



AVENTON

How the Bikes & Bike Accessories Industry
Increased Ad Spend by +63% in Q3 2022

Sporting Goods & Outdoor

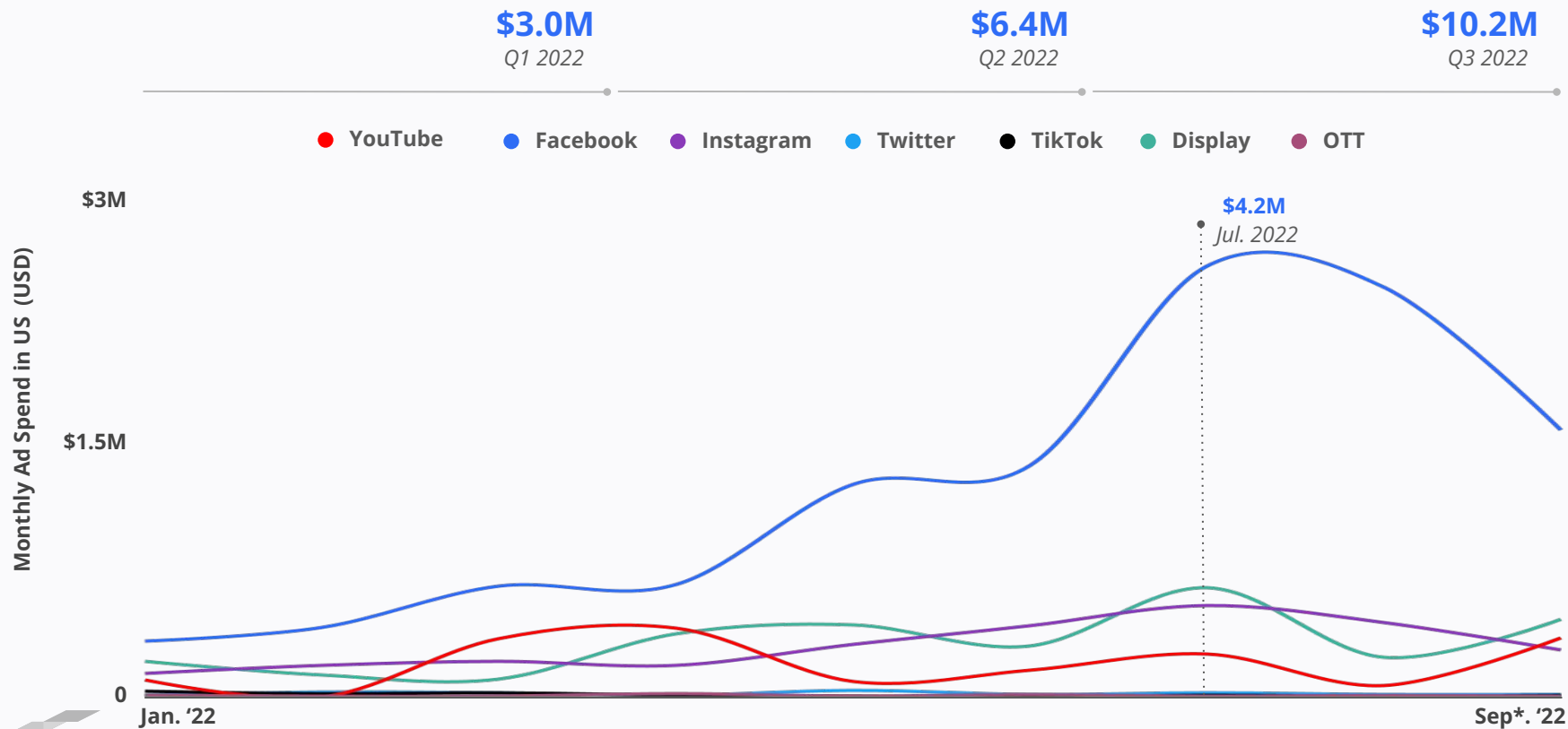
Key Takeaways

The Bikes & Bike Accessories industry increased ad spend significantly in July 2022 with a +77% increase MoM in the US. Here's how:

Ad Spend — By Platform: Ad spend on Facebook, Display, Instagram, and YouTube has continually increased since January 2022, with Facebook experiencing the most significant increase in Q2 2022. Facebook received the highest ad spend (\$11.6M) followed by Display (\$3.0M) and Instagram (\$2.8M). 48% of the total OTT spend was allocated to streaming services other than Hulu, Pluto TV, Peacock, Tubi and Paramount. The top publishers for display ads was Bicycling (\$297K) followed by Drudge Report (\$215K).

Ad Spend — By Brand: The top advertiser in the Bike & Bike Accessories category was Aventon (\$6.3M) followed by Lectric eBikes (\$2.5M) and Rad Power Bikes (\$1.5M).

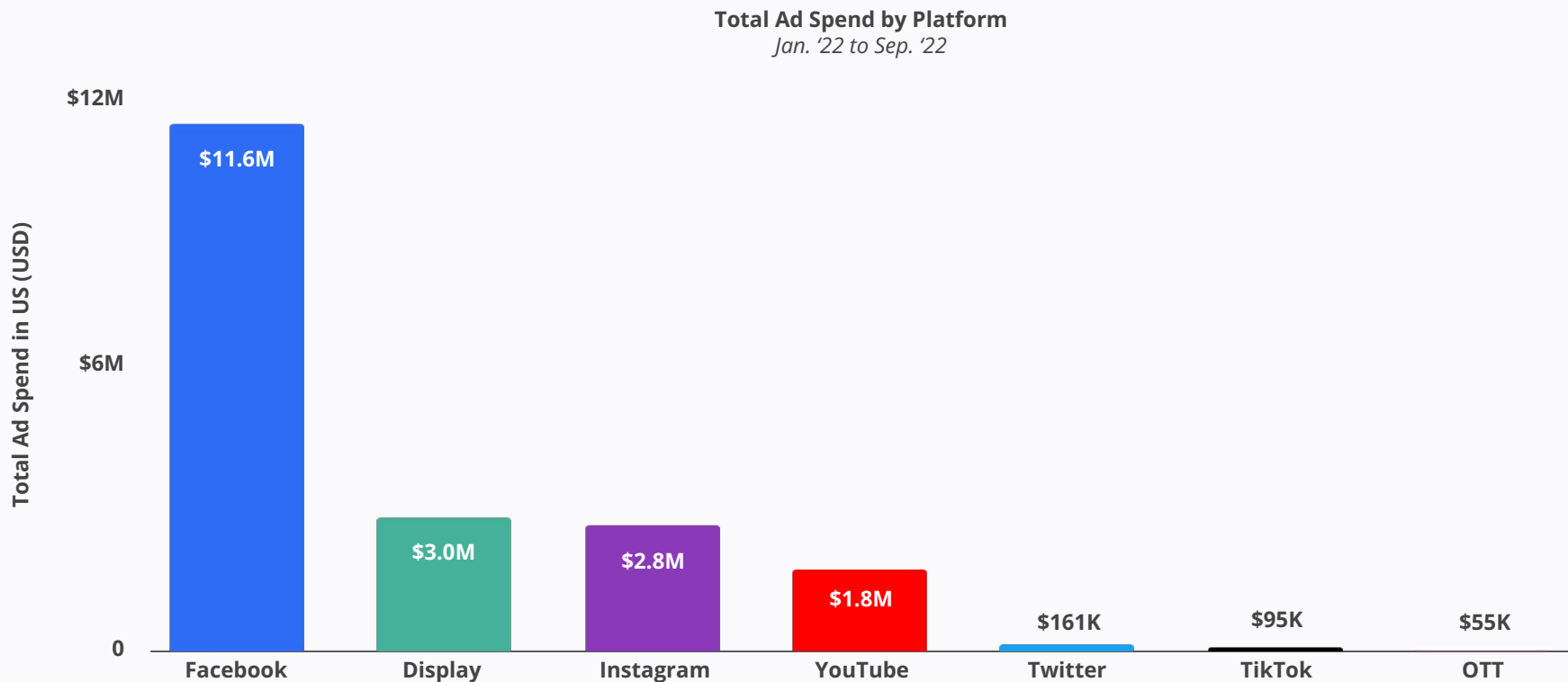
The **Bikes & Bike Accessories** industry increased ad spend significantly in July 2022 with a **+77%** increase MoM.



*Spend is a directional approximation and does not include retargeting, or behavioural targeting. Search not included. Spend YTD as of 09/29/2022.

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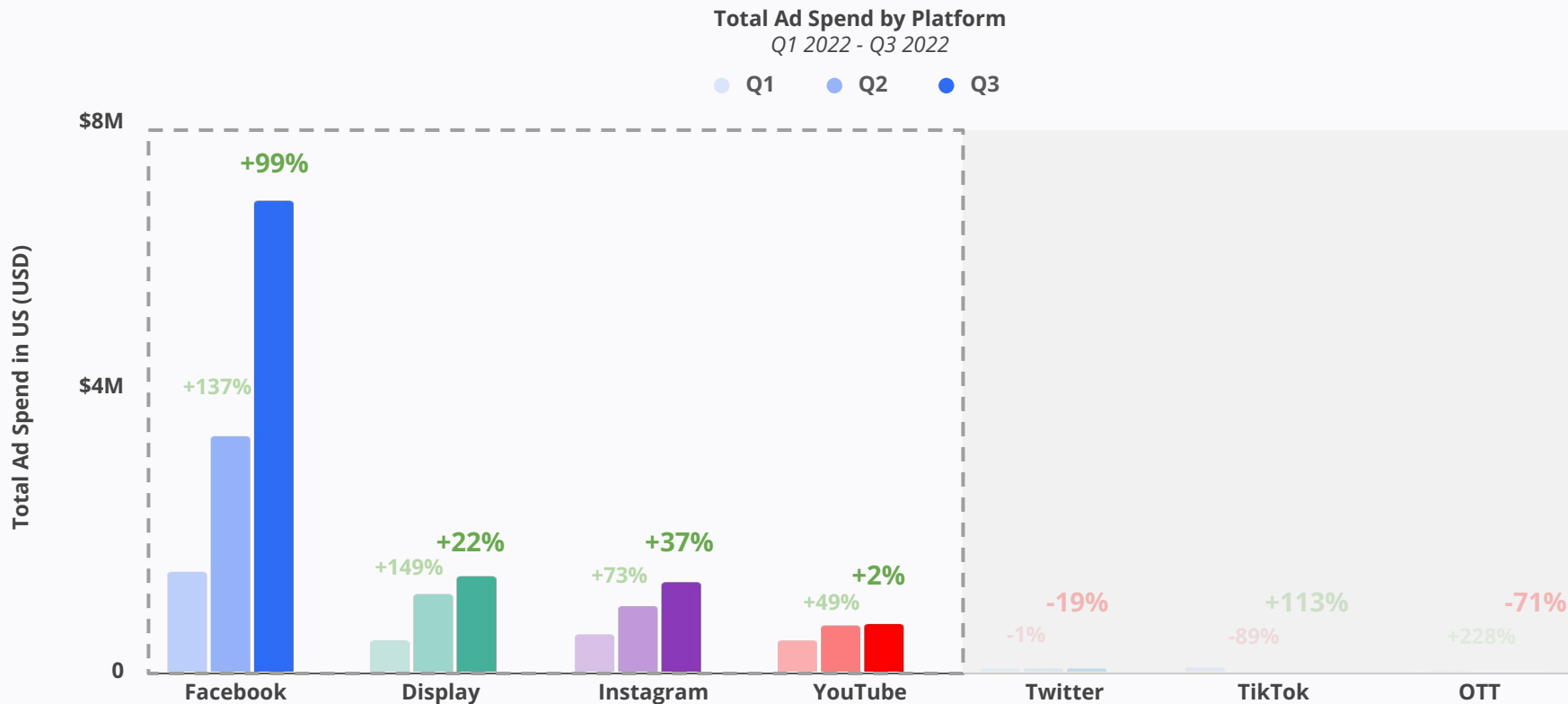
Facebook received the highest ad spend (\$11.6M) followed by **Display** (\$3.0M) and **Instagram** (\$2.8M).



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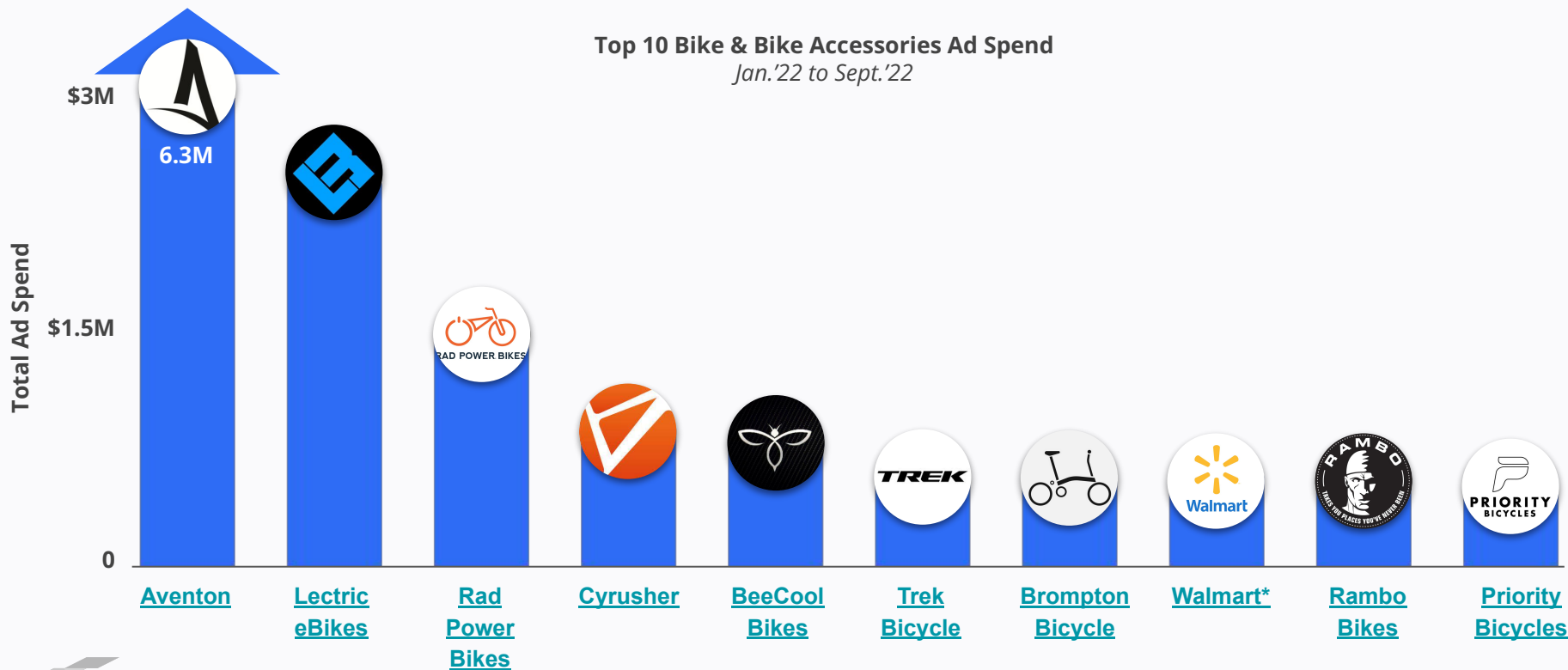
Ad spend on **Facebook**, **Display**, **Instagram**, and **YouTube** has continually increased since January 2022, with Facebook experiencing the most significant increase from Q1 to Q2 2022.



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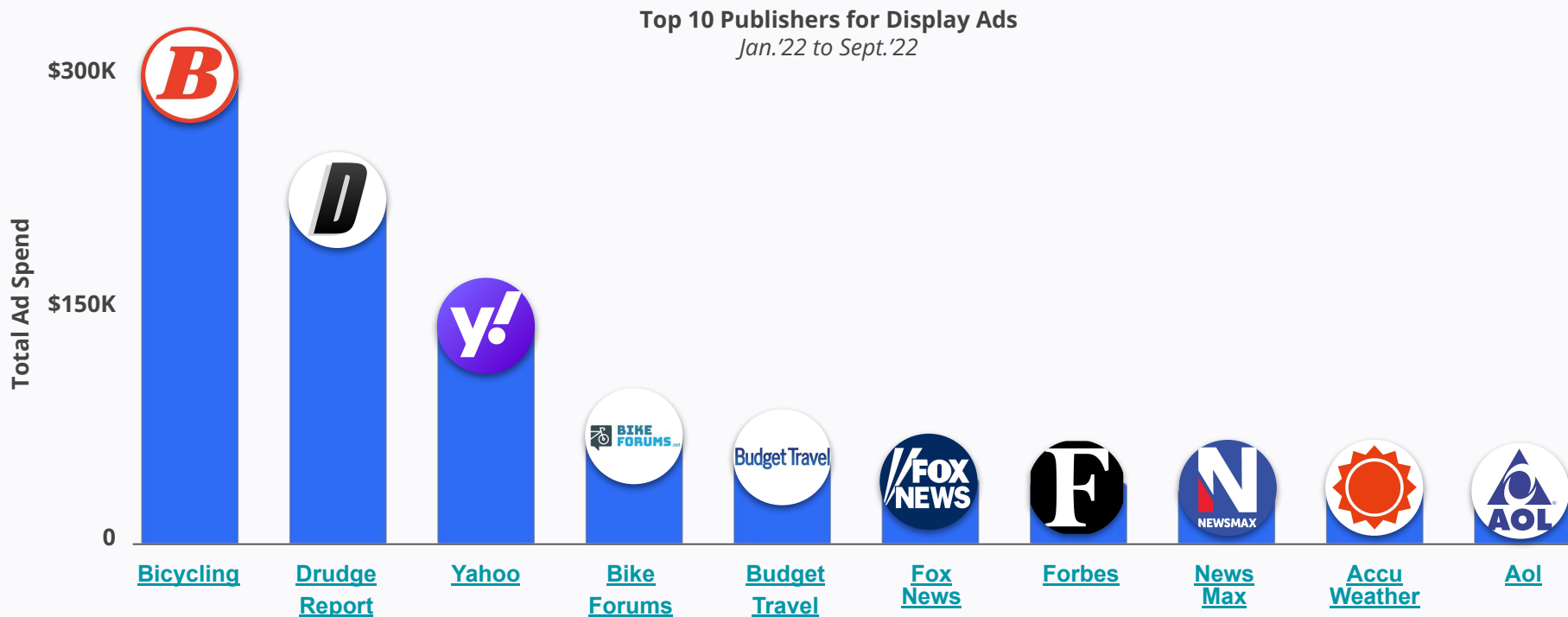
The top advertiser in the Bike & Bike Accessories category was **Aventon** (\$6.3M) followed by **Lectric eBikes** (\$2.5M) and **Rad Power Bikes** (\$1.5M).



*Ad calculations for Walmart includes bicycle ad spend only.

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Top Facebook ads in terms of ad spend included the following:



Spend: **\$911K**
Impressions: **122M**

Total Spend:

\$11.6M

Share of YTD Spend:

60%

Top Brands:

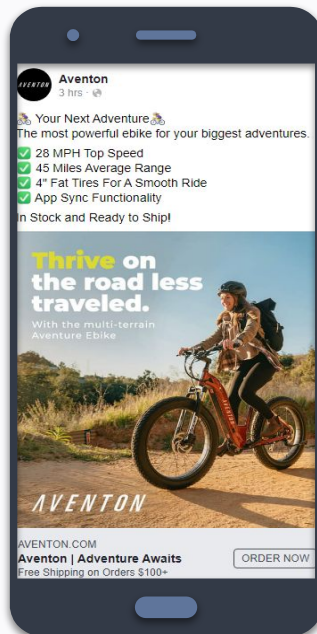
Aventon: **\$4.7M**

Lectric eBikes: **\$1.62M**

BeeCool Bikes: **\$721K**



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Top **Display** ads in terms of ad spend included the following:



Total Spend:
\$3.0M

Share of YTD Spend:
15%

Top Brands:

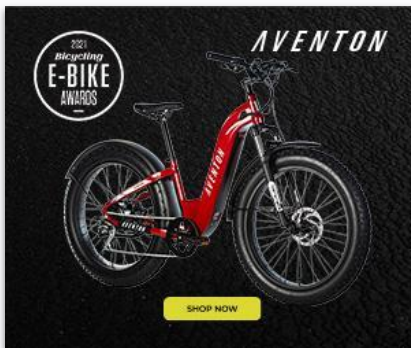
Aventon: **\$1.0M**

Rambo Bikes: **\$592K**

Brompton Bicycle: **\$588K**

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Aventon



Spend: **\$449K** | Impressions: **167M**

Brompton Bicycle



Spend: **\$128K** | Impressions: **17M**

Aventon



Spend: **\$173K**
Impressions: **48M**

Top Websites:

bicycling.com	\$297K
drudgereport.com	\$215K
yahoo.com	\$139K
bikeforums.net	\$70K
budgettravel.com	\$55K

Brompton Bicycle



Spend: **\$99K**
Impressions: **12M**

The following were the top **YouTube** ads in terms of ad spend. Top ads focused mainly on electric bikes.



Total Spend:
\$1.8M

Share of YTD Spend:
9%

Top Brands:

Cyrusher: **\$881K**
Anywhere Bikes: **\$391K**
Rad Power Bikes: **\$358K**

Anywhere Bikes

Rugged Edition



Spend: **\$346K**
Impressions: **19M**
[Click to View](#)

Cyrusher

Kommoda



Spend: **\$94K**
Impressions: **5M**
[Click to View](#)

Cyrusher

E-Bike (XF900)



Spend: **\$451K**
Impressions: **25M**
[Click to View](#)

Rad Power Bikes

Rad Power Bikes

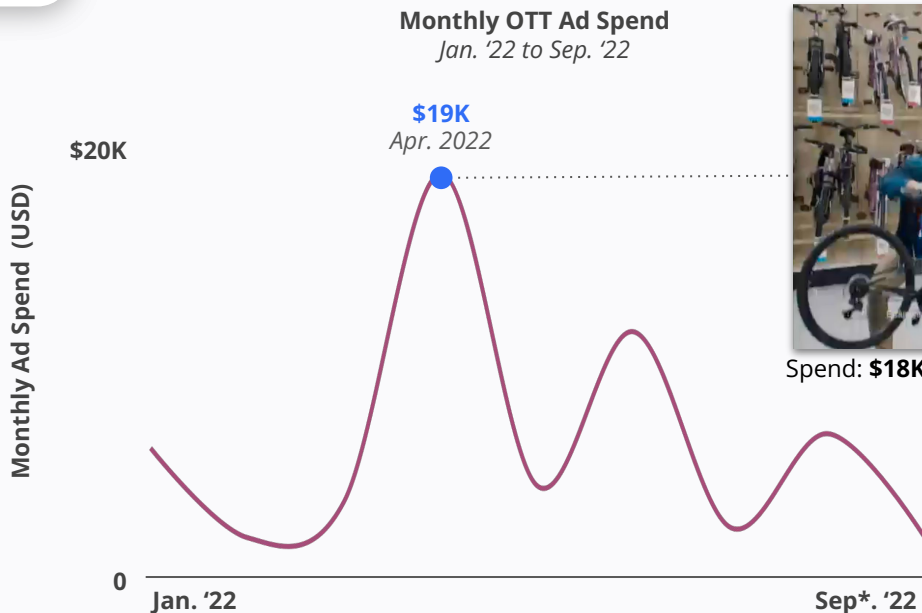


Spend: **\$89K**
Impressions: **5M**
[Click to View](#)

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OTT ad spend spiked in April 2022 with Academy Sports + Outdoors' [15 second ad](#). **48%** of the total OTT spend was allocated to streaming services **other** than Hulu, Pluto TV, Peacock, Tubi and Paramount.



Spend: **\$18K** | Impressions: **742K** | [Click to View](#)

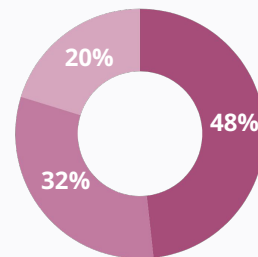
Total OTT Spend:

\$78K

Share of YTD Spend:

0.3%

Top Streaming Services:



Other*

Hulu

Mobile Display

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*Other includes all streaming services outside of Hulu, Pluto TV, Peacock, Tubi and Paramount.

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