

BOATS GROUP



OEM PARTNERSHIP PROGRAM

Boats Group Brand Advantage

Audience Exposure

Boats Group's marketplaces receive **over 15 Million visits per month** from qualified buyers. Our Smart Exposure technology offers a tiered approach, allowing you to choose the level of audience exposure that best suits your needs. As you upgrade, our packages provide a higher share of voice, which means that more people will see your brand and models across our sites.



Packages Overview

Boats Group has the unique ability to target boat shoppers and owners while they are in-market for purchases. We offer exclusive ad placements targeted by boat type, category, and geographical area, with technology-driven packages that convert more boaters to buyers than any other source.

Your package choice determines the level of Audience Exposure - the higher your package, the harder Boats Group works for you.

Look for the following symbols, to determine which package has the exposure you need:



		BRAND ADVANTAGE SELECT	BRAND ADVANTAGE PLUS	BRAND ADVANTAGE
EXPOSURE	Market Capture	★ BEST ★ (20% SOV)	BETTER (10% SOV)	GOOD (5% SOV)
	Homepage Takeover	★ BEST ★	BETTER	GOOD
	Brand Discovery	✓	✓	✓
	Brand Experience	✓	✓	✓
	boats.com Brand Showroom	✓	✓	✓
DATA	Performance Intel	✓	✓	✓
	Market Intel	✓	✓	—
	Intel 360	✓	—	—

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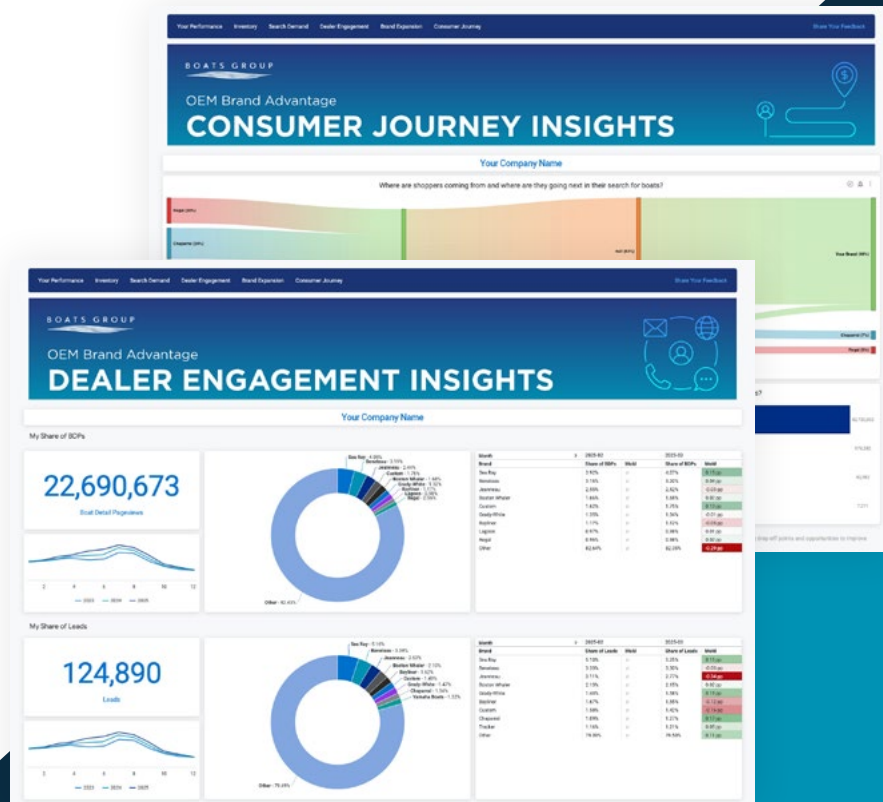
Intel 360

Intel 360 is a comprehensive performance report that transforms data into actionable insights. Delivered monthly, this report tracks your brand's journey from exposure to engagement and conversion.

Access real-time market insights, dealer network mapping, and competitive analysis. Intel 360 empowers you to make informed decisions on:

- Inventory planning
- Sales & marketing strategy
- Customer engagement
- Website optimization
- Advertising effectiveness

With the ability to export data as needed, Intel 360 helps you stay ahead in today's competitive market.



*Data for illustrative purposes only.

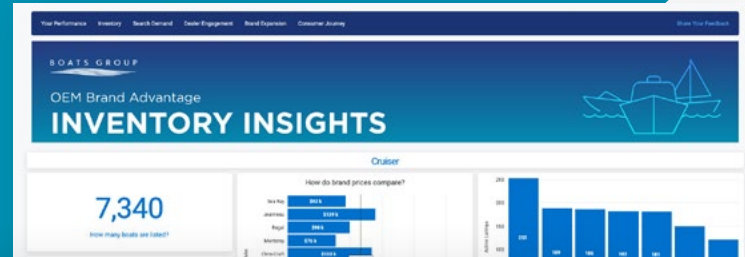


Market Intel

Market Insights is a quarterly report that provides essential data on supply, demand, engagement, and sales trends. The report segments information by class, make, condition, region, and price range for a comprehensive view of market dynamics.

This data empowers your brand to make informed decisions regarding:

- Inventory planning
- Market demand
- Sales & marketing strategy
- Competitive positioning
- Customer engagement
- Website optimization
- Advertising effectiveness



*Data for illustrative purposes only.

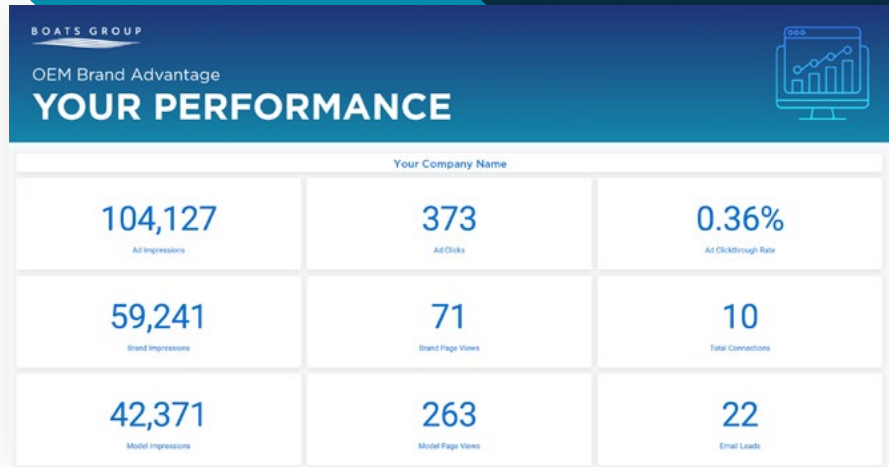


Performance Intel

Performance Reports offer a standard view of your brand's performance, detailing total brand and model impressions, BDPs, total connections, and email leads.

Delivered monthly, this data empowers your brand to make informed decisions regarding:

- Sales & marketing strategy
- Customer engagement strategy
- Advertising effectiveness





boats.com Brand Showroom

boats.com is the largest global search engine in the leisure marine market with more than 120,000 boats from 146 countries. For OEMs and their dealer networks, boats.com offers effective marketing tools to promote and sell new and used boats for sale across the globe.



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Market Capture

Market Capture drives direct traffic to your website by targeting additional search volume on Boat Trader and YachtWorld. Ads appear on our Search Results Pages and Boat Detail Pages, reaching shoppers searching for your class in your designated market. These native ads are proven to drive the highest click-through rates, maximizing engagement.

Your brand is displayed for 5%, 10%, or 20% Share of Voice when users search:

- New & pre-owned boats in customer's class
- Without a class selected
- Without a make selected

Boost visibility and capture more market share with tailored ad placements.

Boat Trader Find - Sell Your Boat - Boat Loans - Services - Research - Sign Up - Login

Power boats for sale in Miami

Save Search

2025 MasterCraft 25 LEGACY. POWER. PRECISION. PROGRESSION. Visit Mastercraft

2025 MasterCraft 25 Request a Price

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2023 Aaha T235 \$105,500 \$140,000MP

2024 MasterCraft NXT20 Request a Price

2024 Yamaha 222KE \$72,999 \$79,999MP

2008 Malibu V-ride \$31,000 \$36,999MP

2024 MasterCraft XT25

2012 Aaha A20 \$36,999 \$39,999MP

2021 Nautique 200 \$69,900 \$83,000MP

2023 MasterCraft NXT23 \$117,000 \$137,000MP

2006 MasterCraft X30 \$37,500 \$42,000MP

2024 Centurion \$178,000 \$198,000MP

Experience MasterCraft Model Lineup Timeless Design

2025 Centurion Request a Price

AS AP A

Homepage Takeover

Elevate your brand with a comprehensive Homepage Takeover on Boat Trader, YachtWorld, and boats.com. This premium feature delivers maximum nationwide exposure to a million visitors each month through strategically placed, high-impact ad units:

- **Homepage Hero Ad**

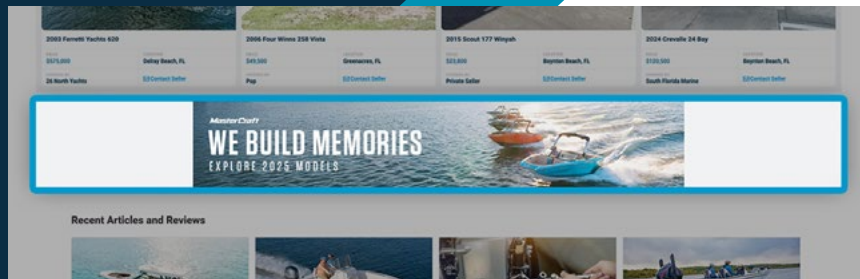
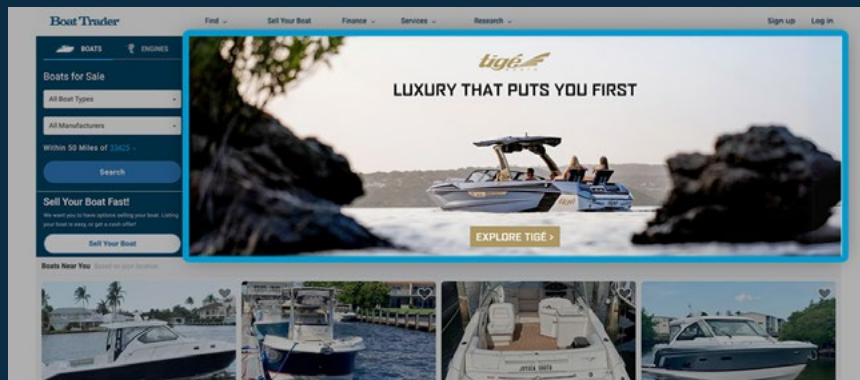
A large, responsive banner prominently featured at the top of the homepage, visible across all devices. Ideal for high-impact campaigns, it offers the option to include your brand and a compelling call-to-action.

- **Homepage Companion Ad**

A responsive banner placed lower in the homepage, perfect for supplementary messaging or branding. Includes logo and CTA customization.

- **Homepage Sticky Bottom Ad**

A desktop-exclusive ad that remains fixed at the bottom of the page, ensuring continuous visibility as users scroll. Customizable with logo and CTA.

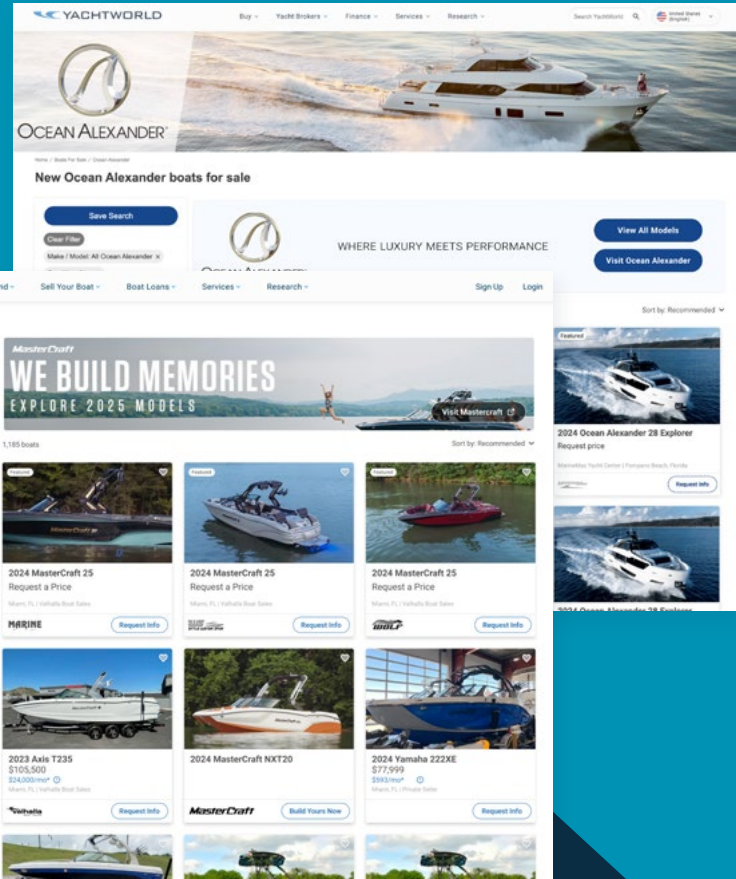




Brand Experience

We position your brand at the top of our Search Results Pages (SRPs) with a prominent banner and two additional ad placements within the page flow, ensuring your brand stands out. This guarantees 100% of “make” search volume on Boat Trader and YachtWorld is directed to your brand, providing unmatched visibility.

This exposure is key to building brand awareness, staying ahead of the competition, and driving more consumers to your manufacturer’s website, ultimately helping you capture greater market share.



AS AP A

Brand Discovery

Brand Discovery offers a dedicated brand page on YachtWorld and Boat Trader, showcasing your models. This page includes clear CTAs that direct users to your website for a seamless brand experience.

Maximize visibility and drive direct engagement with qualified buyers through this targeted brand presence.

The screenshot shows the Boat Trader website interface for MasterCraft. At the top, the navigation bar includes "Find", "Sell Your Boat", "Boat Loans", "Services", "Research", "Sign Up", and "Login". The main header features the "MasterCraft" logo and a large image of a boat on the water. Below the header, a tagline reads "LEGACY. POWER. PRECISION. PROGRESSION." followed by a paragraph: "Dare to explore the water in all new ways through a combination of ambitious design, exhilarating performance, and inspired craftsmanship. Yamaha Boats leverage 65 years of Yamaha Marine heritage to power your boating passion." A "Build Yours Now" button is positioned below the text. To the right, a promotional banner says "WE BUILD MEMORIES EXPLORE 2025 MODELS" with a "Visit Mastercraft" button.


The main content area displays a grid of boat listings. On the left, a "Save Search" button is above a list of filters: Location, Condition, Keyword, Length, Year, Price, Boat Type, Make / Brand, Fuel Type, Hull Type, Engine Type, and For Sale By. The grid shows 1,185 boats, sorted by "Recommended". The first row features three listings for the 2024 MasterCraft XT25, each with a "Request a Price" button and a "Manufacturer Listing" link. The second row shows a white and orange boat, a "Build Your 2024 MasterCraft XT25" listing with a "Build Yours Now" button, and another 2024 MasterCraft XT25 listing with a "Request a Price" button and "Manufacturer Listing" link. The third row shows partial views of other boat listings.



Lead Management


Increasing productivity, saving time, and improving lead response time are all imperative in driving more revenue to your business. Our lead management system gives you the option to decide whether we send leads for new models to your active dealer network or directly to the OEM.

Ad



2024 Yamaha AR250

Stylish watersports focused design offers the space, storage and features for the active family to do more on the water.



[Visit Yamaha](#)

[Build Yours](#)

[Locate a Dealer](#)

