



Category Sponsorship

Top brand placement.

Here's how it works:

- 1 Select the category that you would like to sponsor on the boats.com search results page.
- 2 Provide your ad image, ad text, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ad will be served to all shoppers of your category on the search results and activity page.
- 4 Take top position on searches from new boat buyers.

Gain New Market Share

Top visibility among
new boat shoppers with
3M monthly visits*

*Average monthly visits to the search results page, results will depend on the boat class, Google Analytics

Sold:

- Monthly, Global
- Share of Voice (SOV) based on Category share
- 7 Categories:

Saltwater Fishing, Ski/Wake, Cruiser, Pontoon
Freshwater Fishing, Motor Yacht, and Sail