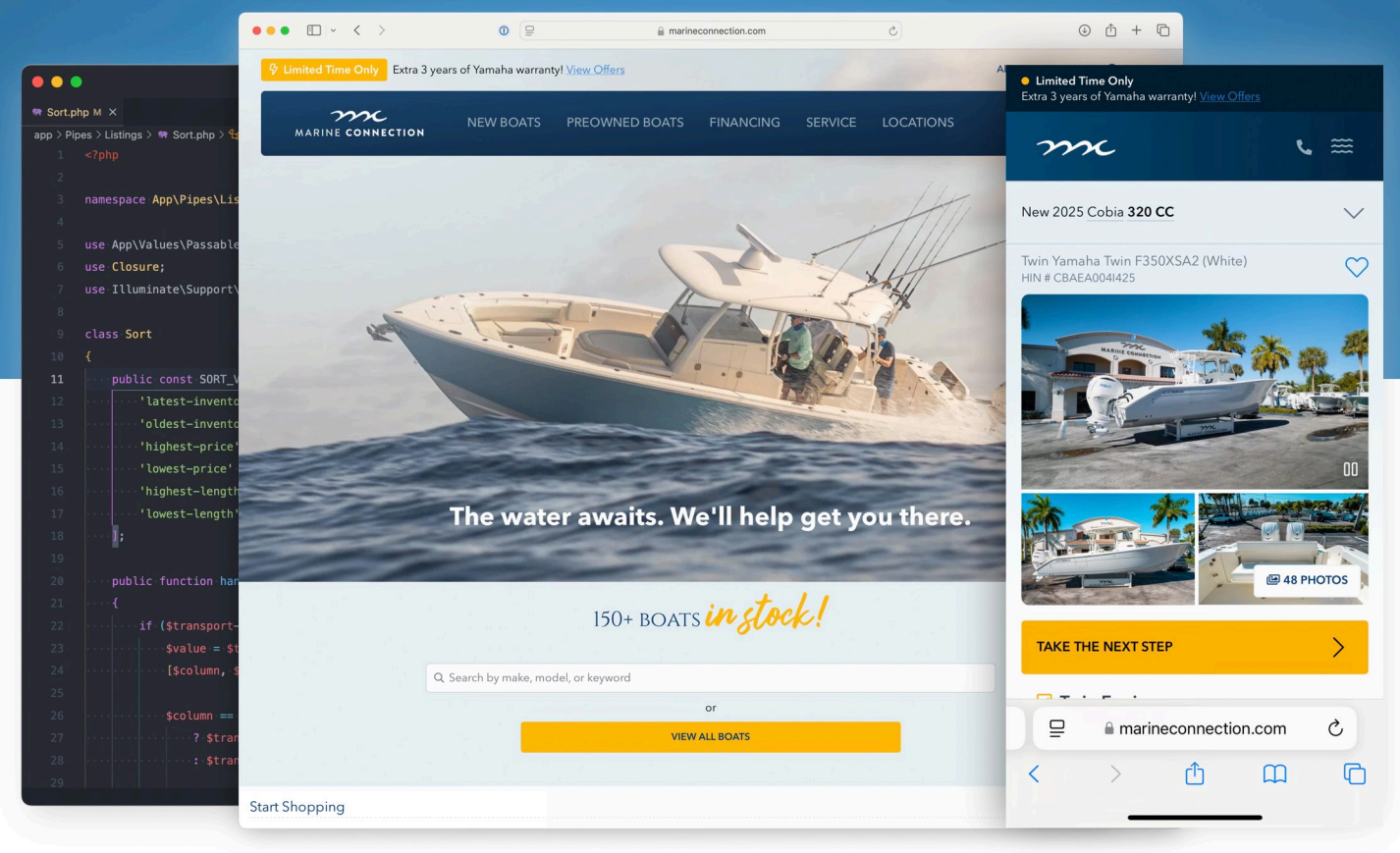


FULL CASE STUDY

What happened when a dealer website let buyers move forward on their own.

Website strategy, self-guided buying and measurable sales performance • 2023–2025



<90 days

A six-figure website that recovered its entire project cost in less than 90 days.

Marine Connection • new site launched summer 2024

84% of the project cost came back from customers with no prior contact, using website features that didn't exist before.



Within 90 days, sales from View Pricing, Schedule a Sea Trial and Request Transfer, all from customers with no prior contact history, covered 84% of the investment. All website leads combined paid it back in full.

LEAD MIX • 2023-2025

They stopped asking questions. They started taking actions.

In 2023, every website lead was “ask a question.” Once buyers could price a boat, book a sea trial or make an offer, most of them did.

2023

old site

Questions 100%
2024

½ yr on new site

27%
73%
2025

full year

68%
32%
■ High intent (pricing tools, sea trials, offers and other self-guided) ■ Questions

2 in 3

 website leads became a real next step, not just a question.

MORE PEOPLE DID IT

+45.5%

average monthly leads after launch, during the slow fall season (2024)



+42%

additional website lead growth in 2025, on top of 2024

Counting abandoned-quote alerts, 2024 lead volume more than doubled (+103%).

THE WEBSITE BECAME A SALES CHANNEL

3x

ROI vs. the top-performing third-party marketplace, 2025

1 in 6

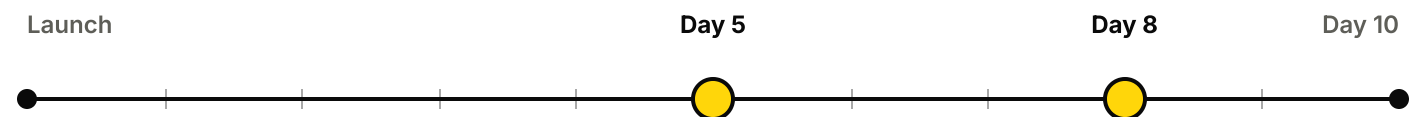
scheduled sea trials converted into a sale

+149% website visitors, off-season (Jul-Dec) 2025 vs. 2024

+82% time spent on boat listing pages

THE FIRST TEN DAYS AFTER LAUNCH

Ten days in, the website had already sold two boats.



● Day 5 after launch

A customer who had never contacted the dealership before submitted a sea-trial request online. Within hours, the boat was under deposit and financing was approved. It was delivered a few days later.

● Day 8 after launch

A shopper who had been considering a more expensive brand — and had already told the salesperson he wasn't interested in this one — returned to the website, built one out and requested a quote. His personalized quote arrived within minutes, a product expert called right away, and the boat was under deposit in less than an hour.

Two deals worth several hundred thousand dollars before the site was two weeks old.

**The website didn't create buyer intent.
It gave existing intent somewhere to go.**

Source: Marine Connection, 2024 Neptune Awards entry.

WHAT WE LEARNED

1 Buyers will move further online than dealers often assume.

Pricing, quotes, sea trials and offers did not replace salespeople. They removed waiting.

2 Convenience changed when customers acted.

The dealership could close. The buying process did not.

“Our showrooms close at 6 p.m. The buying process doesn’t. Most of our offers come in after hours, when customers are ready to move forward on their terms. For them, it’s as easy as placing an order on Amazon.”

Timo Turkki • General Manager, Marine Connection

3 Better buying tools became a competitive advantage.

The website didn’t simply generate more leads. It gave ready buyers an easier way to act than competitors could — and won over buyers who were done wasting time negotiating elsewhere.



2025 NEPTUNE AWARDS

Best Website

Praised by the judges for a premium, easy-to-navigate experience, strong content and measurable business impact.



Jani Gyllenberg

Founder, Untanglelead

Designed, architected and built the award-winning marineconnection.com.

What would happen if your customers could move this far on your website?

See what Untanglelead would build for your dealership.

[Get a website mockup →](#)



untanglelead.com/websites

Methodology & notes

Figures reflect the Marine Connection website (2023–2025), designed and built by the team led by Untanglelead founder Jani Gyllenberg during his tenure at Marine Connection. Leads are user-submitted website leads only and exclude abandoned-quote alerts unless noted. 2024 lead growth compares average monthly leads after the summer 2024 launch vs. before; 2025 compares full-year totals to 2024. Lead-mix percentages are shares of website leads by type. Payback is measured from launch against total project cost; 84% reflects sales originating exclusively from new website features, submitted by customers with no prior contact history. Marketplace ROI compares 2025 website return to Marine Connection’s top-performing third-party listing marketplace. Results depend on inventory, market conditions, staffing and follow-up. Past performance is not a guarantee of future results, and individual results will vary.