Top 3 Charging Sites Performance

| Looking at the top 3 Charging Sites

Based on the average utilization over the period studied - to get to a more level of detail, the overall trends were confirmed. Each charging site at least doubled the number of sessions, utilization and market share.

Charging Site: Wielandstraße 56, 89073 Ulm

At Wielandstraße 56 in Ulm, Pfalzwerke operates two charging points conveniently located in a supermarket car park, next to a discount retailer.

This retail-oriented charging sites allow users to charge their vehicles while shopping, which makes it very convenient for users.

The location is also close to the Donaustadion, home to the football club SSV Ulm 1846, combining residential and leisure proximity.

Session Growth:

The charging site saw an increase in charging sessions of 230%.

Utilization Increase:

Average utilization increased from 13% to 33% on the promotion date, a remarkable increase of +256%.

Market Share Impact:

The average Saturday market share within a 5 km radius of the site increased from 1.5% to 3.3%, representing growth of +215%.

Charging Site: Wolfsburger Landstraße 7, Wolfsburg

On Wolfsburger Landstraße 7 in Wolfsburg-Fallersleben, six charging points are strategically located in a hardware store carpark, close to the A39 motorway (Wolfsburg-West).
The area also features a fast-food chain and a pet shop, making it a convenient charging spot in a business district.

Session Growth:
Charging sessions grew by 219%.

Utilization Boost:
Utilization rose from 10% to 24% on the promotion date, marking an impressive increase of +236%.

Market Share Impact:
The reference Saturday average market share within a 5 km radius of the site grew from 7% to 15%, a growth of +217%.

Charging Site: Zeppelinstraße 1, Bad Schussenried

At Zeppelinstraße 1 in Bad Schussenried, Pfalzwerke operates two charging points located on a supermarket car park on the outskirts of the town.
The site is ideal for combining EV charging with grocery shopping and may also attract guests from a nearby 3-star hotel.

Session Growth:
Charging session numbers increased by 263%.

Utilization Boost:
Utilization rose from 7% to 20% on the promotion date, representing an increase of +301%.

Market Share Impact:
The average market share within a 5 km radius of the site on the reference Saturdays increased from 43% to 67%, representing a significant growth of +301%.

Conclusion

The results of the St. Nicholas' campaign underlines the transformative potential of dynamic pricing in the EV charging market.

By offering a compelling price incentive, Pfalzwerke not only achieved an unprecedented 283% increase in charging sessions but also demonstrated the ability to double market share and drive significant utilization gains across its charging sites.

This initiative demonstrates how customer-centric, data-driven strategies can redefine market performance and create new opportunities for growth and engagement.

The success of this promotion serves as a powerful case study, highlighting the untapped potential of innovative pricing models to meet customer needs while optimizing business outcomes.

As the EV market continues to evolve, dynamic pricing is emerging as a critical tool for Charge Point Operators to lead the way in shaping a sustainable, accessible future for electric mobility.

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