

## BoatTrader.com Throttles Up Sales

The Web site that links boat buyers and sellers improves advertiser results with eStara Click to Call and Call Tracking from ATG.

### THE CHALLENGE:

Boat Trader is continually searching for new ways to improve performance and deliver ROI to its advertisers and dealers. The site optimizes ad listings, increasing conversions and improving communication between buyers and sellers. Boat Trader wanted to further accelerate sales conversions by offering additional contact options for shoppers and more efficient lead generation tools to dealers.

"We work hard to assist our dealers in all areas of their business and especially in improving the impact of their advertising investment. ATG's eStara suite helps our dealers track their advertising performance, connect with prospective buyers in real time, and close more business. That kind of value proposition helps keep our business sailing."

– **David Bingham,**  
General Manager,  
Boat Trader

**Boat Trader**  
www.boattrader.com™



### THE SOLUTION:

Boat Trader set a new course with eStara Click to Call and Call Tracking from ATG. These capabilities more quickly connect BoatTrader.com buyers with dealers by giving shoppers a seamless transition to a phone or PC-based voice interaction from any online medium. ATG also enables advertisers to track prospective buyers, including their on-site shopping paths, and track inbound phone responses to both online and offline campaigns.

### THE RESULT:

With Click to Call and Call Tracking, Boat Trader quickly increased the rate of shopper to buyer conversions from its site, while also enabling advertisers to track advertising performance. Today, prospective buyers who use the Click to Call feature on BoatTrader.com have the highest close rate of all site visitors. Some dealers report close rates as high as 80 percent for prospects who use Click to Call.

### THE STORY

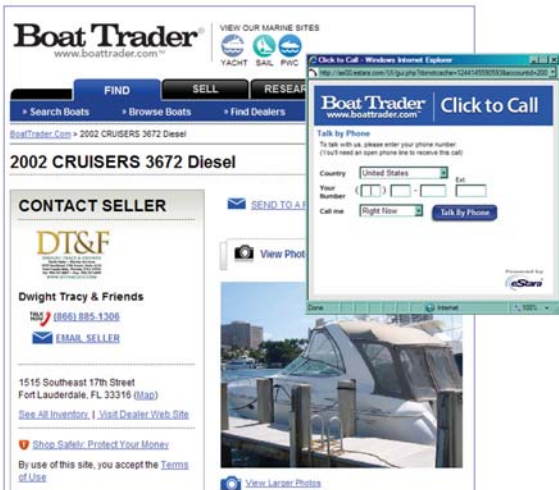
Boat Trader is the premier buying and selling resource for marine dealers, private party sellers, and consumers — in print and online. Nearly 3,000 watercraft dealers list their inventory with Boat Trader to reach a targeted audience of boat buyers through www.BoatTrader.com and local magazines. Fifty percent of Boat Trader's revenue comes from online advertising. Seventy percent of all its advertising is online.

While Boat Trader generates more than one million leads to marine dealers each year, it is always searching for new ways to improve performance and deliver greater ROI. Towards this end, it offers advertisers a variety of tools to manage their inventory, optimize their advertising listings, increase conversion rates, and manage and track leads and advertising results. When Boat Trader wanted to provide additional contact options for its shoppers and more efficient lead generation tools to its dealers, it sought a solution that would help connect more buyers with dealers and accelerate sales conversions for advertisers.

## ATG provides Boat Trader with a number of advanced capabilities that greatly improve the impact of their advertising campaigns and enhance the way dealers measure ad effectiveness.

### Charting a New Course

Boat Trader implemented eStara Click to Call and Call Tracking from ATG. ATG offered easy integration to Boat Trader's existing inventory management system, which serves as the interface for their dealer advertisers. The services were also competitively priced and easy to implement. Boat Trader went live with both applications in less than three weeks.



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Click to Call lets online boat and marine gear buyers move seamlessly into immediate telephone or PC-based voice contact with dealers from any online medium including Web sites, e-mails, or directory listings. Click to Call enables potential buyers to click on a dealer's listing and enter a phone number to receive an immediate call back from a sales representative who can answer any questions about the boat or gear listed. This real-time, interactive assistance has helped Boat Trader advertisers increase their sales conversions, as well as improve advertiser loyalty to the BoatTrader.com site. Advanced Click to Call reporting capabilities also allow advertisers to see detailed caller information, including details such as the exact page on a site where the buyer initiated the call.

### about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company's platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations, and eStara Connections.

For more information, please visit <http://www.atg.com>, or call 1-800-RING-ATG.

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Call Tracking quantifies incoming leads for easier acquisition, retention, and upselling. These features provide Boat Trader's advertisers with a 360 degree view of caller detail that offers more insight on callers than traditional call measurement tools. Call Tracking includes features such as call recording and dynamic call routing, which ensures local advertisers receive local leads by geo-targeting where inbound calls are being initiated. Advertisers can also hone in on particular regions that are drawn to their offerings and initiate regional campaigns with banner ads, e-mails, and other vehicles to target those specific areas. Boat Trader's sales team also uses this information to up-sell advertising services to their customers — the dealers.

Combined, these tools provide a much more granular look at advertising effectiveness. It goes beyond traditional call measurement capabilities, and provides real-time access to detailed customizable reporting that offers:

- Number of calls connected by listing
- Time and data comparisons of call data
- Performance metrics by ad listing
- Ability to tie ad performance to search engine marketing
- Detailed caller information

### New Horizons

According to Boat Trader's advertisers, prospects that use Click to Call have the highest close rate of all site visitors. One dealer reports that his prospects who use the Click to Call feature have an 80 percent close rate.

"I like the feature a lot," says Kent Chamberlain of Hipp Marine, a Boat Trader dealer. "It's been very advantageous, particularly from a training perspective."

"We work hard to assist our dealers in all areas of their business and especially in improving the impact of their advertising investments," said David Bingham, General Manager of Boat Trader. "ATG's eStara suite helps our dealers track their advertising performance, connect with prospective buyers in real time, and close more business. That kind of value proposition helps keep our business sailing."

