

MAILER:

PGA Charles Schwab Cup Championship

OBJECTIVE:

The PGA faced the challenge of increasing ticket sales to the Charles Schwab Cup Championship at the Cochise Course at Desert Mountain Club.

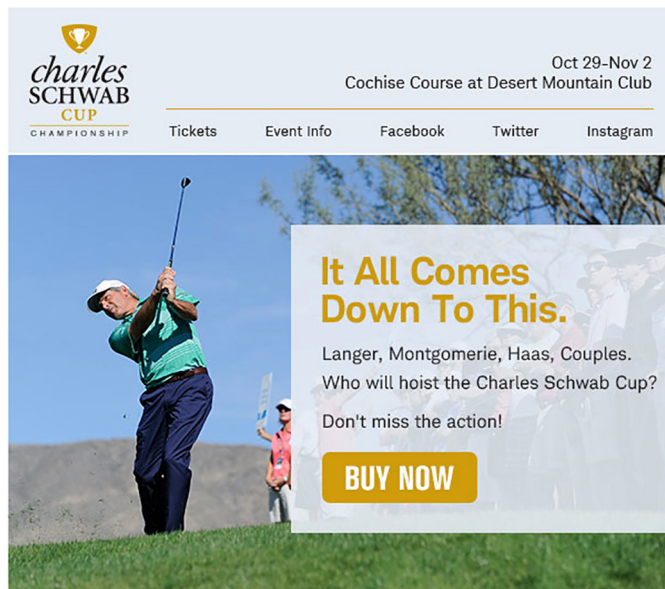
SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign to reach a prospective audience of active golfers and avid golf enthusiasts as well as golf spectators. The campaign was designed to generate awareness of the event, present the participants, generate excitement over the tournament, and present the opportunity to purchase tickets online. eTargetMedia selected the high performance golf lists of Avid Golfers and Golf Enthusiasts, skewing upper income and with an interest in playing golf as well as participating as a spectator at major events nationwide.

OUTCOME:

The email marketing campaign had tremendous success rates in terms of well above industry average open and click rates for the PGA Tour as well as generated strong conversion rates in terms of ticket sales, leading to subsequent list usage and continued eTargetMedia campaigns for various PGA Tour events around the nation.

Be there to see who will win the Charles Schwab Cup Championship | BUY TICKETS



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