

DISCOVER BOATING MARKET EXPANSION STRATEGY IN MOTION: TEST AND LEARN PROGRAM

Abbey Heimensen & Victor Gonzalez

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Executive Summary: Three key messages

1

Assignment Delivered

During the 2026 Spring / Summer SYOH campaign the test and learn media program provided further proof that Discover Boating can deliver on its mission of reaching, inspiring and engaging boaters

2

Testing Performed

- Drove a **5% increase** in boating-related search volume (Reach)
- Generated **3M incremental** on-water visits (Inspire)

3

Qualified Handraisers

- Produced **2.3x growth** in DB.com visitors, to OEM, Dealers, Clubs (Engage)

Pre FY26 Test & Learn: Advisory Group aligned on what Discover Boating IS and ISN'T

DISCOVER BOATING IS A MOVEMENT

Discover
Boating
ISN'T



Reach,
Inspire
New Boaters



Fill the
Marketing Void



Market
Impact



A lead
generator or
immediate
sales driver



Change the
story, spark
the desire

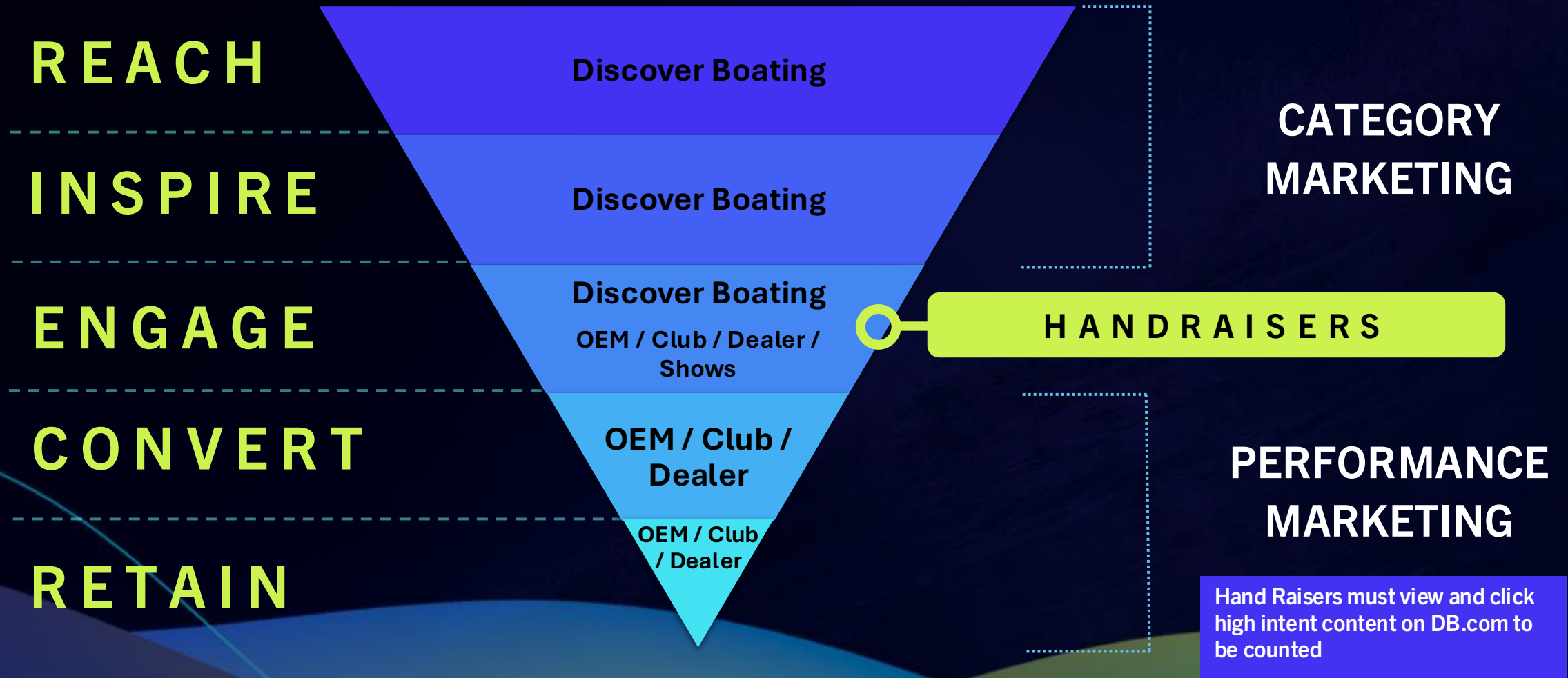


Guide the
journey, fuel
the funnel



Grow the pie,
an engine for
lasting growth

Growth Requires the System to Work Together



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Five Strides Since October 2025

Together with members & dealers, we're making Discover Boating sharper, more focused and more accountable than it has ever been

Results Covered Today	STATUS	STRIDE	FROM	TO
	Complete	Purpose	Trying to be everything to everyone →	Top of the funnel: owning category awareness
	Complete	Measurement	No alignment on what success means →	Health Score Index — one shared scorecard
	Complete	Audience/ Creative	Broad approach →	Focused target / Personalized creative
	Complete	Optimization	Limited testing capabilities →	Rigorous testing on targeting, creative, and media
	What's Next	Continued Improvement	Build off current progress →	Increase scale for 2027 Test more improvements

Overview and Objectives

WHAT WE SET OUT TO ANSWER

1



Does Discover Boating media drive measurable interest, participation, and value to the industry?

2



Can the media be made more productive?

3



What is the upside and ceiling for media spend to drive incremental industry value?

WHAT WE DID

Conducted 3 Discover Boating media tests during the 2026 boating season (May–July), testing targeting, creative, and budget

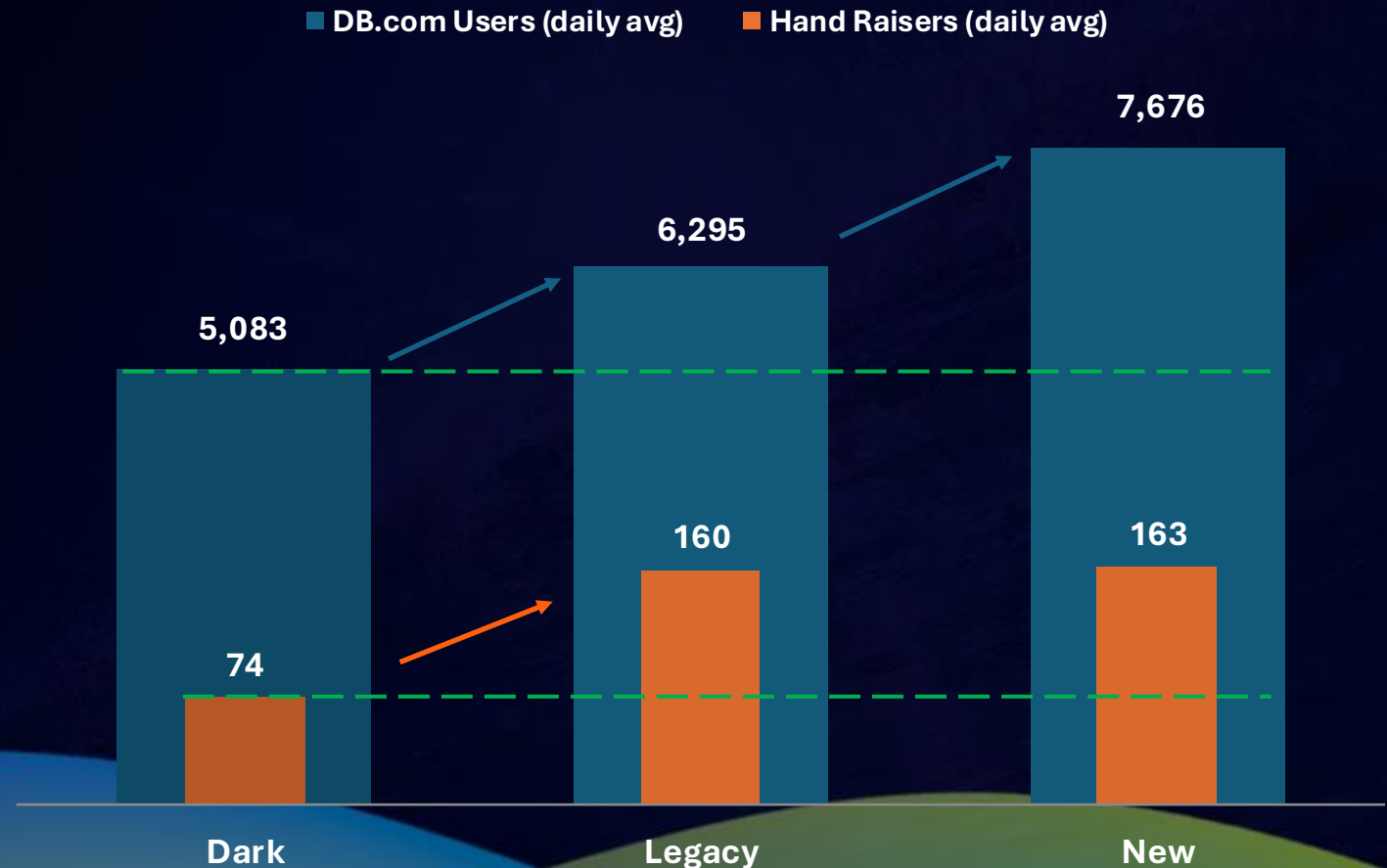
DB Media Impact | Lift in Users and Handraisers; new targeting increases users

Test Cells

- **Dark** - Markets without media as control
- **Legacy** - Interest targeting (Outdoor Enthusiasts)
- **New** - Geo/Demo targeted (high boat-density + demographics)

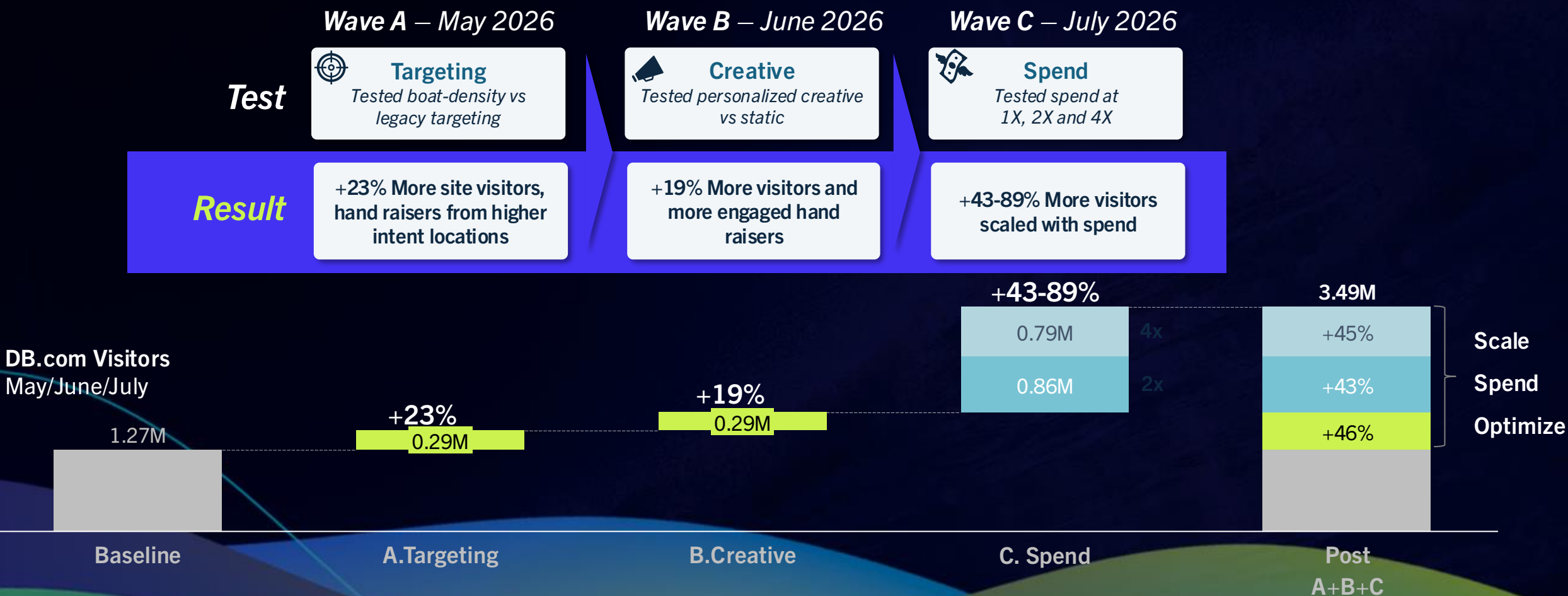
Lift from DB Media

- At minimum **22% lift in Users** from dark markets to DB Media markets
- At minimum **80% lift in Handraisers** from dark markets to DB Media markets



Each wave built on the last to drive greater impact

Optimization drove +46% more visitors at the same spend, with +43–89% incremental upside from scaling spend



Summary of Key Test Learnings

1 Interest Increased



↑ **5%**

Boating search volume

- DB Media drove 5% more google searches for boating terms (boats and activities)

2 Participation Influenced



+3M (+4%)

Incremental on-water visits

- DB Media drove +3M incremental on-water visits from May to July

3 Future Market Demand Secured



↑ **2.3x**

**DB.com Visitors
and Hand Raisers**

- Increased participation (vs no media) and digital interest will drive future sales

Note: Google Search, on-water activity, and DB.com metrics are measured against a no-media control group matched to the media test groups on seasonality, geography, and demographics. NY/LA excluded from search as outliers

Path forward: accelerate and scale impact with more media and new learnings

FY2026

TEST

- Foundation improved: new targeting and creative proven
- Participation and search interest up
- Budget upside quantified

Apply learnings to Boat Show marketing

- Map Movable Middles against historical ticket buying
- Integrate Dynamic Creative into Paid Media

FY2027

ACCELERATE

- Work with Revenue Task Force to determine level of investment
- Continue to optimize and learn what we don't know (channel mix, seasonality) to allow continued optimization of media
- Continue to optimize Boat Show marketing
- Complete participation study
- Improve efficiency, raise budget potential

FY2028

SCALE

- Work with Revenue Task Force to determine level of investment
- Test new channels and formats
- Compound participation and search gains
- Efficiency and headroom keep rising
- Continue participation study
- Refresh of IPSOS consumer study



THANK YOU

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MEASURING MARKET MOMENTUM: DISCOVER BOATING HSI UPDATE

Cory Waite

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WHAT ARE WE COVERING?

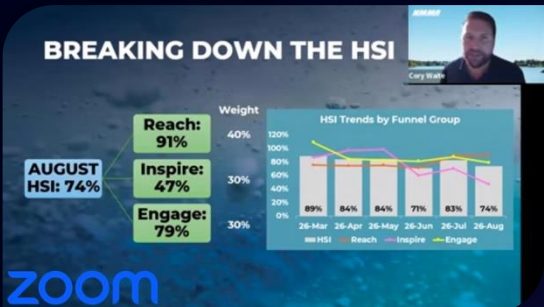
- Discover Boating's Journey to the HSI
- What the HSI is and how it works
- Why it matters to the industry

***Success means reaching more people
who could become boaters and
inspiring them to engage with boating
– all measured with a **Health Score*****

HEALTH SCORE INDEX TIMELINE



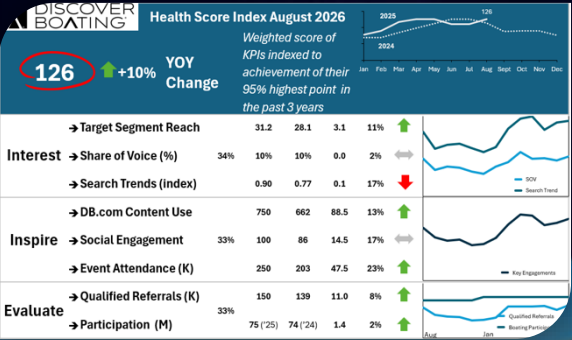
Summit 25
(October)



Summer Webinars
(July-Sept)



Dashboard & Metric
Rollout (April)



Summit 26
(October)



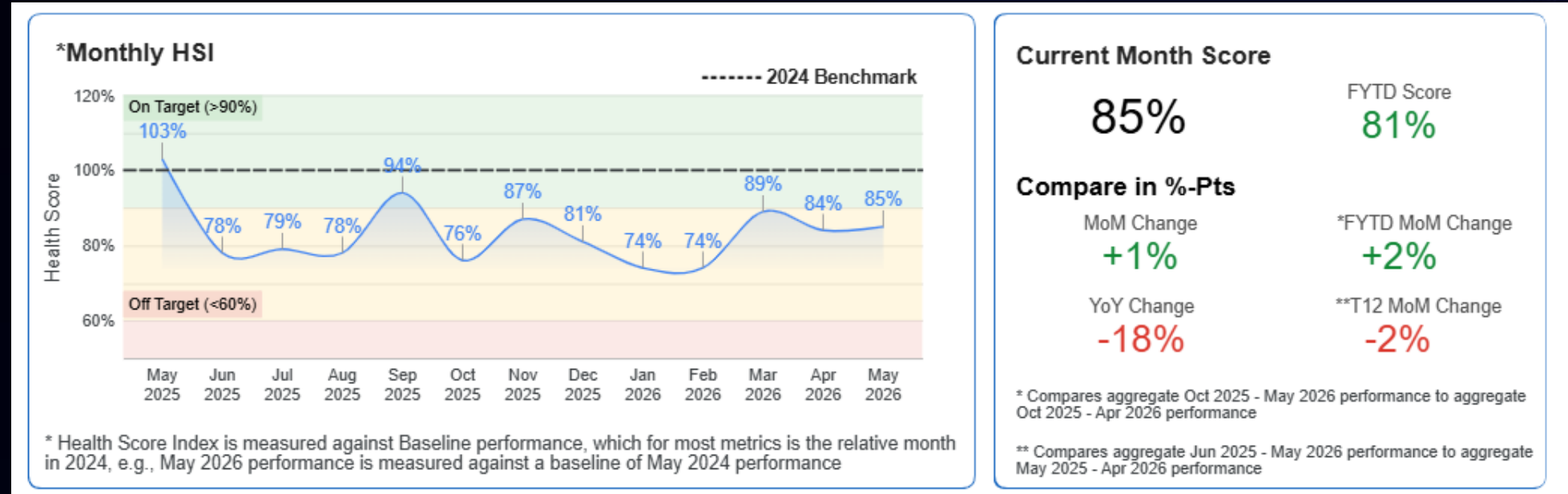
1. Monthly Trend Card

2. Period over Period Comparisons Card

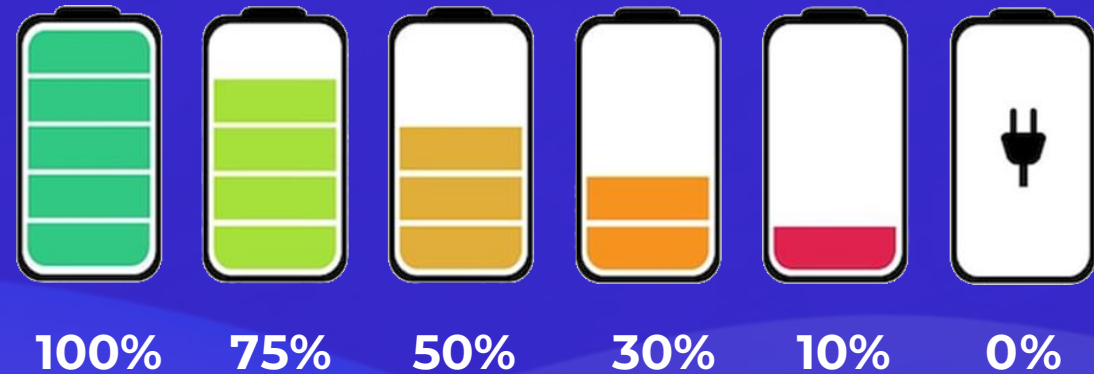
3. HSI Core Metrics Breakout Card



1. MONTHLY TREND & 2. PERIOD COMPARE



**Monitoring
Your
Charge**



3. HSI CORE METRICS BREAKOUT

HSI Metric Breakouts						
	Metric	*Current HSI	**MoM	MoM %-Pt Change	***YoY	YoY %-Pt Change
Reach (40%)	Target Segment Reach	31%	23%	8%	19%	12%
	Market Visibility	94%	90%	4%	103%	-9%
	Search Trends	100%	110%	-10%	105%	-5%
Inspire (30%)	DB.com Engagement	123%	83%	40%	147%	-24%
	Social Engagement	74%	111%	-37%	152%	-78%
	DB Marketing Pop-Up Events	-	-	-	-	-
Engage (30%)	Hand Raisers	52%	50%	2%	92%	-40%
	Boat Show Event Attendance	83%	83%	0%	83%	0%
	Participation (Monthly)	120%	122%	-2%	108%	11%
	Participation (Annual)	-	-	-	-	-
* Compares performance as of May 2026 to comparable month in reference period. This is the unweighted value that feeds the Health Score				*** Compares performance as of May 2025 to comparable month in reference period		
** Compares performance as of Apr 2026 to comparable month in reference period				****DB Marketing Pop-Up Events and Participation (Annual) are metrics that will be coming in the future. DB Marketing Events expected early 2027.		

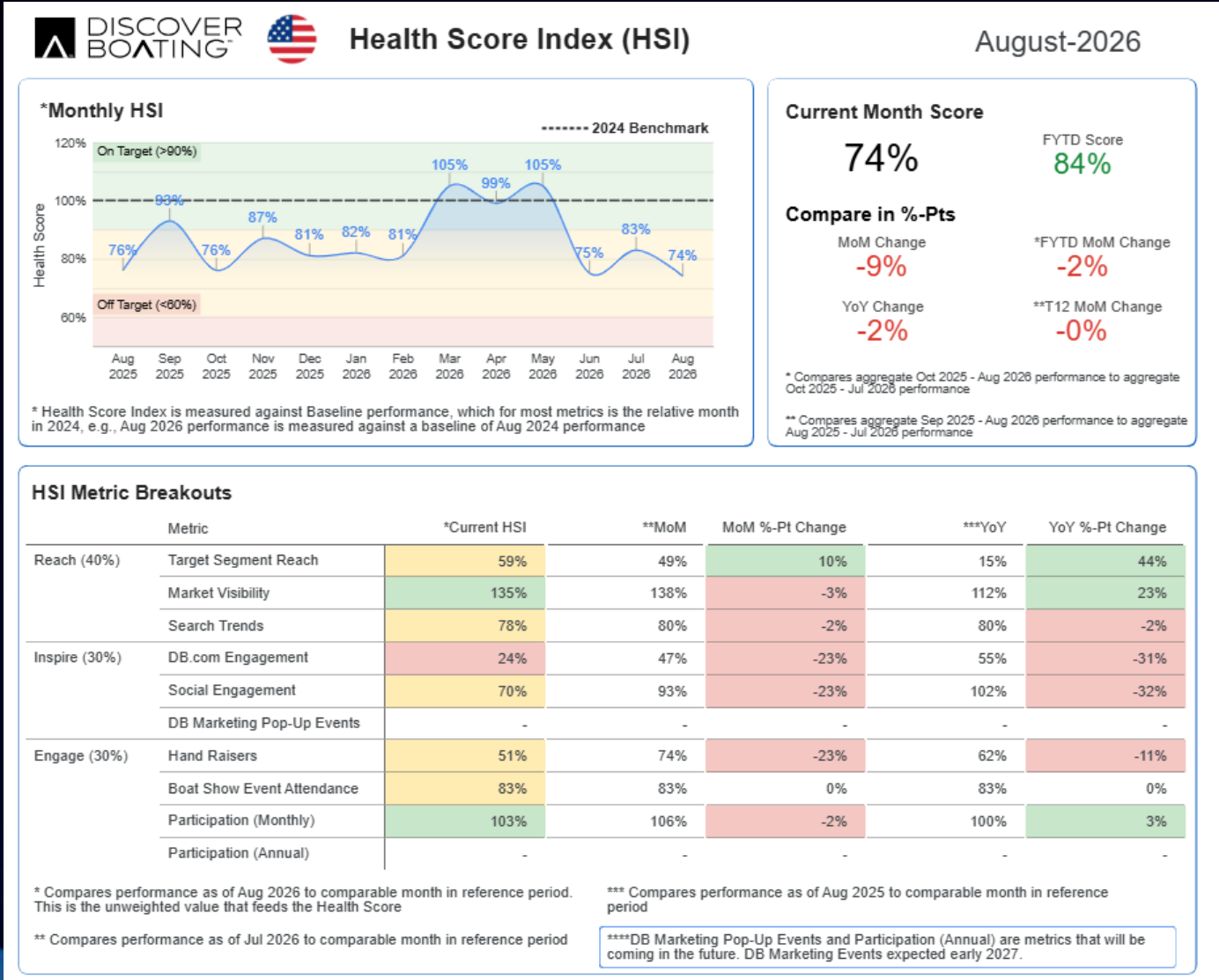
Reach - 40% - Fishing where the fish are
Inspire - 30% - Casting the right lures
Engage - 30% - Landing the trophy fish

CORE METRIC WEIGHTING

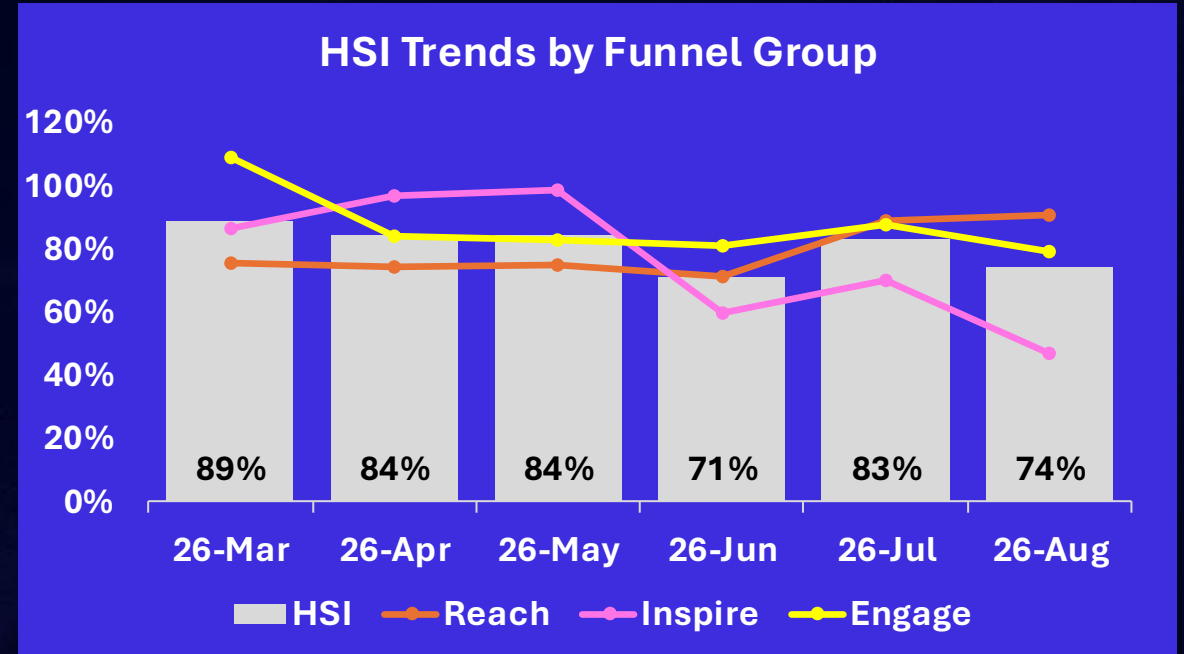
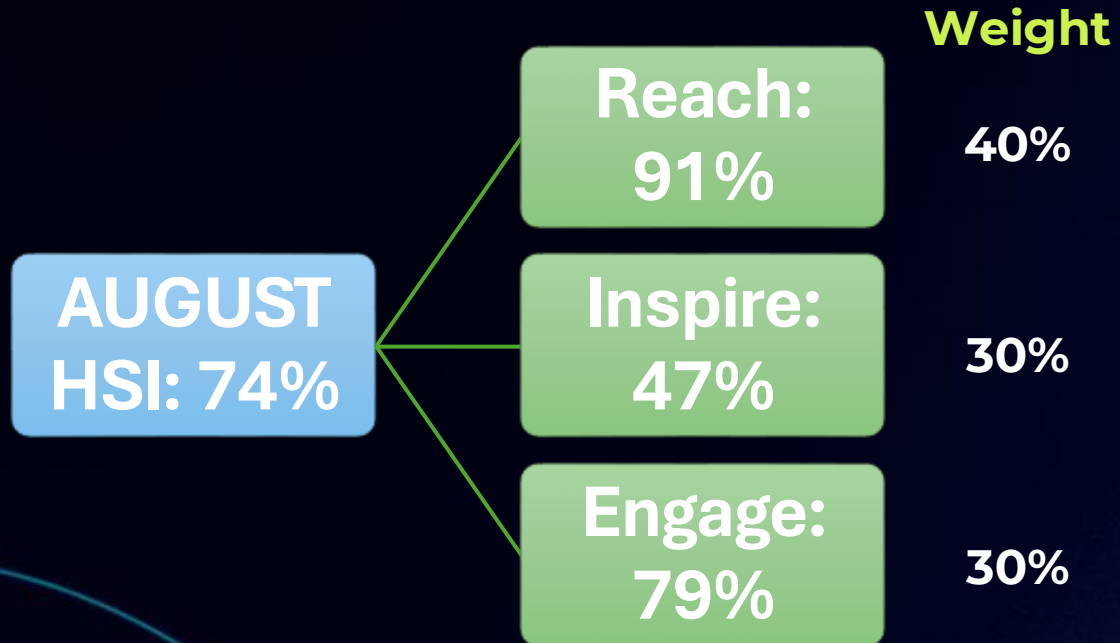
Funnel Stage	Funnel Weight	Metric Weight	Metric
Reach	40%	13%	Target Segment Reach
		13%	Market Visibility
		13%	Search Trends
Inspire	30%	15%	DB.com Engagement
		15%	Social Engagement
		0%	DB Marketing Pop-Up Events**Future
Engage	30%	10%	DB.com Hand Raisers
		10%	Boat Show Event Attendance
		10%	Participation (Monthly)
		0%	Participation (Annual)**Future

HSI AUGUST RECAP

- 1. Paid activity ramped down for the end of the Fiscal year.
- 2. Seasonality in external data tapered from peak.
- 3. Market visibility remained strong and evergreen.



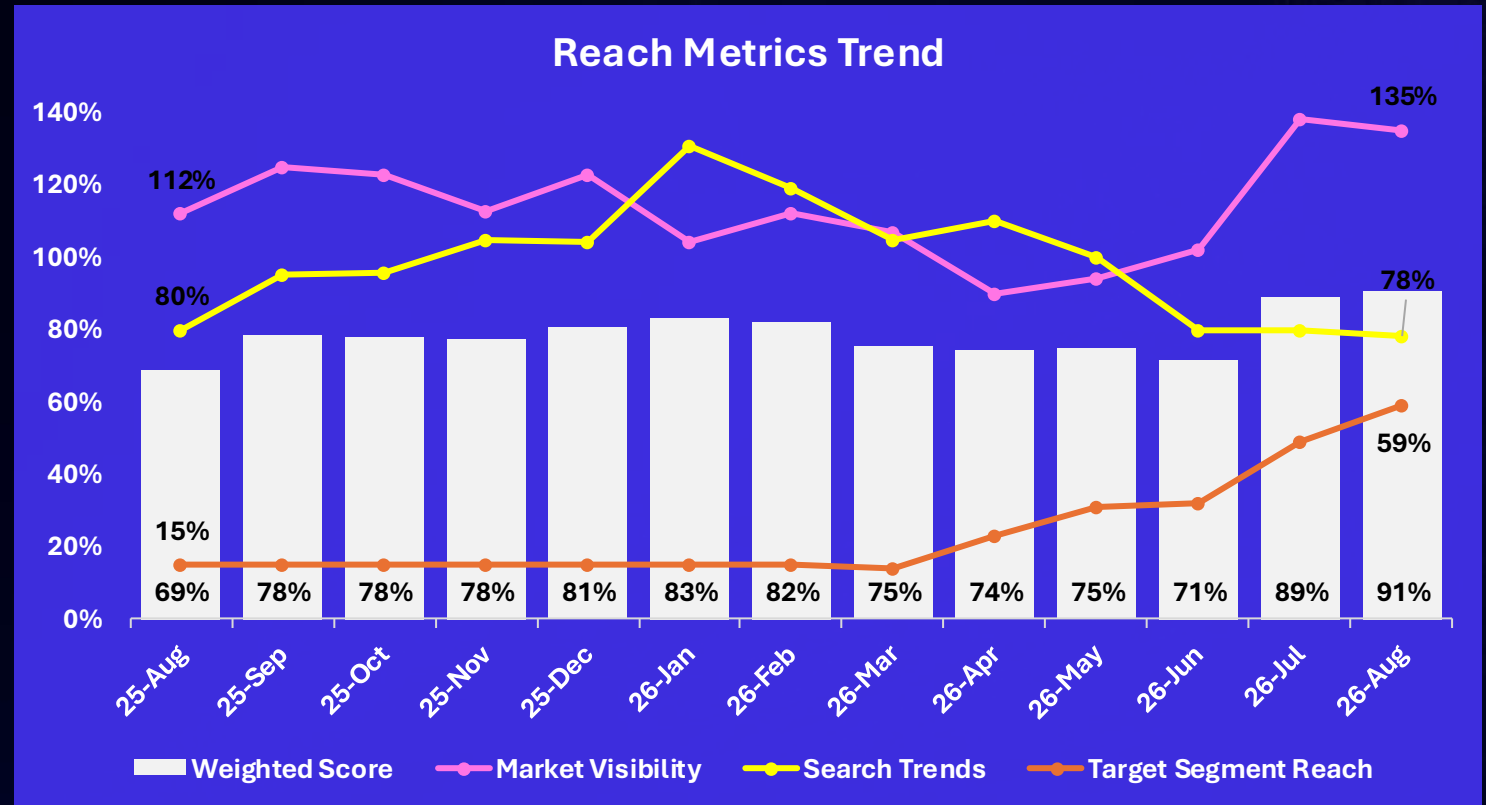
BREAKING DOWN THE HSI



REACH: FISHING WHERE THE FISH ARE

Metrics within **REACH** articulate how well Discover Boating is **Finding potential Boaters**.

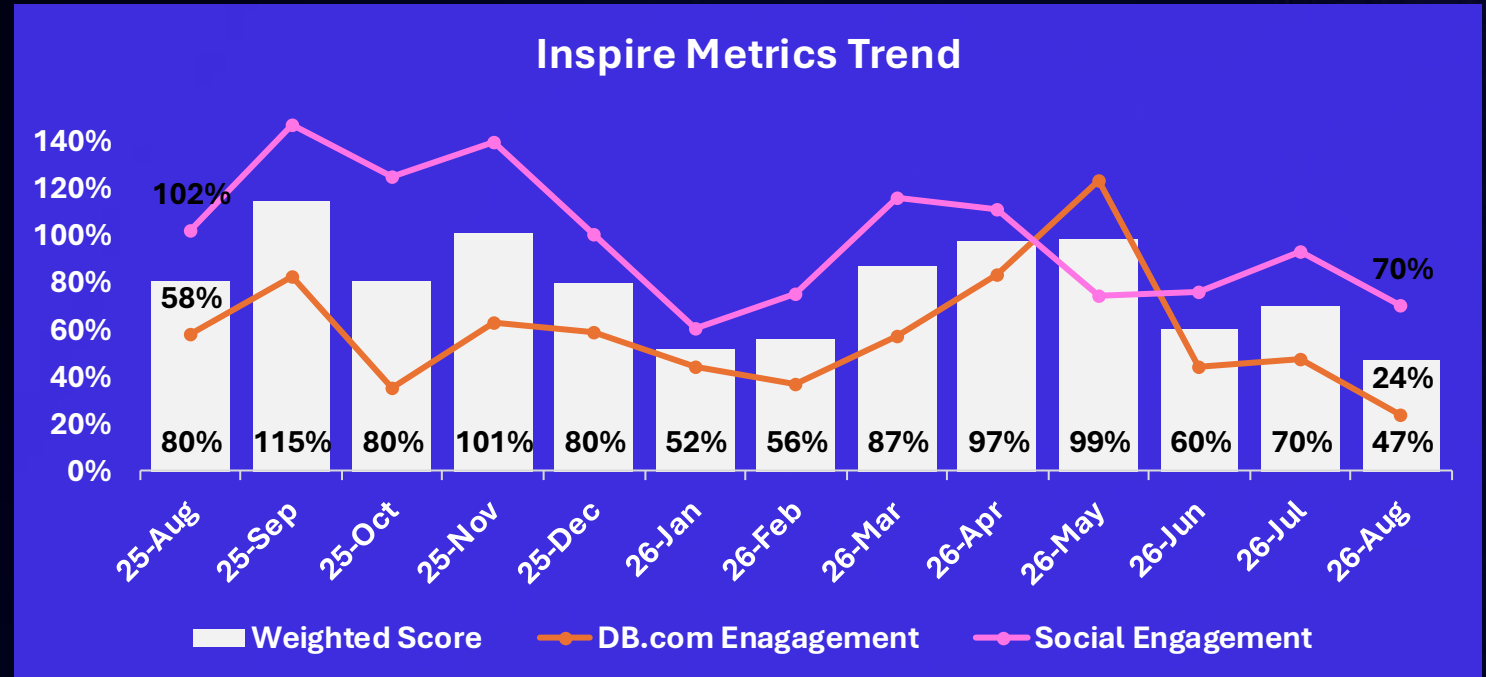
Reach represents **40%** of the marketing funnel efforts for Discover Boating.



INSPIRE: CASTING THE RIGHT BAIT

Metrics within **INSPIRE** articulate how well Discover Boasting is **sparking further research.**

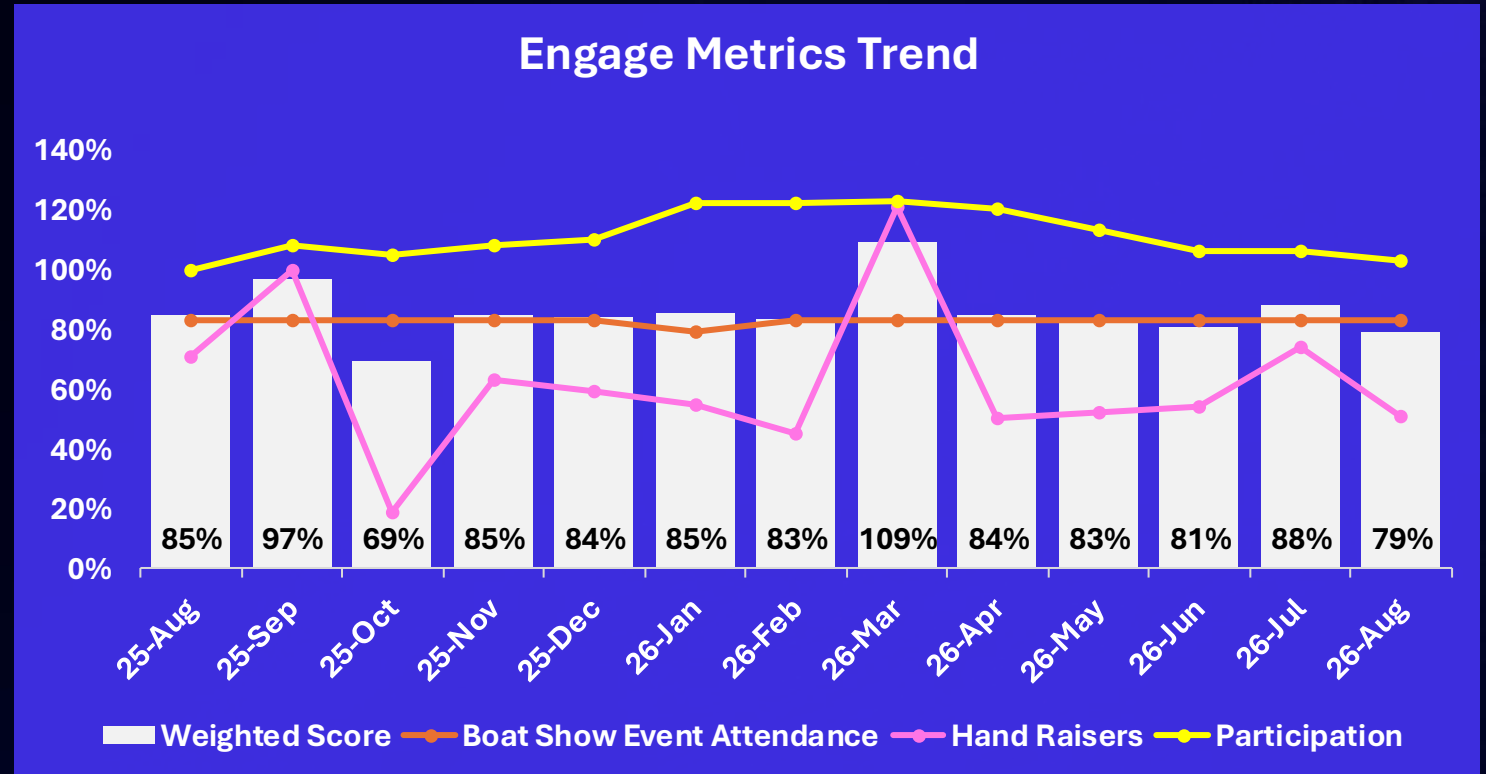
Inspire represents **30%** of the marketing funnel efforts for Discover Boating.



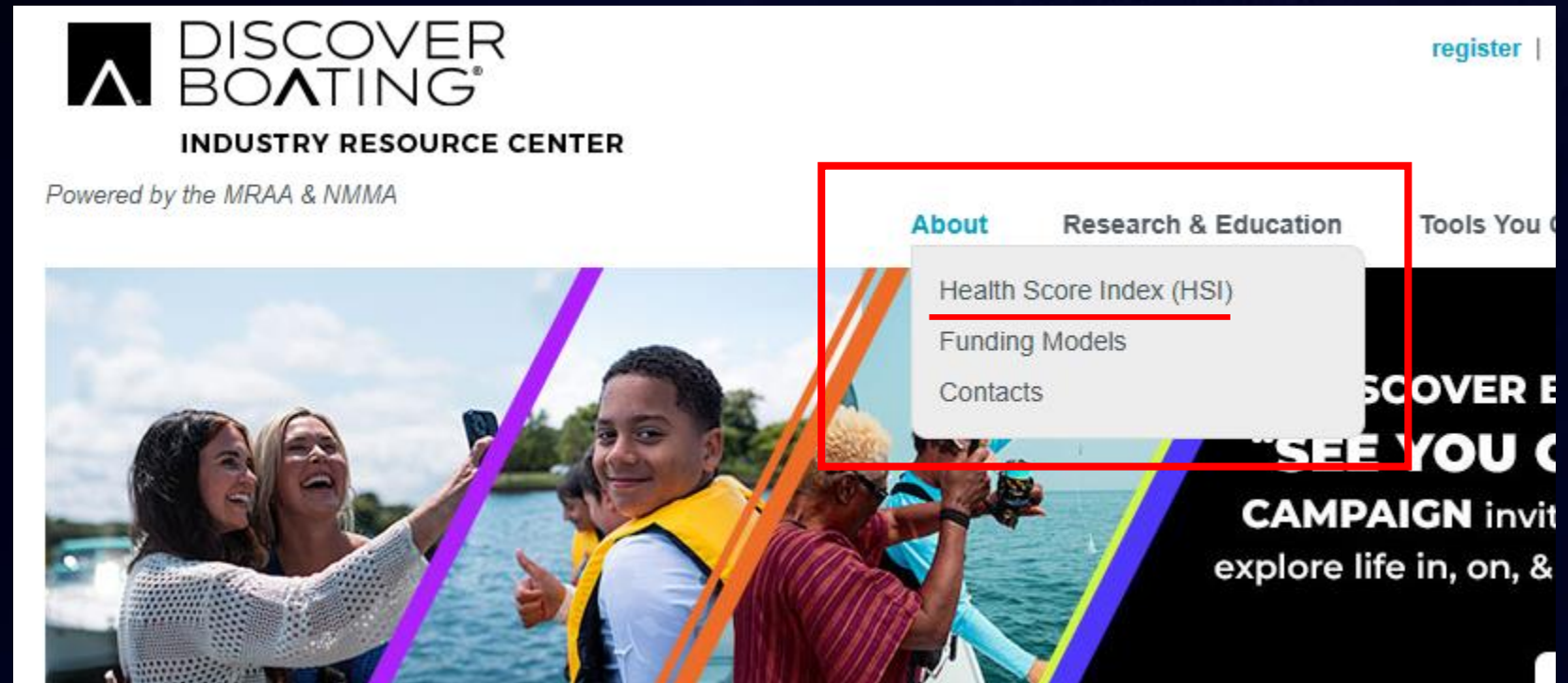
ENGAGE: LANDING THE FISH

Metrics within **Engage** articulate how well Discover Boasting is **taking the next step, getting on the water.**

Engage represents **30%** of the marketing funnel efforts for Discover Boating.



THE HSI & 101 WEBINARS ARE LIVE ON B2B.DISCOVERBOATING.COM



Available on B2B.DiscoverBoating.com/health-score.aspx

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THE HEALTH SCORE IS OUR SCOREBOARD

If the health score goes up, it means more people are discovering boating, engaging with it, and being referred, and when that happens...

WE WILL GROW BOATING

THANK YOU

For any further questions,
you can email

Kevin.Williams@nmma.org

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