



## Better gifts for boaters.

Founded in 2012, Boatmodo is the original online buyer's guide for boaters, sailors, paddlers and water enthusiasts. Known for uncovering the best gifts, gear and apparel, Boatmodo reaches a large, influential audience of more than 10,000 discerning boaters a month.



## Analytics by Month

December 2017 - *Peak holiday season*

Unique Users	<b>10,431</b>
Avg. Session Duration	<b>2:02</b>
New Users	<b>91%</b>
Country	<b>78% US</b>
	<b>5% CA</b>
	<b>5% UK</b>

Users

**10,431**



New Users

**10,206**



Number of Sessions per User

**1.12**



Pageviews

**19,263**



Avg. Session Duration

**00:02:02**



Bounce Rate

**70.59%**

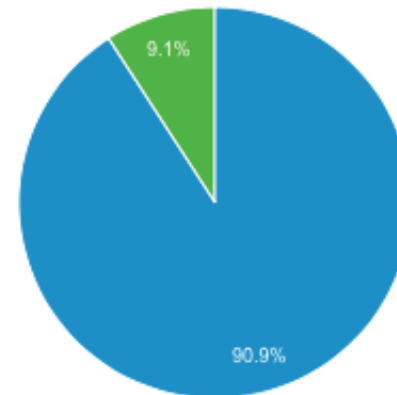


## CTR & Conversions

The click-through-rate to the retailer averages 30%. The conversion rate (percent who then buy) averages 10-15%.

Over 10% of website visitors buy a product within 24 hours after clicking through from Boatmodo.

■ New Visitor ■ Returning Visitor



## Submit a product

Send sample to our mailing address:

### *USPS Mailing Address*

Boatmodo

241 Wyassup Rd.

North Stonington, CT 06359

### *FedEx/UPS Mailing Address*

Boatmodo

241 Wyassup Rd.

North Stonington, CT 06359

Note: After review, we select only products we feel will meet the high standard or interest of our customers. Our editor will let you know if your product was selected or not.

## Contact us

### *Editor*

boatmodo@gmail.com

### *Website*

boatmodo.com

### *Social*

facebook.com/boatmodo

twitter.com/boatmodo

instagram.com/boatmodo

