

New Analysis Shows Why Dealership Lead Reports Miss Most Boat Buyers Before Purchase

The Marine Marketing Agency examines Boats Group research revealing that only 21% of verified buyers submitted a documented lead before purchasing.



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[Marine Marketing Agency](#), a specialized digital marketing firm for the recreational boating sector, today released an analysis of newly published buyer journey data. The analysis examines recent research from Boats Group, which evaluated more than 85,000 verified boat purchases and corresponding marketplace activity, revealing a significant blind spot in how dealerships track marketing performance.

Why Dealership Lead Reports Miss the Purchase Journey The Boats Group findings show that traditional lead reporting captures only part of the boat-buying journey. Because only 21% of verified buyers submitted a documented lead before purchasing, dealerships relying exclusively on form submissions and trackable inquiries risk underestimating how their digital presence influences eventual sales.

"The data confirms something experienced dealers already see in practice. The buyer who walks into the showroom may have spent months comparing propulsion packages, layouts, pricing, and owner feedback without ever submitting a form," said Travis Bliffen, founder of The Marine Marketing Agency. "Dealerships cannot judge marketing performance exclusively by documented leads because much of the buying decision happens before the buyer identifies himself."

The Reality of Cross-Shopping The research also highlights how frequently recreational boat buyers change course during the shopping process. With 85% of inquiring buyers eventually purchasing a different boat than their initial inquiry, The Marine Marketing Agency believes this cross-shopping behavior increases the importance of dealership inventory pages throughout the consideration process.

Stock photos and copied manufacturer descriptions do little to differentiate comparable

inventory. Dealerships must provide specific technical details, unique condition reports, and clear performance data to keep buyers engaged as they compare alternatives.

Methodology and Sourcing This industry analysis is based on buyer journey insights published by Boats Group in July 2026. Boats Group analyzed more than 85,000 verified boat purchases alongside marketplace activity to better understand how buyers move from initial research to final ownership. The Marine Marketing Agency evaluated these findings to establish actionable search marketing and digital positioning strategies for retail dealerships. The full strategic breakdown is available at <https://www.themarinemarketingagency.com/buyer-analysis/>

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