

MAILER:

PGA Tour

OBJECTIVE:


The PGA Tour faced the challenge of promoting The Players Championship event and needed to increase ticket and travel package sales.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign that segmented an audience of avid golf and sporting event enthusiasts in targeted markets that were close to the event. eTargetMedia strategically selected an affluent audience from specialty sports and travel lists that had a \$200K+ income range and an interest in sporting event travel to segment an upscale sporting audience of avid travelers who would be interested in the tournament. Geo-targeting included all of the big cities in the Eastern United States including NYC, Philadelphia, Washington DC, Atlanta, Tampa, Charlotte, Orlando, Nashville, Tallahassee, Miami, Columbia, Charleston and Augusta. The offer was designed to promote the event and give golf fans information on booking travel packages to the championship tournament.

OUTCOME:

The email marketing campaign generated a lot of awareness about the event in key demographic and geographic markets. The campaign also led to increased ticket sales in the area as well as increased website traffic and travel booking inquiries. The campaign was very successful and exceeded the campaign goals.



Select Packages Now Available | [Build Your Experience](#)

SHARE THE MOMENT

TICKETS
AND
TRAVEL
PACKAGES
AVAILABLE

BUY NOW

MAY 10-15 | TPC SAWGRASS
PONTE VEDRA BEACH, FLORIDA

THE PLAYERS®

pwc | OPTUM™

f t i

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
Targeted, Effective Results!

