



CASE STUDY

EDO Helps Leading Golf Equipment Manufacturer Increase Ad Engagement by 60%

The Challenge: Balancing Linear Audiences and Media Effectiveness

A leading golf equipment manufacturer and its ad agency set a goal to completely redesign their TV media plan to drive higher levels of consumer engagement and sales. The advertiser's major challenge was its uncertainty around how to even evaluate how effective their existing TV advertising was.

When the brand began analyzing how it could improve its TV strategy, its media plan focused heavily on various golf-related programming, including studio news and interview shows. They relied on viewership and survey data that focused on understanding audiences, but lacked an immediate, granular, way to quickly identify what's working, and fix what's not.

The company and agency had a balanced interest in optimizing the brand's media and creative investment to generate greater results, and required a tool that mapped to business outcomes and incorporated the ability to understand audience reach and response for key audiences.

The Solution: Shift Investment to Live Programming

EDO's search engagement data indicated the agency team should shift their investment away from studio shows, such as those on Golf Channel, and toward live golf programming. EDO's historical data predicted the brand would achieve the desired results by running ads during broadcast programming on Saturdays and Sundays, specifically during the last two hours of golf tournaments.

Though it required more investment for less airings, EDO data justified the price premium for live golf programming as the ads during live sports programming drove considerably more branded search than during studio based programming.

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| The Results: 60% Increase in Engagement Rate | 471M Impressions ↑ 34% YoY | 736K Branded Searches ↑ 71% YoY | SER ↑ 60% YoY |
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Since December 2020, EDO has helped the golf brand achieve considerably more online search, significantly outpacing increases in impressions and spend. The brand generated a 60% higher Search Engagement Rate (SER) year-over-year, meaning viewers are now 60% more engaged with the brand's average ad in the last year because of changes to the programming schedule driven by EDO data.

EDO helped the brand and its agency shift their ad buying strategy to efficiently generate more audience engagement. EDO data steered them toward making bigger investments in live programming that yielded far greater results than previous media plans. EDO enabled the team to go beyond their own intuition, and use metrics to know what works and invest more in that approach.