



BOATS GROUP



# OEM PARTNERSHIP PROGRAM

Boats Group Brand Advantage

## Audience Exposure

Boats Group's marketplaces receive **over 14 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 Hero	★ 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.





## 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





## 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

1-800-833-8333

MasterCraft LEGACY. POWER. PRECISION. PROGRESSION. Visit MasterCraft

20,289 boats within 200 miles from 33137

Sort By: Recommended

2025 MasterCraft 25 Request a Price

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2023 Aaha T235 \$105,500 \$140,000 MasterCraft Request Info

2024 MasterCraft NXT20 Request a Price

2024 Yamaha 222XE \$17,995 \$24,000 Yamaha Request Info

2008 Malibu V-Ride \$31,000 \$45,000 Malibu Request Info

2024 MasterCraft XT25 MasterCraft Build Your Boat Request Info

2012 Aaha A20 \$35,995 \$45,000 Aaha Request Info

2021 Nautique 200 \$66,900 \$80,000 Nautique Request Info

2023 MasterCraft NXT23 \$117,000 \$140,000 MasterCraft Request Info

2006 MasterCraft X30 \$37,500 \$45,000 MasterCraft Request Info

2024 Centurion \$179,000 \$210,000 Centurion Request Info

Experience MasterCraft Model Lineup Timeless Design View Models

2025 Centurion Request a Price

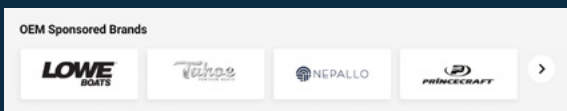
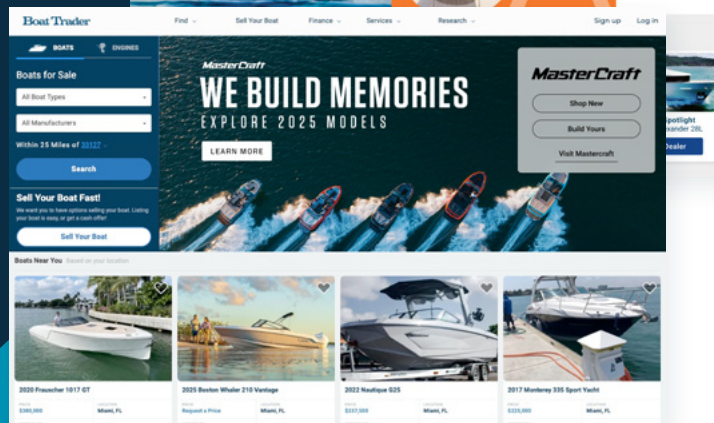
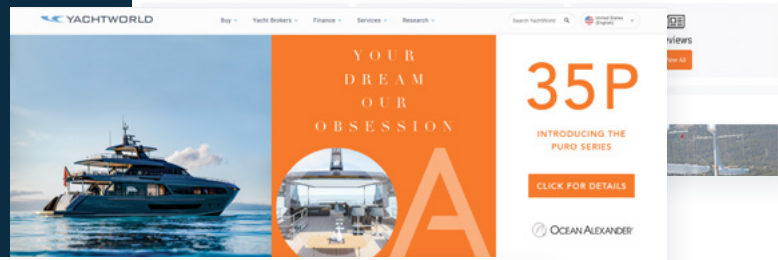
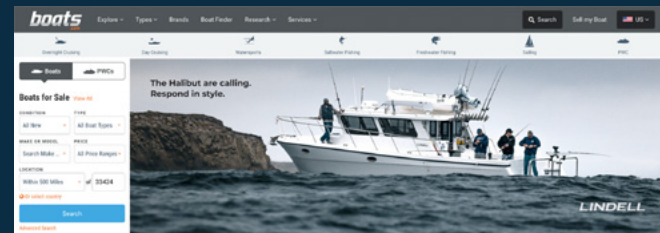


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## Homepage Hero

Take center stage on the homepage of Boat Trader, YachtWorld, and/or boats.com and amplify your brand exposure with Homepage Placements. With more than **12 million annual visits** to the homepage, your brand gets maximum nationwide exposure.

Your brand's logo will also be displayed in the OEM Sponsored Brands section, building your brand strength even further. This logo-driven approach keeps your brand top-of-mind as consumers search for their next boat across multiple channels.

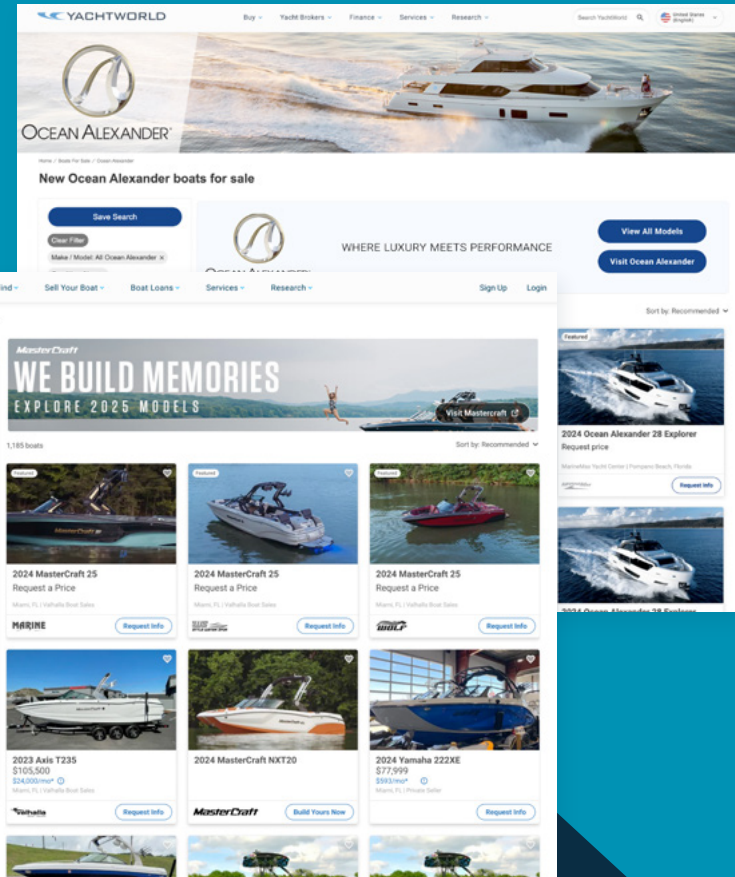




## Brand Experience

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.



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## 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.

**Boat Trader** Find ▾ Sell Your Boat ▾ Boat Loans ▾ Services ▾ Research ▾ Sign Up Login

# MasterCraft

LEGACY. POWER. PRECISION. PROGRESSION.

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.

[Build Yours Now](#)

**WE BUILD MEMORIES**  
EXPLORE 2024 MODELS

[Visit Mastercraft](#)

1,185 boats

Sort by: Recommended ▾

[Save Search](#)

Location ▾

Condition ▾

Keyword ▾

Length ▾

Year ▾

Price ▾

Boat Type ▾

Make / Brand ▾

Fuel Type ▾

Hull Type ▾

Engine Type ▾

For Sale By ▾

2024 MasterCraft XT25  
Request a Price

MasterCraft  
**MasterCraft** Manufacturer Listing

2024 MasterCraft XT25  
Request a Price

MasterCraft  
**MasterCraft** Manufacturer Listing

2024 MasterCraft XT25  
Request a Price

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**MasterCraft** Manufacturer Listing

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Request a Price

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**MasterCraft** Manufacturer Listing

Build Your 2024 MasterCraft XT25

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**MasterCraft** [Build Yours Now](#)

2024 MasterCraft XT25  
Request a Price


MasterCraft  
**MasterCraft** Manufacturer Listing




## 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](#)

