



BOATS GROUP

INTERNATIONAL
**SUBSCRIPTION
PACKAGES**

Maximise Your Exposure - **on Your Own Terms**

*Available to customers outside of North America.

Reset Your Compass Towards
The New North: DIGITAL with

Boats Group Subscription Packages

Our packages offer the optimal suite of online selling solutions to help you market your inventory, manage leads and close more boat sales. 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:



		SELECT		PLUS	
		YACHTWORLD SELECT	EUROPE SELECT	YACHTWORLD PLUS	LOCAL PLUS
NEW!	Audience Exposure	PREMIUM	PREMIUM	STANDARD	STANDARD
NEW!	Listing Boost	PREMIUM	PREMIUM	STANDARD	STANDARD
NEW!	Business Reporting	ENHANCED	ENHANCED	STANDARD	STANDARD
	LeadSmart	PREMIUM	PREMIUM	STANDARD	STANDARD
	LeadFlow	✓	✓	—	—
NEW!	Market Evaluation Insights	✓	✓	—	—
NEW!	Featured Placement	✓	✓	—	—
	Sponsored Boats	✓	✓	—	—
	Homepage Rotation	✓	✓	—	—
	BDP Takeover	✓	✓	—	—

Which Package is Right for You?

Choose the package that matches your desired exposure levels. Our monthly subscription packages offer tailored online sales solutions that simplify and optimise your digital journey across Boats Group marketplaces. Each package provides access to the products and exposure levels that help you sell more boats, increase brand awareness and build an efficient digital business.

YS

BEST OPTION FOR:

- Larger, global brokers and dealers who want global and pan-European exposure
- High-end boats
- Businesses in more competitive markets
- Access to critical market insights

ES

BEST OPTION FOR:

- Medium to large dealers and brokers who want pan-European exposure
- Mainstream boats
- Businesses in more competitive markets
- Access to critical market insights

YP

BEST OPTION FOR:

- Medium dealers & brokers who want global exposure
- High-end boats
- Businesses in less competitive markets

LP

BEST OPTION FOR:

- Small dealers & brokers who only want to sell within their country
- Mainstream boats
- Sellers with more niche or localised inventory

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Audience Exposure

More than 90% of the boat-buying journey takes place online, often spanning six to nine months. Throughout this process, potential buyers interact with various touch points—whether it's searching, comparing, or researching. The more your brand and boat listings appear in these moments, the more exposure you're generating.

Why is Exposure Important?

Exposure is key to staying top of mind with buyers. It ensures that your listings are seen by the right audience at the right time, increasing the chances of engagement and, ultimately, sales.

Boats Group: Your Partner in Exposure

At Boats Group, exposure is what we do best. Our sites reach almost 15 million visitors each month, but that's just the beginning. We go beyond with strategic investments in search engines and social media platforms, delivering even more visibility for your boats. This commitment translates to over 24 million listing views monthly, making us the most effective advertising source in the industry.

By partnering with us, you're getting the best exposure possible—helping your boats sell faster.

BOAT BUYING PROCESS



NEW! YS ES YP LP

Audience Exposure

Choose the level of exposure that fits your business needs. Whether you're interested in only your local market, pan-European or global exposure, there's a package for you!

Decide where you'd like to have exposure:

Choose From 13 Local Portals and 2 Global Portals



		BOATSHOP24.COM	BOATSHOP24.COM
		LODZIE24.COM	BOATSHOP24.COM
	Botentekoopnl	BOTENBANK	YachtFocus
	ANNONCES de VOYAGEUR	iNautia	TopBarcos.com
	Cosas de Barcos	TopBarcos.com	YOUBOAT
	iNautia	TopBarcos.com	
	BOATSHOP24.COM	BOOT24.COM	Botentekoopnl
			BOTENBANK
			YachtFocus
	BOATSHOP24.COM	BOOT24.COM	Cosas de Barcos
			TopBarcos.com

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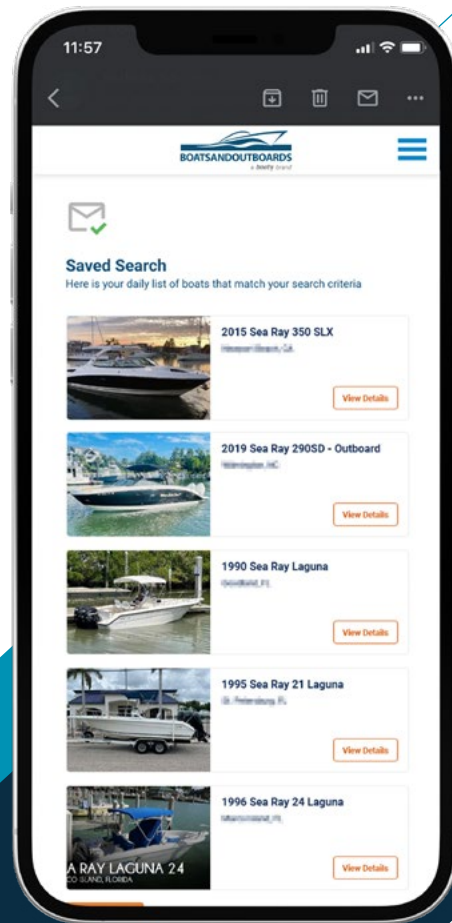
Listing Boost

With Listing Boost, we take your marketing to the next level by strategically putting your advertising dollars to work. We leverage a combination of push and pull tactics to drive incremental traffic back to your listings—ensuring maximum exposure.

Through targeted lifecycle campaigns, push notifications, and paid campaigns, we engage potential buyers at key moments of their shopping journey, driving them back to your listings.

How it works

For our SELECT customers, Listing Boost drives more exposure through paid promotion. Your listings will be featured on social media and search engines, targeting audiences actively in the market for your boats. This strategic promotion ensures your boats reach the right people, increasing visibility and engagement.





Business Reporting

Track the performance of all your listings through BoatWizard—whether you want to view individual listings or assess your entire inventory. Manage your connections and stay informed about your performance with real-time insights. BoatWizard also allows you to export and generate detailed reports for further analysis.

SELECT package will feature enhanced analytics, including a Market Insights Report that helps you track your performance compared to the market (your DMA). This report shows how you stack up against others in your area, giving you valuable insights to stay ahead.

BOATWIZARD

Hi, Username

[Home](#) [PSP](#) [Inventory](#) [Inbox](#) [Soldboats](#) [Reports](#) [FSBO Leads](#) [Websites](#) [Help Center](#) [More](#)

Market Insights | (Company Name)

Timeframe

Office

Portal

DMA

Class

Condition

January 2025

All

All

All

All

All

Clear All

Timeframe: Jan 2025

Office: All

Portal: All

DMA: All

Class: All

Condition: All

Inventory

Your Company

For Sale Listings	99
Listings with Price Hidden	99
Average Listing Score	99%

Market

For Sale Listings	99
Listings with Price Hidden	99
Average Listing Score	99%

Sold Data

Your Company

Boats Sold	99
Average Sale Price	\$99,999
Average Days to Sell	9 Days

Market

Boats Sold	99
Average Sale Price	\$99,999
Average Days to Sell	9 Days

Exposure

Your Company

Total Impressions	9,999
Total BDP Views	9,999
Average Days on Market	9 Days

Market

Total Impressions	9,999
Total BDP Views	9,999
Average Days on Market	9 Days

What is the "Market"?

The Market represents the portals you advertise on, the DMAs you advertise in, and the Class and Condition of the boats you list.

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(Data for illustrative purposes only)



LeadSmart

LeadSmart helps you uncover new insights into a potential boat buyer's interests and intent. LeadSmart provides you basic information (year, make and model) of the last three listings that the prospect has inquired about.



LeadSmart Plus

Along with the features in our standard LeadSmart offering, SELECT package customers can see additional information on an unlimited amount of the prospect's boat inquiries. This expanded information is available via the new Leads interface within BoatWizard.

	LeadSmart	LeadSmart PLUS
PROSPECT'S NAME & LOCATION	✓	✓
LEAD HISTORY	90 DAYS	12 MONTHS
INQUIRIES BY BOATS	3 MOST RECENT	✓
PROSPECT DETAILS PAGE	✗	✓

Get Some Extra Help
Prioritising the Hottest
Leads & Close Deals Faster!

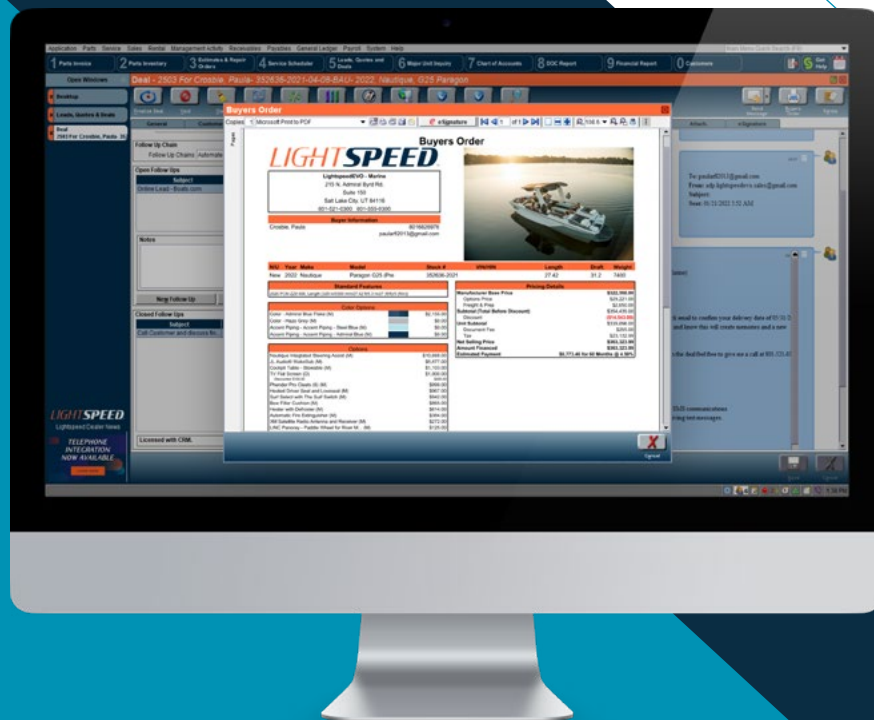


LeadFlow

LeadFlow gives you the ability to pass lead form information along with listing information to a customer through a feed to your own CRM system. By receiving information about boats and buyers in a centralised location, you'll be better organised to work faster and improve your lead response time.

This product allows you to receive clean, accurate, and consistent lead data all within your CRM.

- **Smooth Implementation:** Your company's developer can map the LeadFlow fields to your CRM. Get set up within a few days.
- **No Service Interruption:** Manage leads in your CRM as you normally would. Minimal integration or maintenance down time.
- **Save Time and Money:** No more wasted time on importing leads.



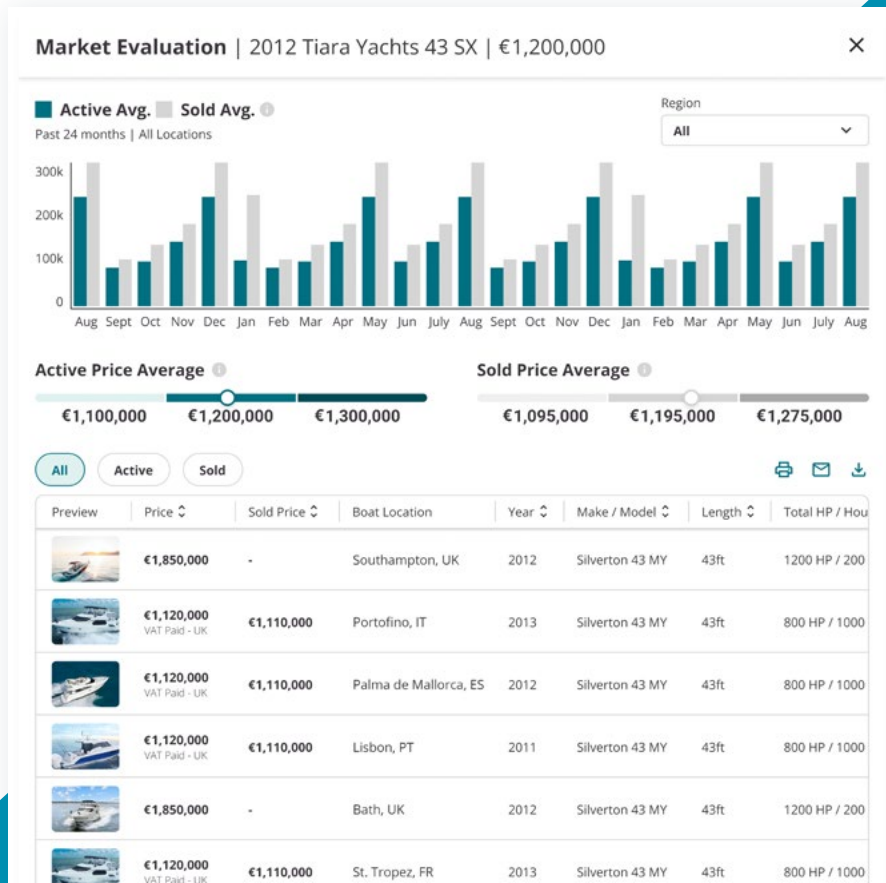


Market Evaluation Insights

With our **Market Evaluation** tool, you can perform a comprehensive market evaluation in just minutes, all in one place within the ProSeller Platform. This tool, exclusive to SELECT members, pulls data from active and sold listings to give you a clear view of the market.

By clicking on the new **Market Evaluation** button you'll see a table of similar boats, sorted by price, with options to customize how it's displayed. At the top, interactive charts will show average price trends from the past 24 months, comparing active and sold listings. You'll also get a clear view of low, medium, and high prices to help understand the range of comparable boats.

Easily share this information with your clients by exporting it with your company branding. Whether by email, text, or print, sharing valuable insights has never been easier!



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Featured Placement

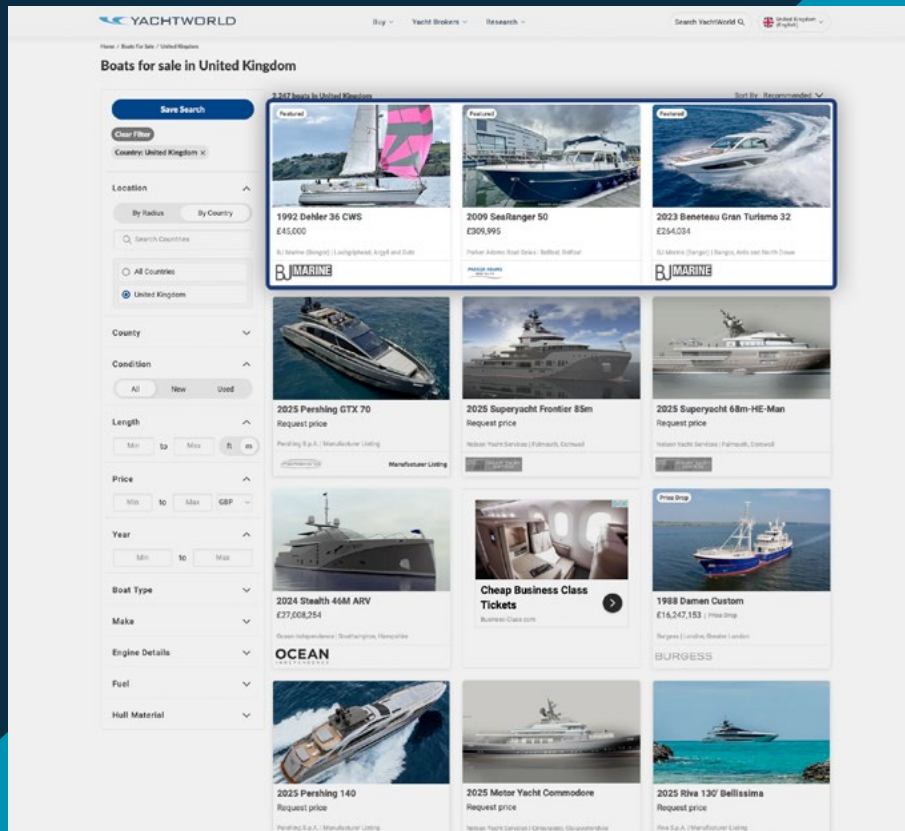
Secure top placement on the Search Results Page with **Featured Listings**, ensuring your listings appear at the very top. This premium position boosts visibility and relevance, making your listings the first buyers see.

This relevant and engaging placement leads to significantly higher click-through rates, driving more traffic to your listings.

How it works

By focusing on precise matches, Featured Boats meet the user's needs, driving even more qualified engagement with your listings.

- Highlights boats that exactly match a user's search criteria, ensuring relevance
- Prioritized by proximity to the user and are randomized to provide a fresh experience with each search.



Sponsored Boats

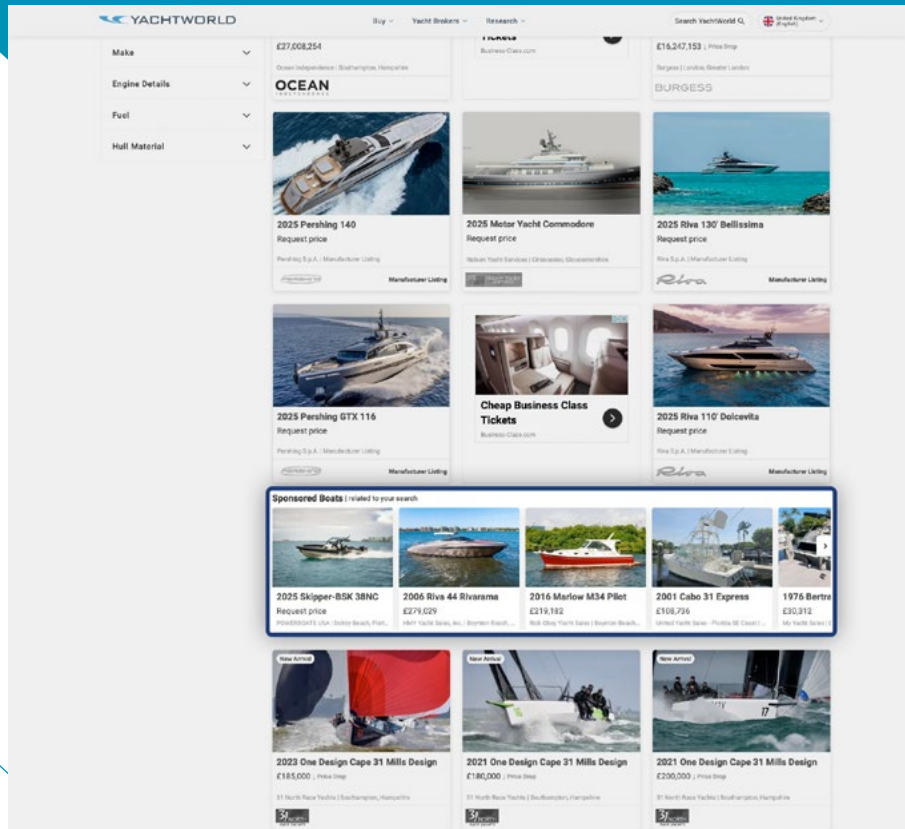
Boost your visibility with Sponsored Boats, a prime placement on our search results page that ensures your listings appear prominently while shoppers are actively browsing.

With more flexible matching, your listings attract buyers with diverse search preferences, expanding your potential audience. This placement guarantees consistent exposure and drives more traffic to your listings.

How it works

Sponsored Boats use broader matching criteria, ensuring your listings reach a wider audience.

- Matched by class, type, length, and price to allow for a variety of makes and models to appear under the selected class. This flexibility increases visibility while still maintaining relevance.
- Prioritized by location and randomized, providing users with a fresh, diverse selection each time they search.

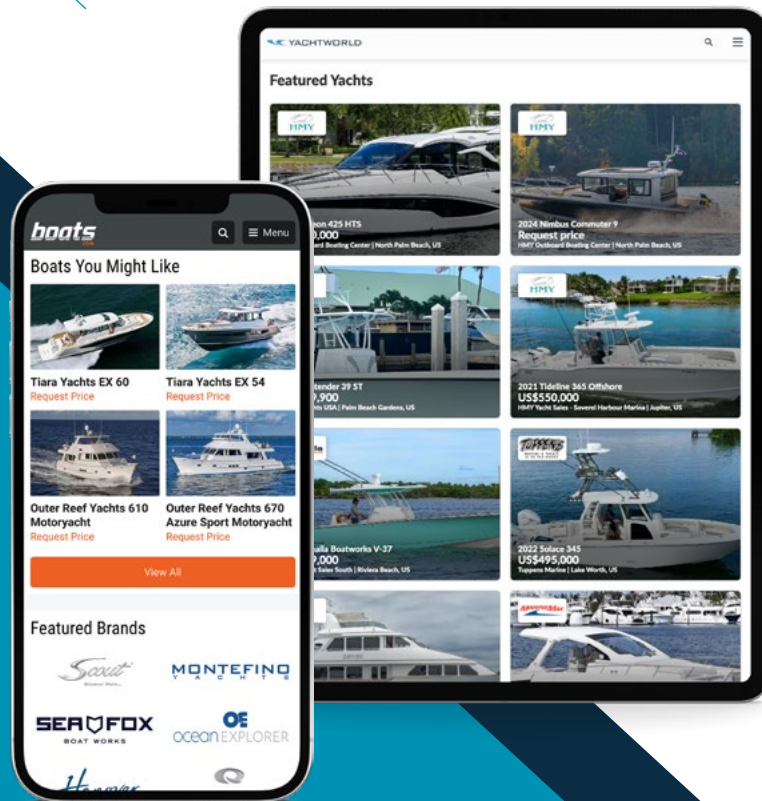




Homepage Rotation

Capture shoppers' attention by showing your boat in the prime homepage position!

Take center stage on the homepage of European brand or YachtWorld sites and amplify your brand exposure with Homepage Rotation. With more than 400K* monthly visitors to the homepage, your brand earns prestige and receives maximum exposure. Buyers will see your boats first, potentially increasing your chances of receiving a lead by 300%!

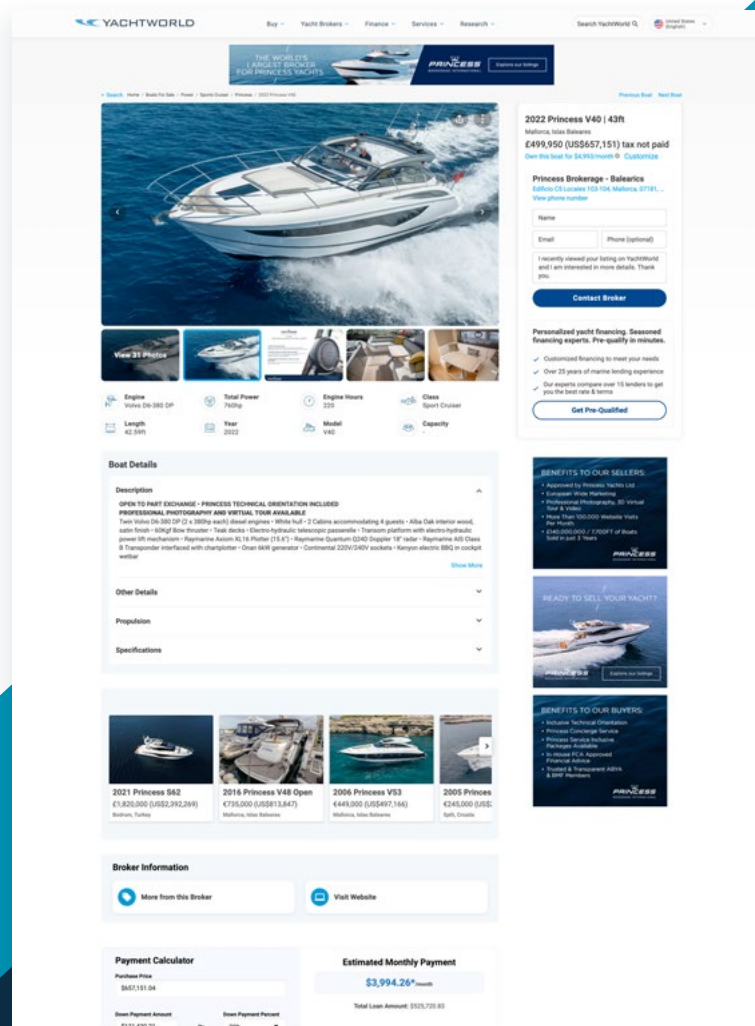


*Based on average monthly visits. Results may vary by market, Google Analytics

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Boat Details Page and Dealer Page Takeover

Ensure 100% share of voice by owning all of the advertising space on your Boat Details Pages. Boost awareness of your associated services, brand, events and offers to customers viewing your boats. Also enjoy peace of mind knowing that your competitors cannot appear in any ad space on your pages, potentially distracting buyers.

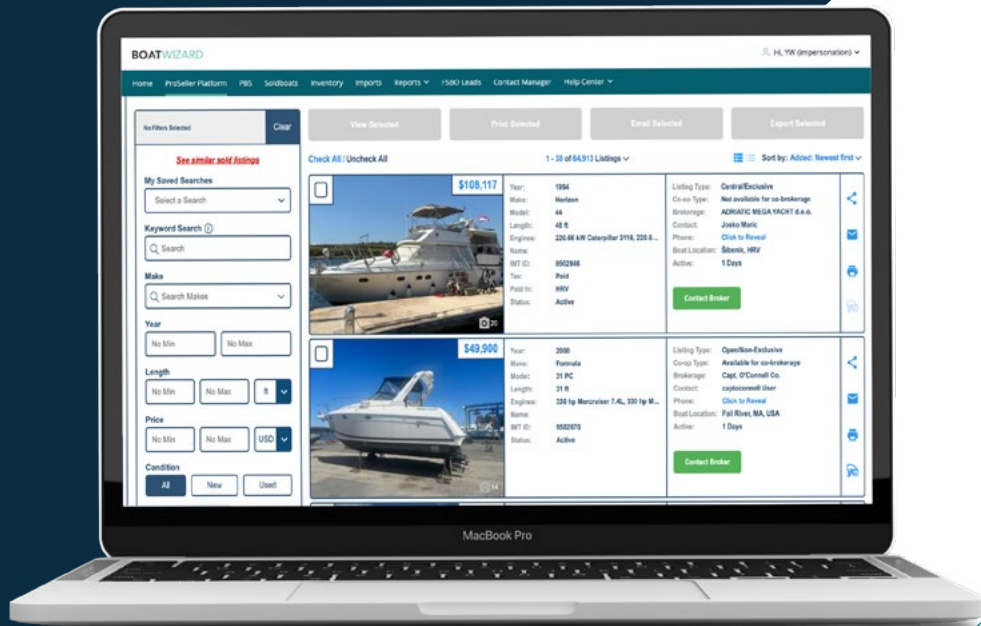


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ProSeller Platform

The new ProSeller platform is available to all brokers and dealers. It's a comprehensive selling solution designed to empower all professional boat sellers within Boats Group. Professional sellers have access to in-market boats, tools to print brochures, share listings with clients, and connect with other professional sellers.

The ProSeller Platform also gives you access to Professional Boat Shopper which helps you set alerts on market activity.





soldboats

The soldboats tool provides the largest database of sold boats information in the world, helping you price your listings more competitively.

- It provides the marine industry with the most reliable and robust source of sold boat data, available exclusively to contributing Boats Group members. What You Get with soldboats.com:
- Exclusive 24/7 access to more than one million sold boat records
- Updated and easy-to-use interface that allows you to search by a variety of criteria
- Printable brochures with customisable layouts, contact information and details
- Email- and export-friendly listings so you can share information with clients easily



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boats.com

boats.com is your one-stop shop for everything boats! This platform showcases all types, sizes and brands of boats. Boasting a large amount of traffic and an array of global listings, it is a hub for boat shoppers to not only buy boats, but educate themselves through the resources available, such as boating guides and tutorial videos.

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 across the globe.

