



acxiom

CASE STUDY

ACXIOM SOLUTION HELPS DELIVER THE BEST CONTENT TO GOLFERS AND FANS OF GOLF

LEADING DATA AND TECHNOLOGY KEEP THE WORLD'S LEADING GOLF BRAND CONNECTED TO ITS AUDIENCE ACROSS MULTIPLE PLATFORMS

SUMMARY

Following Golf Digest's acquisition by Discovery, Inc., Acxiom helped build an advanced solution to deliver the right message to users at that right time. At the heart of the effort was creating a single user view, handling multiple data sources, accommodating data enhancements and linking to Golf Digest's Master Data Warehouse (MDW) to power the experiences for users across all applications. The Acxiom solution also provided an unprecedented and complete view of the business and user activity across platforms.

Golf Digest's incredible 75-year history began as a publication and has rapidly evolved into one of the industry's biggest online and mobile brands. The original model of producing magazines, selling advertisements, and finding paying readers has morphed into hybrid of print and online models with paid and or free content supported by partners looking to reach the incredibly valuable Golf Digest audience.

Golf Digest maintains its position as the #1 destination for golfers looking to get the best out of their game and continues to deliver a leading golf platform in the U.S., which will allow the company to now reach golf fans with everything associated with the game, including instructional videos, equipment advice, course rankings, travel destinations, online bookings and more.

The Golf Digest team faced the challenge of continuing to deliver the highest quality content in print and digital platforms that their users have come to expect while building new revenue streams.

KEY GOALS

- Learning more about their existing users and subscriber base
- Leveraging the understanding of existing users and subscribers to market new platforms
- Activating insights to find new users and subscribers and market new platforms
- Enhancing products to make the audience more accessible and appealing to advertisers—and continue to reach beyond golf brands to activities and interests shared by readers

THE SOLUTION

Golf Digest's General Manager, Chris Reynolds, began a search to find a partner to build a solution that fit budget considerations, to provide enhanced capabilities to the existing solution, to manage multiple sources of data, and to provide a best-in-class understanding of the golf audience. Golf Digest also wanted to make its audience understanding more actionable through data enhancement, identity consolidation, and applicability with multiple partners and platforms connected to the data warehouse. All this led to a solution which delivered a single view of the customer and an industry-first ability to communicate with and delight the golf audience.

GolfDigest

Acxiom and the Golf Digest team built a Master Data Warehouse (MDW) to replace the existing data environment. The MDW is now a cloud-based solution with Acxiom managing the ongoing support for the MDW under a managed services agreement. Source systems and application integrations now work with the MDW as part of the solution Acxiom also provided.

ACXIOM SOLUTIONS INCLUDED

- 1 Enriching Golf Digest's first-party data with descriptive and predictive data to better understand the needs, wants and preferences of the reader base and prospect audience.
- 2 Acxiom's Real Identity™ solutions suite to resolve consumer data points to people and gain insights about the customer journey and activate those insights across channels to deliver a truly customer-centric experience.
- 3 Acxiom's Enterprise Data Framework created an omnichannel view for Golf Digest strategists and marketers to connect the martech and adtech ecosystem. It leveraged cutting-edge cloud architecture to solve for how they wanted to acquire, engage, and retain customers—and measure the incremental results of the marketing campaigns.

GOLF DIGEST'S GOALS

CUSTOMER INTELLIGENCE

- **Who is the customer?**
- **Who are the best customers to upsell and cross-sell?**
- **What are customer needs?**
- **How to improve advertising product to deliver the audience the best ad experience?**
- **How to get increase speed of optimization of products and products improvements to best serve customers?**

DEVELOP INDUSTRY-LEADING DATA AND CUSTOMER INTELLIGENCE TO POWER THE BUSINESS

- **More and better access to data**
- **Enhanced reports and insights – integration with Adobe**
- **Tech integration**
- **Omnichannel business intelligence**
- **Speed to decision**
- **Confidence to grow the business**

THE GOLF DIGEST TEAM REPORTS THAT THE KEY RESULTS ARE:

A competitive advantage from the better use of Acxiom data and technology. Acxiom is providing the customer level insight needed for decisioning. It's the data and customer intelligence to power the business.

"This has truly helped to elevate the Golf Digest business on all platforms. The evolution of our data strategy, in partnership with Acxiom, has taken a huge step forward compared to where we were 15-20 years ago when our data infrastructure was established. The enhancements that Acxiom has made to our platforms is helping us delight our audiences no matter where they interact with our brand. A single view of the customer and the ability to integrate the data across platforms gives us a competitive advantage that will help bring the brand to a new level. This seamless ability to build, execute, evaluate, and optimize our business lets us get products into market faster and with better results than we could have possibly expected in the past. It also puts the insight and understanding in the hands of the team allowing them to better deliver the products and experiences our customers demand and deserve." Chris Reynolds, SVP & GM, Golf Digest.

Want to know more? To find out how Acxiom can help you find and reach your best customers, contact us at info@acxiom.com.

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