

Advanced marketing strategies for Charge Point Operators

Discover innovative ways to connect with EV drivers, boost charge point utilization, and build B2B authority.



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Authority marketing for eMobility and B2B tech

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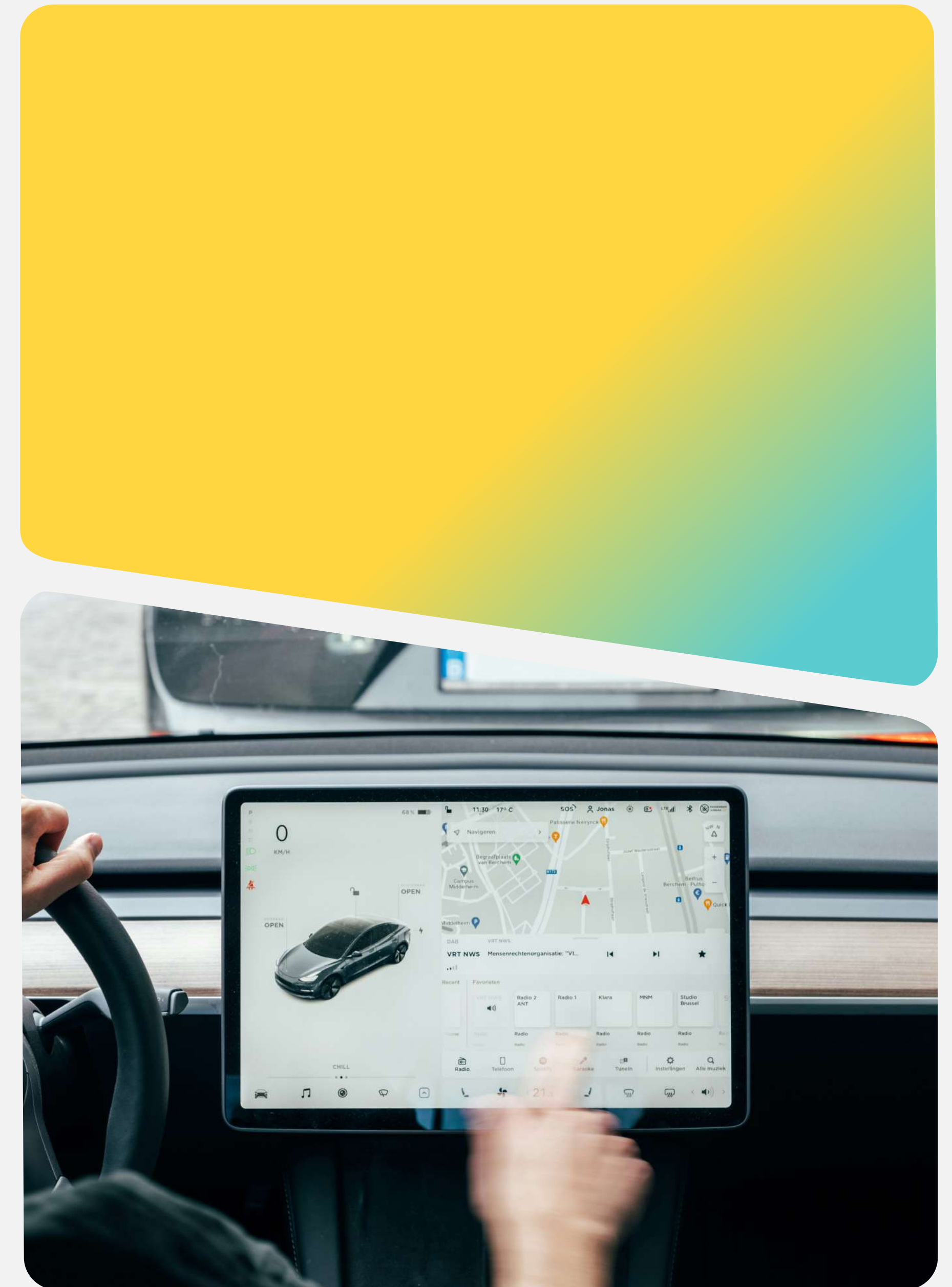
Exploring new marketing channels for CPOs

For Charge Point Operators (CPOs), higher utilization and faster ROI are everything. EV drivers now have more choices than ever before.

The CPOs who win are the ones who meet them exactly where they decide: in the car, in the app, on the map, and at the station. Traditional marketing simply can't keep up with this new reality.

At Nexxt Industry, we give you exclusive access to these next-generation channels. Stop competing on price alone and start owning attention, loyalty, revenue, and B2B authority in a market that rewards those who show up at the right moment.

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In-vehicle promotions

Your driver's infotainment screen is the ultimate real-time billboard.

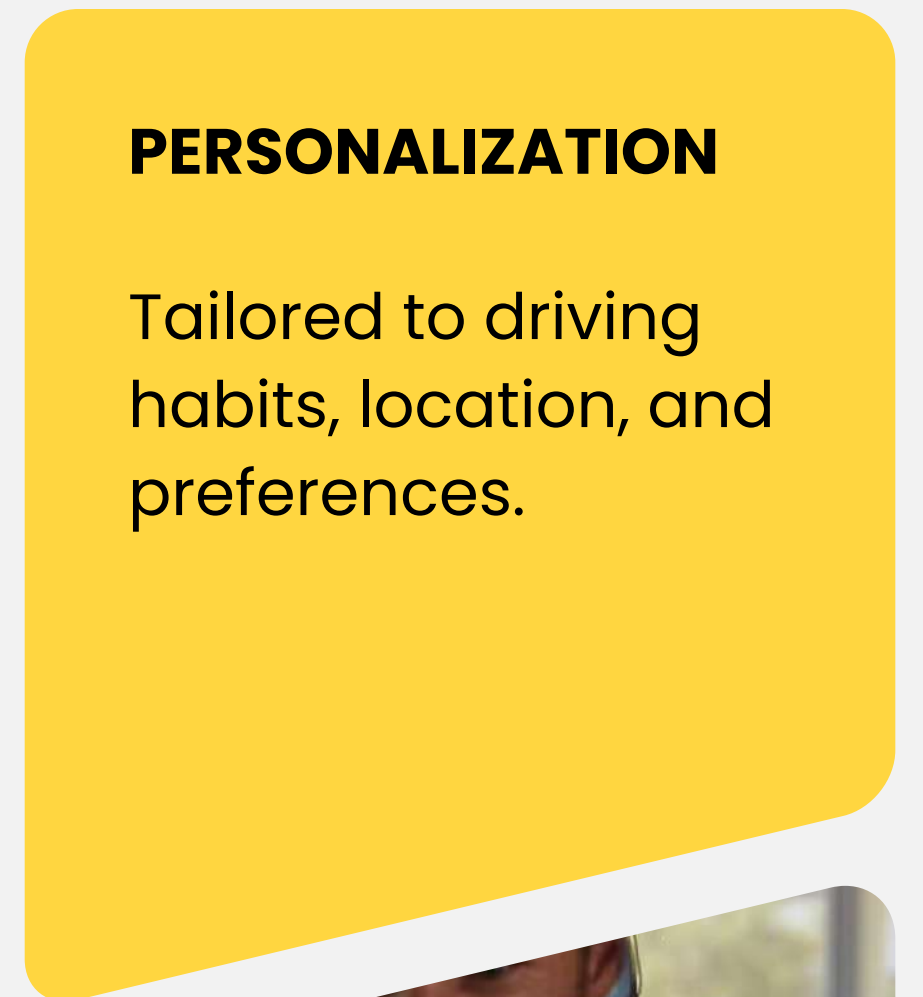
In-vehicle promotions enhance the effectiveness of EV station marketing by delivering targeted content directly to drivers through their vehicles' infotainment systems. This approach enables CPOs to engage with EV drivers in real time, offering promotions that are timely and relevant to their current location and immediate needs.

BMW already delivers targeted charging promotions directly inside the vehicle's native interface, right when the driver needs them most.



IMMEDIATE ENGAGEMENT

Promos appear exactly when the driver is low on range or nearing your station.

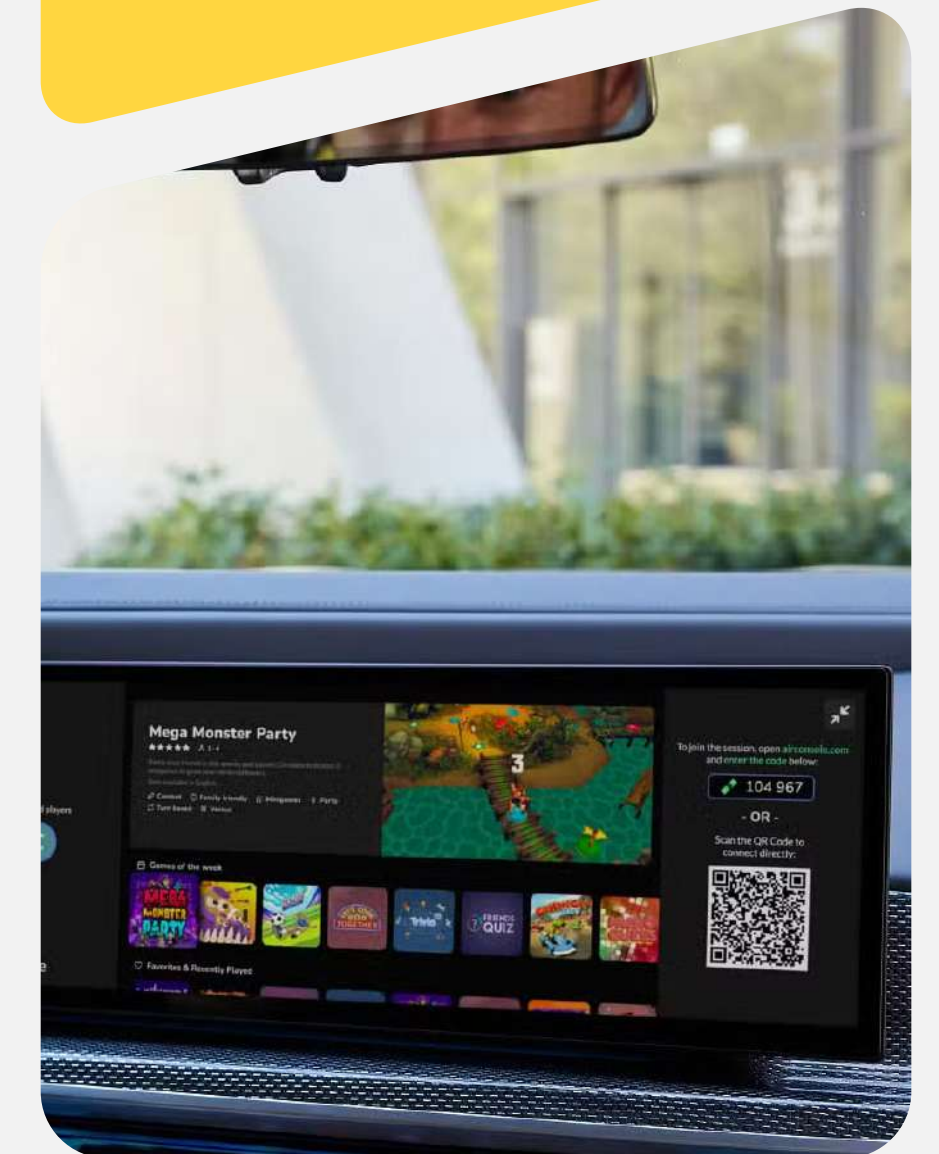


PERSONALIZATION

Tailored to driving habits, location, and preferences.

CONVENIENCE

No phone juggling.
One tap to accept
and navigate =
higher conversion
and happier drivers.

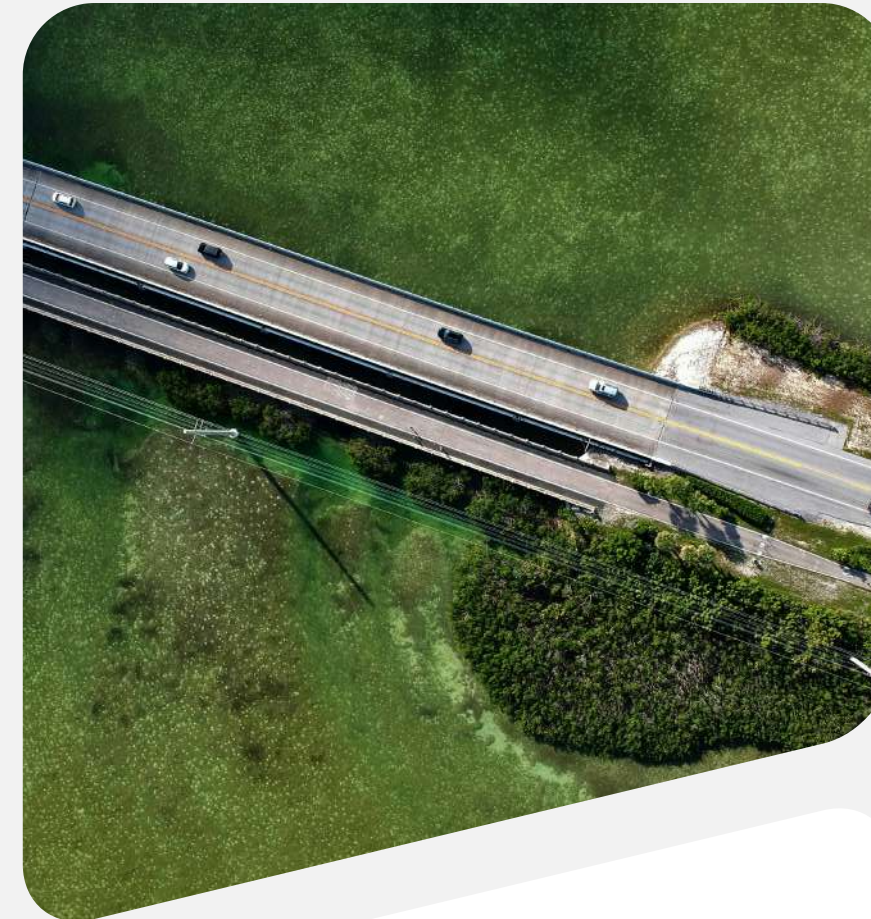


In-app advertising

EV drivers live in their apps. That's where you win the booking.

Mobile apps have become the primary touchpoint for EV drivers, offering navigation, charger filtering, pricing comparisons, and seamless booking. This makes in-app advertising one of the most effective ways for CPOs to reach drivers exactly when they are deciding where to charge.

Allego is a great example: their app combines route planning, real-time availability, and in-app discounts and subscriptions that drivers actually use.



CONVENIENT FILTERING

Drivers instantly see stations with the best rates or bundled offers.

MAP VISIBILITY

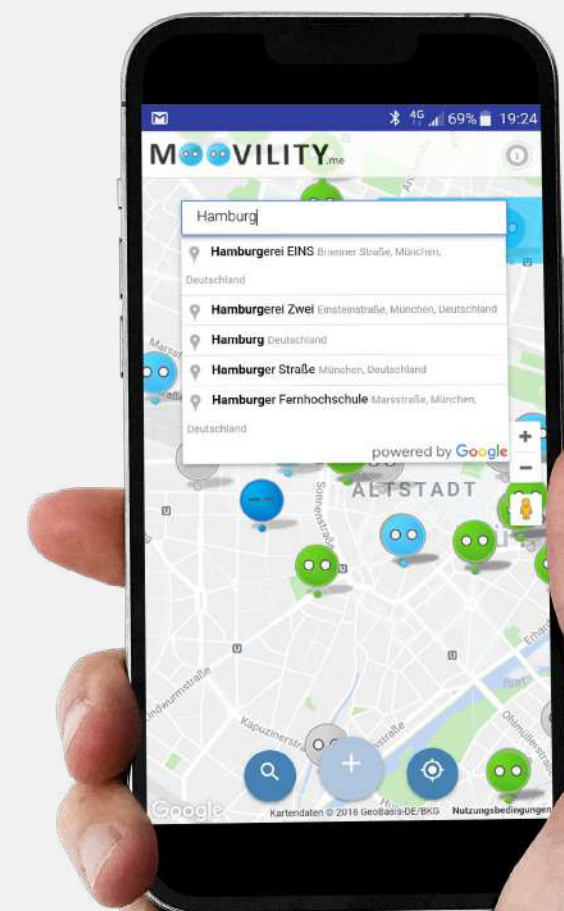
Stand out in every major navigation app, helping drivers discover your network and making your locations a go-to choice.

TARGETED PROMOTIONS

Pop-ups and banners appear while drivers search or plan.

DRIVER LOYALTY

Great deals equal repeat visits and five-star reviews.



Dynamic pricing campaigns and map visibility

Dynamic pricing is no longer optional. It's essential. Google Maps just made it even more powerful. In March 2026 they rolled out AI-powered EV route planning on Android Auto for 350+ models across 15+ brands in the US. It's already strong in Europe through **Google built-in**.

Drivers now get automatic charging-stop recommendations based on real battery level, traffic, hills, and weather. If your pricing and availability aren't accurate and competitive at that moment, you simply don't get chosen.

How Nexxt Industry helps you win

- **Seamless integration** of real-time pricing into Google Maps, Allego, and other major apps.
- **Custom campaigns**: off-peak discounts to drive traffic during quieter hours, flash promotions for specific user groups or locations, loyalty programs that reward repeat customers.
- **Backend firepower** with partners like **TandemDrive** to handle complex tariffs, roaming, and settlement. So your best price always shows up correctly.

Visibility plus smart pricing equals stations that stay busy around the clock.

On-site promotions: LED screens at charging stations

While the car charges, the driver has unavoidable downtime. Turn that opportunity into revenue and brand love!

Double-sided LED totems and digital screens let you run targeted ads, promotions, and local offers visible to both drivers and pedestrians.

CPOs who treat stations as media platforms create a second income stream. They reduce reliance on kWh sales alone while making their locations the most attractive on the map and giving drivers something engaging to watch during the charge.

This approach turns every charging session into a powerful branding and revenue opportunity.

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Enduring benefits for CPOs and EV drivers

By leveraging Nexxt Industry's strategies, CPOs can boost station utilization, profitability, and revenue streams while delivering EV drivers a more convenient and seamless charging experience.

Benefits for CPOs

- **INCREASED UTILIZATION:** Promotions and smart pricing fill stations and boost off-peak traffic.
- **FASTER ROI:** Advertising, in-app promotions, and subscriptions cut reliance on kWh sales and speed up returns.
- **ENHANCED VISIBILITY:** Stand out on Google Maps and apps with dynamic pricing and offers that attract more drivers.
- **SCALABLE GROWTH:** Improve existing stations and scale easily as your network grows.
- **TRUE CUSTOMER OWNERSHIP:** Build lasting driver relationships instead of just being another pin on the map.

Benefits for EV drivers

- **REAL COST SAVINGS:** Dynamic pricing, off-peak deals, and personalized offers lower every charge.
- **CONVENIENCE AND ACCESSIBILITY:** Real-time in-vehicle and in-app tools deliver guidance and exclusive deals that make charging effortless.
- **PERSONALIZED EXPERIENCES:** Tailored offers match exactly what each driver needs, right when they need them.
- **IMPROVED CHARGING EXPERIENCE:** Shorter waits, better availability, and engaging on-site content turn stops into something drivers enjoy.

Authority Marketing: get on the shortlist before sales even starts

Your buyers already have a shortlist.

In complex B2B eMobility markets, fleet operators, site hosts, and decision-makers don't start from zero when they need charging infrastructure. They choose from the handful of CPOs they already know and trust.

Lead generation creates conversations. Authority decides who closes, and authority is built through consistency, not intensity.

At Nexxt Industry, we build and run your marketing as a complete system. Using our proven emOS six-layer framework, we create a clear strategic narrative, put the right infrastructure in place, and deliver consistent, professional activation month after month.

Whether you need steady visibility, stronger market presence, or full category leadership, we tailor the approach to your goals.

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The Nexxt Steps

The future of eMobility marketing belongs to operators who combine smart channels and long-term authority.

By embracing new channels like in-vehicle promotions, app-based advertising, dynamic pricing, on-site screens, and Authority Marketing, CPOs can connect with their audiences more effectively than ever before. Ready to elevate both?

Resources for CPOs

Explore our additional resources to support your journey.

- **OUR BLOG**: Expert advice and industry trends
- **PODCAST**: Conversations with eMobility marketing leaders
- **CASE STUDIES**: Real-world success stories with leading eMobility companies
- **RESOURCES**: eBooks, whitepapers, reports, and more
- **CONTACT US**: get in touch today and let's boost charge point utilization, profitability, and market authority

Let's add our marketing superpowers to your team.

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