



SNapp Ad

Largest ad “snapped” into search results on the Boat Trader app, boasting the most active audience of boat shoppers.

Here’s how it works:

- 1** Select the DMA and Class that you would like to target.
- 2** Our team of designers will create your ad using your logo.
- 3** Your ad will be served in the third position* to shoppers in your DMA who are searching within your designated boat class.
- 4** Stand out in the search results and increase your boat listing views.

*After appearing in the third position, your ad will be displayed after every 28 listings.

**Increase
Brand Awareness &
Listing Views**

**Reach the most engaged
audience, viewing 4X more
boats than other mobile users***

*Based on Boat Trader app average detail pageviews, Google Analytics

Sold:

- **Monthly**
- **89 Designated Market Areas (DMA)**
- **8 Classes:**
Saltwater Fishing, Ski/Wake, Cruiser, Pontoon,
Freshwater Fishing, Motor Yacht, Sail, and PWC