



## AN ACXIOM CASE STUDY

# HOW DO YOU MAKE THE NO. 1 INFORMATION PLATFORM FOR GOLFERS EVEN BETTER?

## ACXIOM'S DATA MANAGEMENT SOLUTION KEEPS THE BRAND ON COURSE

It all happened in 1950. Thirteen bold women started the LPGA. Ben Hogan recovered from a horrific auto accident to win the U.S. Open. And William H. Davis launched a monthly golf publication covering recreational and professional golf, appropriately named Golf Digest.

While other sports publications have come and gone, Golf Digest has survived and thrived. But not without an eye toward staying current, not just with the sport but also with media technology.

Golf Digest has rapidly evolved into one of the golf industry's most prominent online and mobile brands. Since the 2019 acquisition by Discovery, Inc., the original model of producing magazines, selling advertisements, and finding paying readers has morphed into a hybrid of print and online models with paid and free content supported by partners looking to reach the incredibly valuable Golf Digest audience.

Golf Digest maintains its position as the No. 1 destination for golfers looking to get the best out of their games and continues to deliver a leading golf platform in the U.S., enabling the company to now reach golf fans with everything associated with the sport, including instructional content, equipment advice, course rankings, travel coverage, online bookings and more.



**Golf Digest**

## BUT HOW DO THEY CONTINUE TO EXCITE THEIR FANS?

That's the question the Golf Digest team asked Acxiom's data management experts: How do they continue delivering quality, relevant content and services in print and digital platforms while building new revenue streams? How do they:

- Learn more about their existing users and subscriber base?
- Leverage the understanding of existing users to market new platforms?
- Activate insights to find new users and subscribers?
- Enhance products to make their audiences more accessible and appealing to advertisers?
- Continue to reach beyond golf brands to related activities and interests shared by readers?

Golf Digest's SVP and General Manager, Chris Reynolds, described the challenges: "We searched for a solution that fit our budget and existing martech investments but enhanced our capabilities to manage multiple data sources and optimize our understanding of the golf audience. We also wanted to make our audience understanding more actionable and applicable to the requirements of multiple partners and platforms...always in a privacy-compliant and secure way. All this led to Acxiom's Marketing Database solution which delivered a single view of the customer and the ability to delight our audiences at many levels and from many touchpoints."

## ACXIOM EXPANDS THE PLAYING FIELD

Together, Acxiom and the Golf Digest team transitioned the existing data environment into a holistic, unified, and comprehensive marketing database—a cloud-based solution, part of Acxiom's data management portfolio, managed day-to-day by Acxiom.

Today, the Acxiom Marketing Database activates the following:

1. Enriches 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. Utilizes Acxiom's Real Identity™ to resolve consumer data points to people and gain insights about the customer journey, and then activate those insights across channels to deliver a truly customer-centric experience.
3. Provides an omnichannel view for Golf Digest strategists and marketers to connect the martech and adtech ecosystem.
4. Leverages cloud architecture to solve for how to acquire, retain, and serve their fans.
5. Measures and attributes the incremental results of all marketing campaigns.





# GOLF DIGEST SCORES ALL THE TOOLS TO WIN

And the results? The Golf Digest team is confident they know their ideal customer and their needs even as they change. They recognize the best customers to upsell and cross-sell. They can constantly improve their advertising product by delivering the best ad experience. And they can quickly respond to trends by optimizing their portfolio to serve their customers best.

Reynolds sums it up: "This has helped 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 not that long ago when our data infrastructure was established. Acxiom's enhancements to our platforms are helping us delight our audiences no matter where they interact with our brand."

And with that, the collaboration has proved a winning team, positioned for the future.

## WANT TO KNOW MORE?

To find out how Acxiom's Data Management Solutions can help you find and reach your best customers, contact us at [info@acxiom.com](mailto:info@acxiom.com).

[acxiom.com](http://acxiom.com) • [info@acxiom.com](mailto:info@acxiom.com)

ACXIOM