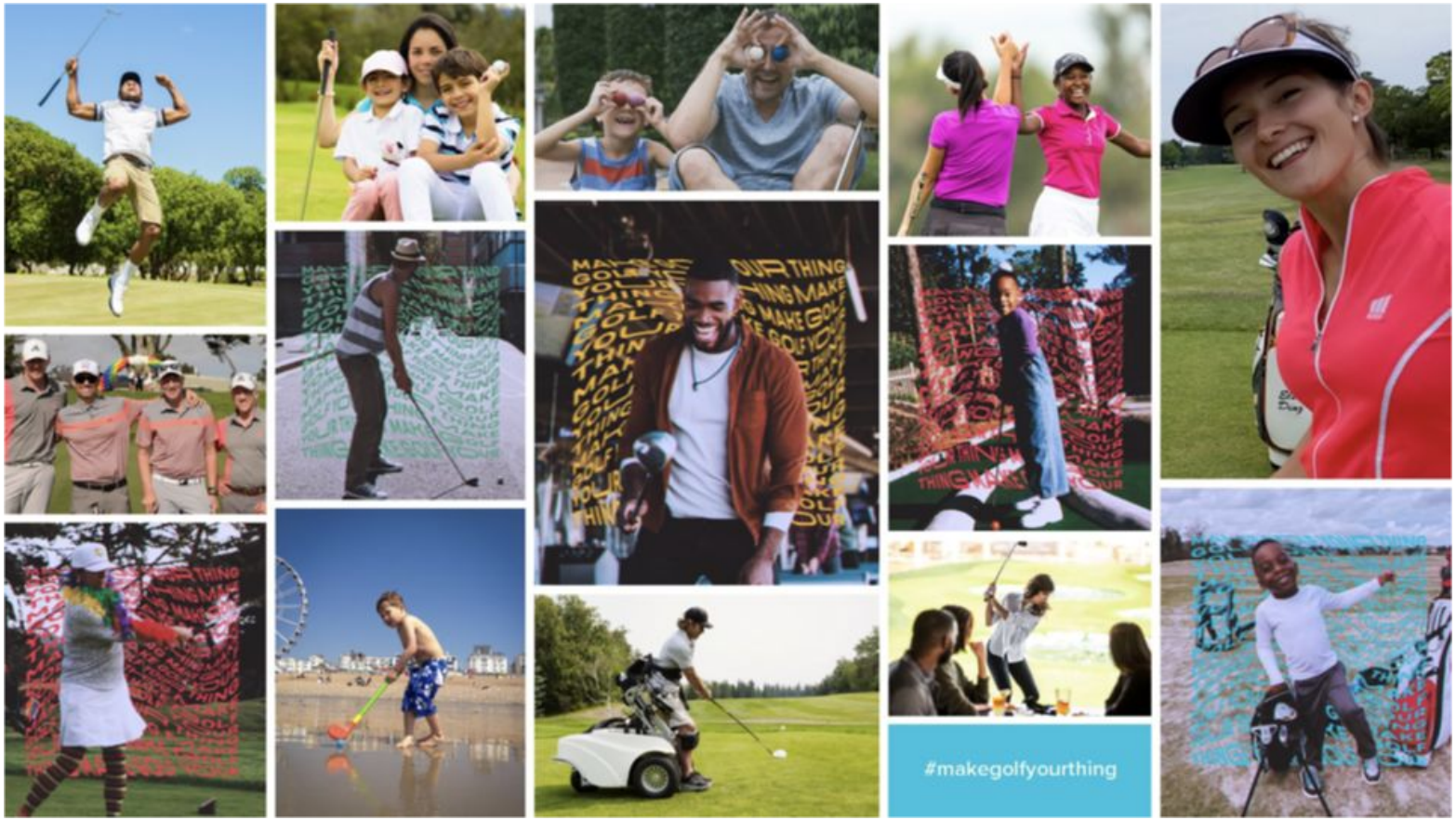
Diverse Drives: Inclusivity and Creativity in Golf's Digital Marketing

Agenda

01 The PGA of America
02 Diversifying the game of golf
03 Marketing campaign
04 Measuring the results
05 QA

PGA
OF AMERICA
1916

Diversifying golf

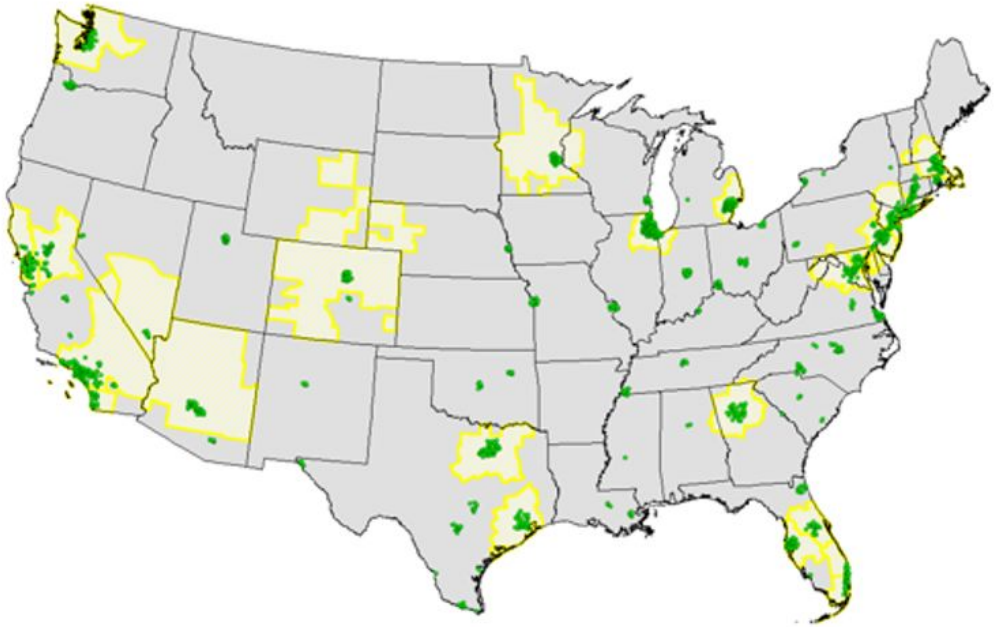


Campaign Details - Location

Reach Affluent AA and Hispanic Americans with an interest in Golf, but are not currently golfers

The Friends Strategy
Identify. Match. Observe.

- **Identify** both minority and white high propensity golfers via Geoframing golf courses
- Minority/White households tracked most frequently on golf courses
- Geo-frame the homes of the high propensity golfers found at golf courses
- **Match** the minority "friends" of high propensity golf consumers that have NOT visited a golf course and make in excess of $75,000/year
- Advertise to the "Friends" encouraging them to play with their friends who are golfers
- **Observe** if these people visited a golf course after seeing an ad we delivered



Campaign Details - Interest

Reach Affluent AA and Hispanic Americans with an interest in Golf, but are not currently golfers

Interest Strategy

Off the Shelf audience on steroids

- Develop custom audiences with approved data partners, who specialize in location data, have access to ethnicity information (via voter registration, information people self-identify, via form fills, credit report data, etc)
- Identify minorities with an "Interest In Golf", not recently seen at a golf course
- Narrow the targeting by specific markets
- Overlay an income filter for people who make more than $75,000 per household
- Observe if these people visited a golf course after seeing an ad we delivered

Campaign Details - Top Golf

Reach Affluent AA and Hispanic Americans with an interest in Golf, but are not currently golfers

Top Golf Strategy
Target and Deliver

- Target minority cell phone devices observed at Top Golf locations, but not seen at a golf course frequently
- This will give us an audience of people we have observed enjoying golf at an entertainment venue
- Deliver ad impressions to these people to "Make Golf Your Thing"
- Observe if these people visited a golf course after seeing an ad we delivered

Channels - Social & Display

Reach Affluent AA and Hispanic Americans with an interest in Golf, but are not currently golfers

Case Study

Empowering Diversity: Elevating Championship Visibility

Future State | Multi-Channel Marketing Hub

The marketing hub acts as the “conductor” of journey orchestration and marketing automation, leveraging a singular and unified profile for each individual to deliver the right message at the right time

Data Lake & Data Warehouse

aws

- Profile Data
- Ticket Purchase Data
- Volunteer Data
- Donations Data
- E-mail & Website Usage Data

Multi-Channel Marketing Hub

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Journey Orchestration

- Spend Time Optimization
- Audience Segmentation

Unified Profile System

- Evergreen Content

Marketing Automation

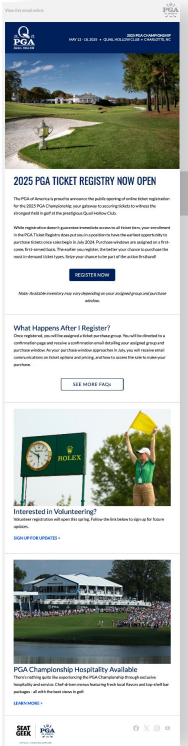
- Testing & Experiments
- Analytics & Insights

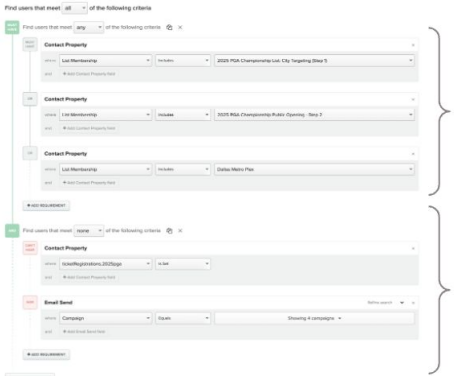
- eMail
- SMS Text
- App Push
- In-App
- Web Push
- Direct Mail
- Facebook Custom Audiences

*Note: Future implementation of a CDP (Customer Data Platform) will supplement the ecosystem with more advanced capabilities, including identity resolution

Case Study – 2025 Championship

We leveraged dynamic targeting criteria and predictive modeling to drive tens of thousands of registrations for tickets over a year away from the Championship. This targeting included the use of custom and census data to reach communities of interest.



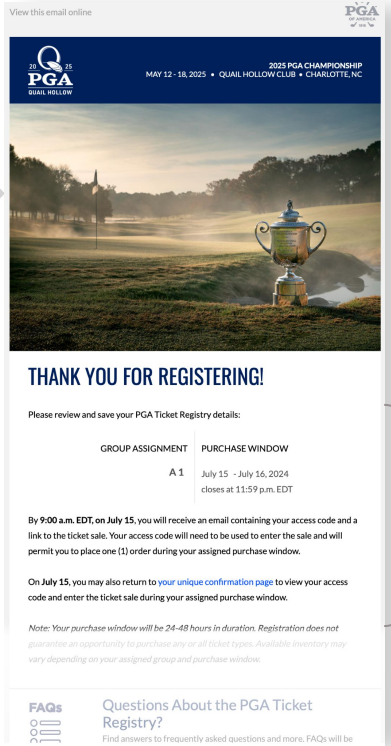


Sublists to split out targeting criteria

Exclusion conditions prevent sending to anyone already registered

A custom targeting system was developed and integrated into the process by our partner, The Asman Group.

- Conversational AI enables exploration and to find new prospect audiences
- Outputs “Iterable-friendly” criteria
- Captured data from past purchases is stored on Iterable profiles and targeted
- Segmentation is then created within Iterable



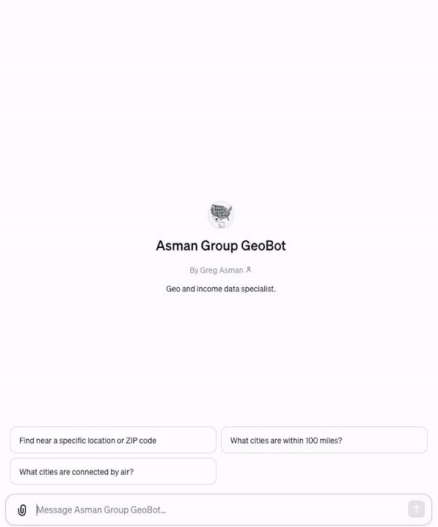
Iterable Journey delivers personalized confirmations immediately

Dynamic content from registration

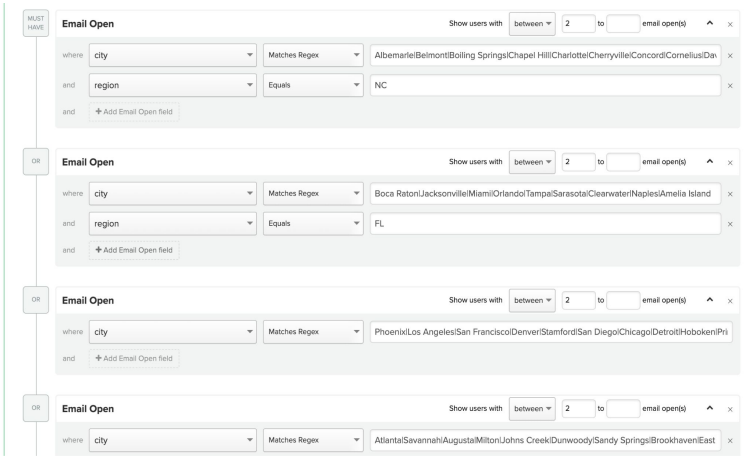
Case Study – 2025 Championship

Combining AI, Segmentation, and Iterable's features to drive registration results.

The power of custom AI within Iterable's targeting speaks for itself...



Custom GPT creating targetable regions



Results built into Iterable segmentation

50%

of prior year registrations achieved in TWO WEEKS

$8M+

represented in revenue potential from the initial campaign

51k

registrations from people who have never registered for a Championship

But wait! There's more!

We are also leveraging data capture at the Championships to capture even more leads and promote golf to everyone.

Targeted onsite capture forms present opportunities for future segmentation

Scan me!

- Powered by Digioh
- Collect enhanced profile information
- Provide quizzes, surveys and experiential marketing
- Contests and sweepstakes
- Special promotions and offers

We expect this to have a large increase in engagement both at and after PGA Championships and events!

Results – Web Metrics

Users to the site Increased by	Bounce Rate Decreased by	Pages Per Session Decreased by	Average Session Duration Decreased by
554%	28%	20%	42%

Top 5 Traffic Sources Managed by NGF	% Increase in visits to "Adult Programs" Page	% Increase in visits to "Youth Programs" Page	Goal Conversions on the Website
3	117%	83%	1,177

Results

Link Clicks	Impressions	Reach	Avg. Frequency	Golf Course Visits*	CPM	CTR	Avg. Engagement Rate
34,487	12,874,556	1,053,780	12.28	83,035	$14.08	0.87	11.20%

Thank you!

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