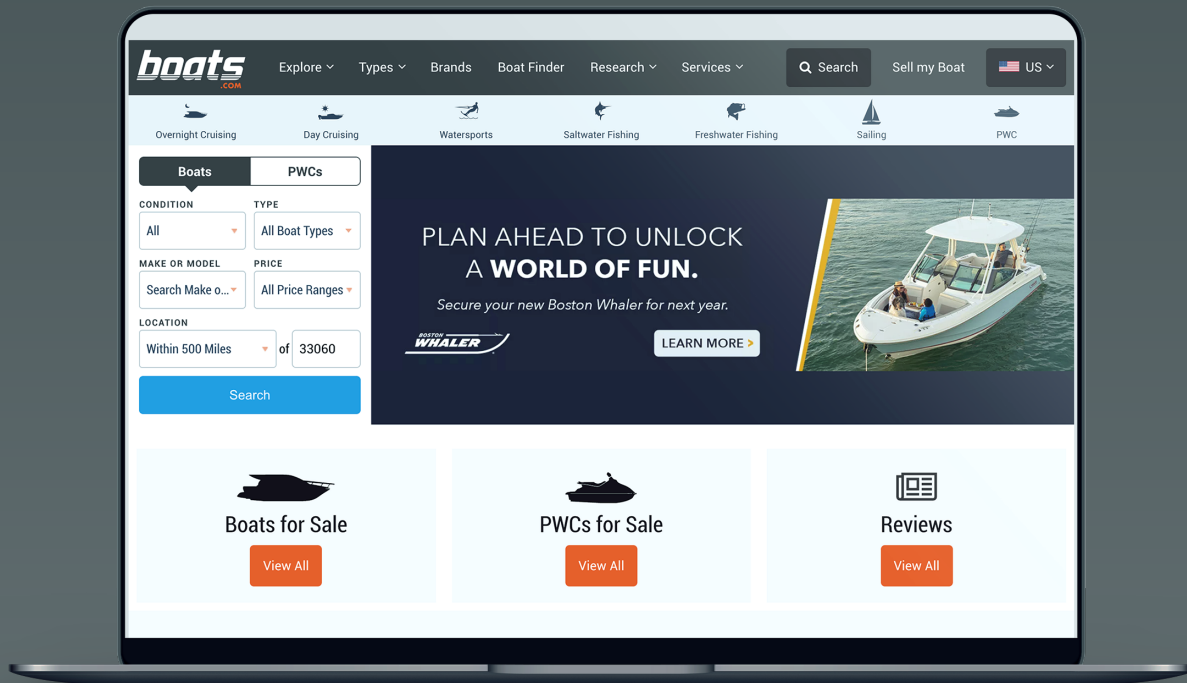




PRODUCT

CATALOG 2021



Exclusive and limited advertising opportunities

www.boatsgroup.com/our-brands/boats-com

Welcome

boats.com is the trusted source for new boat shoppers.

With more than 120,000 boats for sale in 146 countries, boats.com represents OEMs, dealers, and brokers worldwide and reaches 3 million new boat shoppers each month. We deliver over 25,000 leads each month – of which, 1 in 5 ultimately purchases a boat, and nearly 40% of those boats are new.

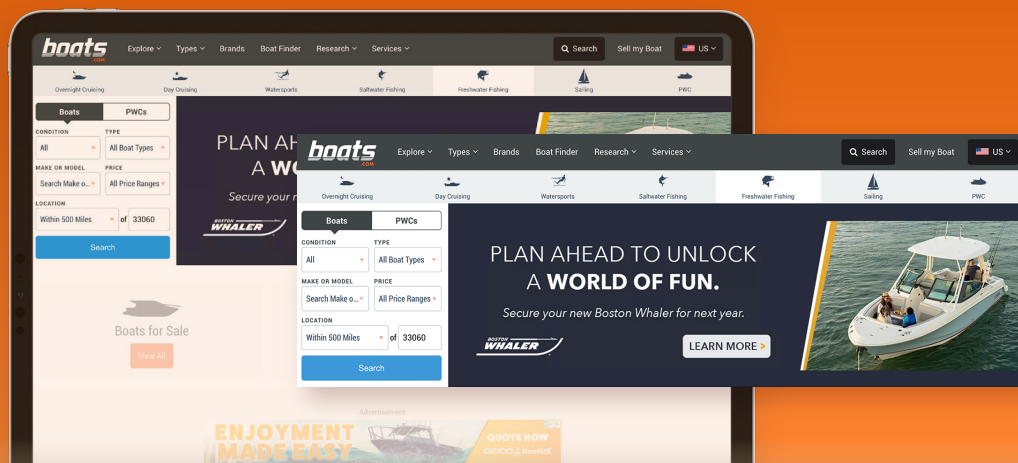
Content

01 Hero Ad

02 Category Sponsorship

03 Brand Showroom

04 Promoted Model



Hero Ad

Be the *brand* on the boats.com homepage.

Here's how it works:

- 1 Select the month in which you would like to appear on the boats.com homepage.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ad will be served to 100% of the homepage visitors during your selected month.
- 4 Take centerstage on the cover of boats.com

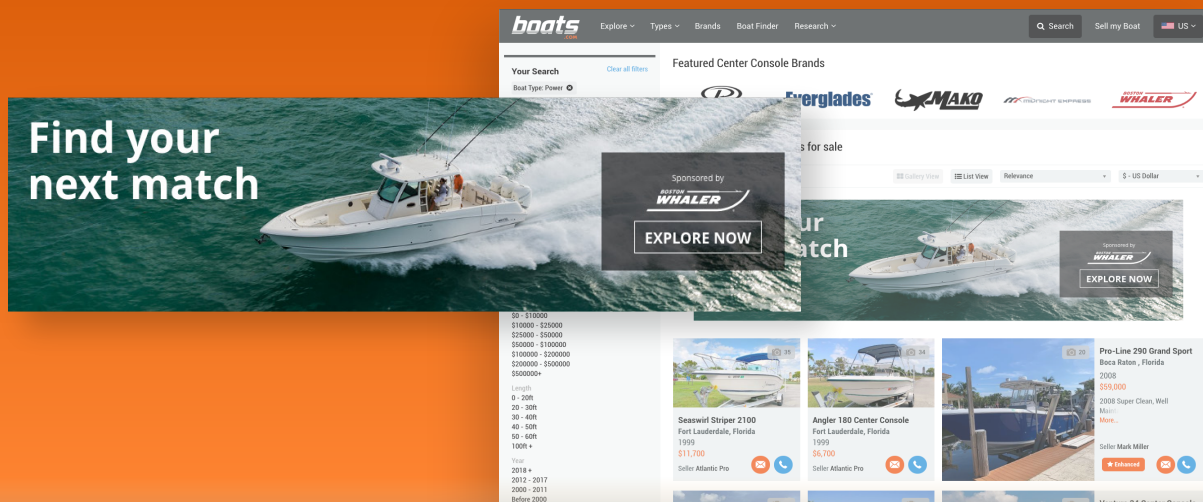
Win New Boat Shoppers

Establish yourself as
the brand that
**200K monthly new
boat shoppers know***

*Average monthly visits to the boats.com homepage, Google Analytics

Sold:

- Monthly
- Global
- 100% Share of Voice (SOV)
- Clicks Off-Site



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

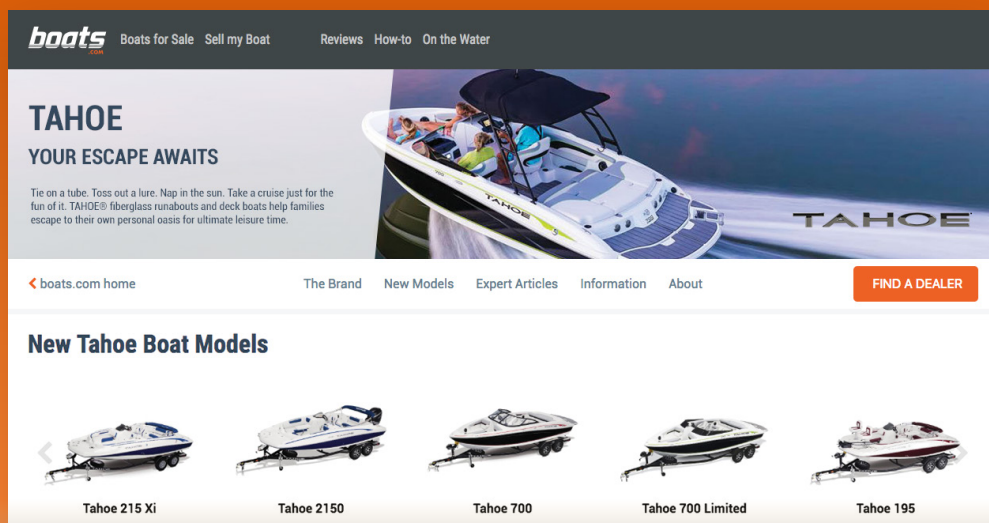
Top visibility among
new boat shoppers with
3M monthly visits*

*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



Brand Showroom

Your brand in front of millions of new boat buyers.

Here's how it works:

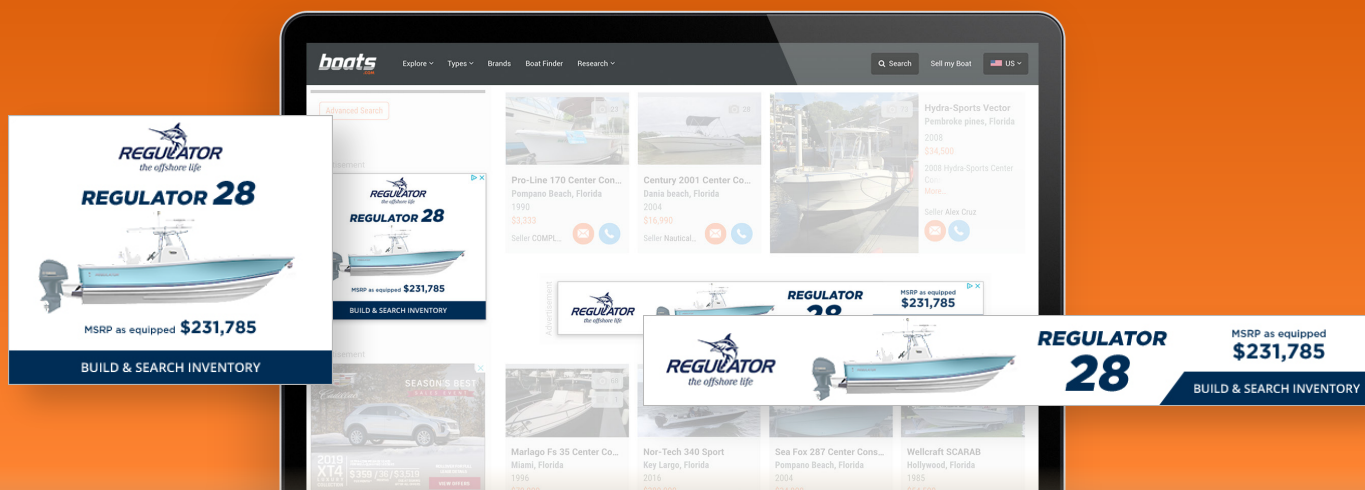
- 1 Provide our team with your brand assets and new model information.
- 2 Our team of designers and developers will build your Brand Showroom, listings, logo placements, model pages and more to appear on boats.com.
- 3 Your brand and listings will be eligible to appear on all pages and be found by shoppers who are looking for your category of boat.
- 4 Join the largest marketplace for new boat buyers.

Increase New Customer Acquisition

250,000 monthly brand impressions*

400 more clicks to your website per month*

*Based on average monthly impressions & performance, Google Analytics



Promoted Model

Attract new boat shoppers to your brand.

Here's how it works:

- 1** Select the model you would like to advertise and your budget.
Ex. \$1,000 will yield 100,000 targeted impressions and an estimated 150 model pageviews.
- 2** Our team of designers will build your ad and targeting based on your boat model details.
- 3** Your ad will be served to shoppers who are searching for the class of boat you sell.
- 4** Get more views to your listings.

**Increase Model Activity
& Brand Awareness in
your market**

100,000 monthly ad impressions*

150 more model visits per month*

*Based on average monthly impressions & performance, Google Analytics