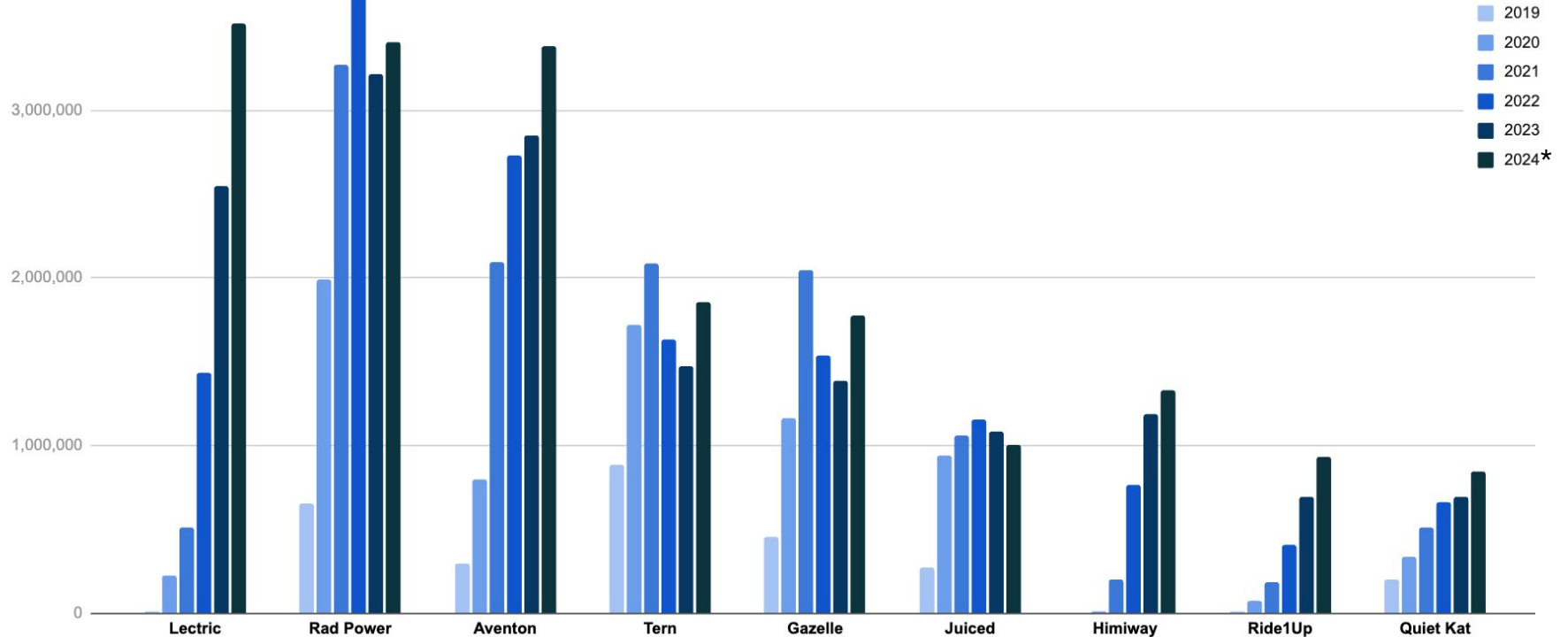


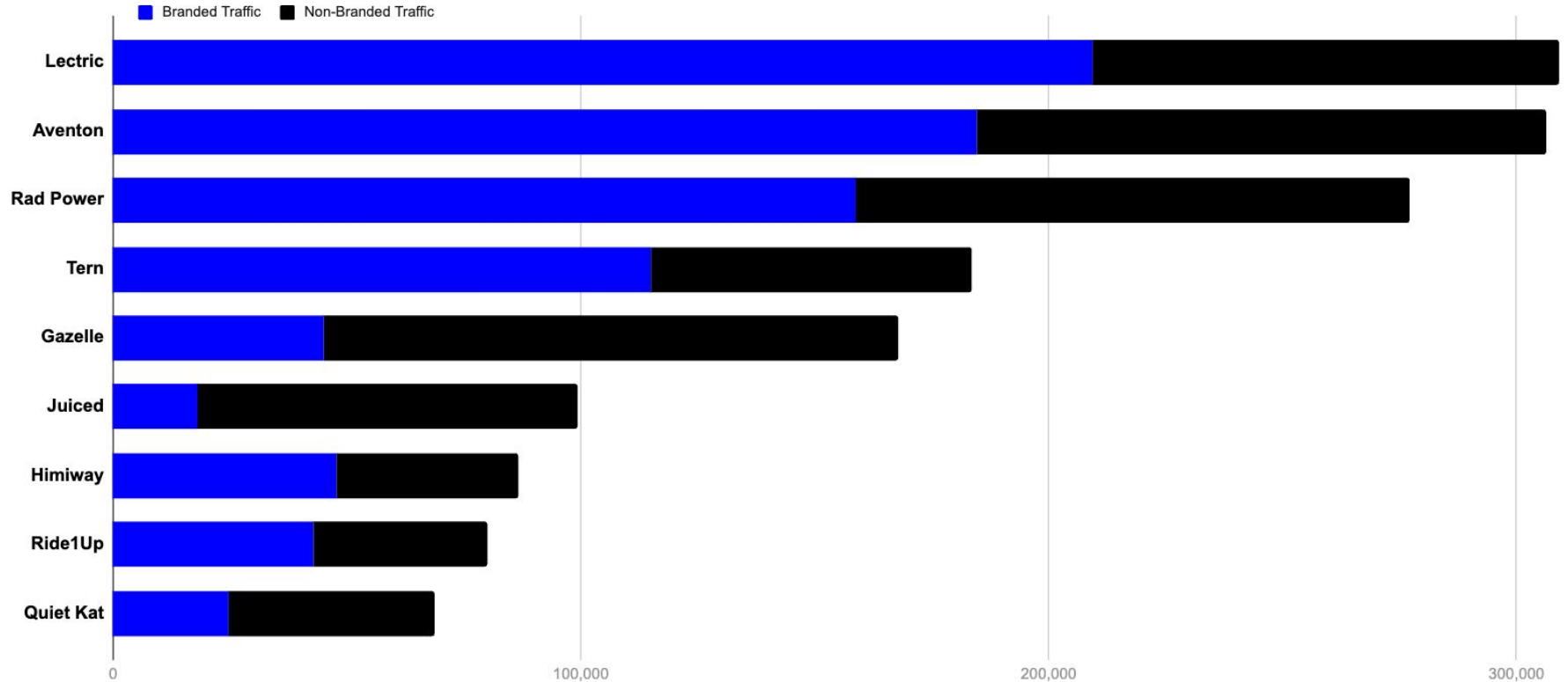
# Which ebike brand leads online discoverability & intent?



# Which ebike brand leads in mid-funnel branded search volume?

	Branded Terms	Monthly Searches by Brand Name + Intent	Brand Score
<b>Rad Power</b>	accessories	50	50,230
	bike accessories	590	
	bikes	49500	
	bicycles	0	
	ebikes	90	
<b>Lectric</b>	accessories	170	38,480
	bike accessories	720	
	bikes	27100	
	bicycles	590	
	ebikes	9900	
<b>Aventon</b>	accessories	480	28,520
	bike accessories	390	
	bikes	22200	
	bicycles	50	
	ebikes	5400	
<b>Gazelle</b>	accessories	30	5,060
	bike accessories	90	
	bikes	2900	
	bicycles	140	
	ebikes	1900	
<b>Tern</b>	accessories	170	4,220
	bike accessories	170	
	bikes	2900	
	bicycles	720	
	ebikes	260	

## Which ebike brands are found by name versus solution?



# Which ebike brands have the most valuable digital real estate?

electric bike



301,000 monthly searches

- 1 lectricebikes.com
- 2 amazon.com
- 3 kbobike.com
- 4 electricbikecompany.com
- 5 radpowerbikes.com
- 6 juicedbikes.com
- 7 velotricbike.com
- 8 wired.com
- 9 addmotor.com
- 10 aventon.com
- 11 walmart.com
- 12 ridejetson.com
- 13 heybike.com
- 14 himiwaybike.com
- 15 macfoxbike.com

best ebikes



22,200 monthly searches

- 1 outdoorgearlab.com
- 2 wired.com
- 3 reddit.com
- 4 specialized.com
- 5 bicycling.com
- 6 heybike.com
- 7 ebikes.org
- 8 youtube.com
- 9 electricbikereview.com
- 10 consumerreports.org
- 11 cnet.com
- 12 longrangehunting.com
- 13 youtube.com
- 14 superhumanbikes.com
- 15 cyclingnews.com

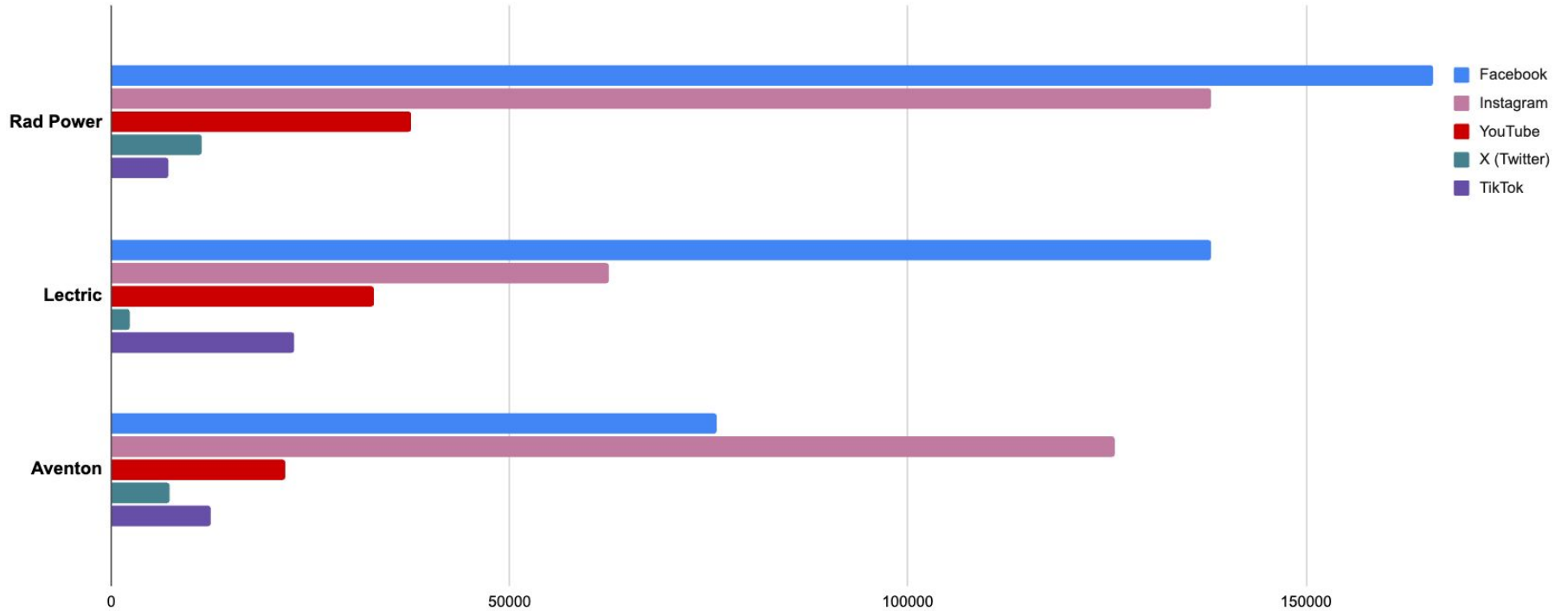
electric bikes near me



18,100 monthly searches

- 1 bestbuy.com
- 2 sdebike.com
- 3 radpowerbikes.com
- 4 walmart.com
- 5 magnumbikes.com
- 6 juicedbikes.com
- 7 villagecycle.com
- 8 aventon.com
- 9 dickssportinggoods.com
- 10 lectricebikes.com
- 11 velotricbike.com
- 12 562ebikes.com
- 13 gazellebikes.com
- 14 pedegoelectricbikes.com
- 15 himiwaybike.com

# Which ebike brand leads in social followers?



# How does ebike brand introductory messaging read?

## Rad Power

### Save Up to \$700

Kick off fall with an electric bike built for year-round rides! Snag huge savings on ebikes, batteries, and gear – only thru 9/11/24.

[Shop Sale](#)

### A ride style for everyone.

[Featured collections](#)

### We build better bikes.

[Our story](#)

16+ years of innovation sets us apart. It's why we're the undisputed industry leader.

Over 652,883+ riders are revolutionizing their routines. Cruising everywhere with their own RadGrin.

## Lectric

Endless Summer Sale

### Save up to \$455 on eBikes

#### Best eBike of 2024

Bicycling Magazine, Best Value Commuter

[Learn More](#)

- \* Fast, Free Shipping
- \* One-Year Warranty
- \* A+ Customer Service
- \* Tool-Free Assembly
- \* 500+ Bike Shops

### A simple beginning

How a father's quest for a high-quality, affordable eBike helped two kids from Lakeville, Minnesota launch America's best-selling model.

[About Us](#)

## Aventon

Save more. Ride farther.

### FREE Extra Battery with PACE Purchase

[Shop Now](#)

OUR ETHOS

### redefine adventure

It's all about the journey.

We are dedicated to inspiring adventures, big and small, in all terrains of life. Whether it's on mountain trails or rolling through urban neighborhoods. It's that simple. Take the ride that moves you.

### find your ride

[Explore our ebikes](#)

TECHNOLOGY

### thoughtfully created

# Make it count

## Search

Paid Search  
SEO  
Shopping  
Amazon & Retail

## Social

Meta  
LinkedIn  
TikTok  
YouTube  
Pinterest  
Snap  
Reddit  
X (Twitter)

## Programmatic

Streaming / CTV  
Digital OOH  
Audio / Podcast  
Native Content  
Display

## Data

Planning & Engineering  
Conversion Rate (CRO)  
Data Aggregation  
Live Dashboards

## Messaging

Ad Creative  
Creator (UGC)  
Short-form Video (SFVV)  
Message Journey & Testing