



**Digital  
Network**

2023 Opportunities



# The Power of the Digital Network

The Digital Network connects Golf Canada partners to Golf Canada communities through engagement, data and content.

## Opportunities

### Engagement

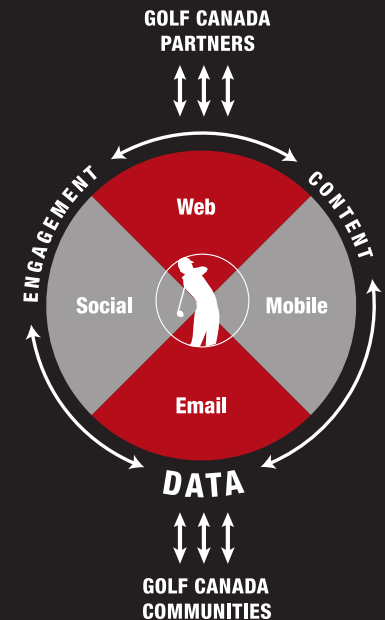
- IAB ad units on golfcanada.ca
- Golf Canada mobile app launch page
- App sponsorship of sections (GPS, course profiles)
- App and Score Centre interstitial ads
- App homescreen timeline in-feed ads
- Golf Canada Kiosk advertisements
- eBlasts
- Pre-roll video
- Triggered email messaging

### Data Segmentation and Insights

- Audience segmentation
- Target consumers using demographic, geographic and behavioural data
- Custom data fields in Golf Canada Score Centre

### Content

- Custom content creation (video, graphic, written) for Golf Canada owned channels
- Social media
- Feature series ownership
- Newsletters



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## Web | golfcanada.ca

The #1 most-visited Canadian golf website

Consisting of a public facing web site and a logged-in members area, golfcanada.ca generates substantial traffic with continually refreshed general interest Canadian golf content and member engagement via score postings, handicap lookups, tournament listings and more.



**10M**  
YEARLY  
PAGE VIEWS

**260K**  
AVERAGE MONTHLY  
UNIQUE USERS

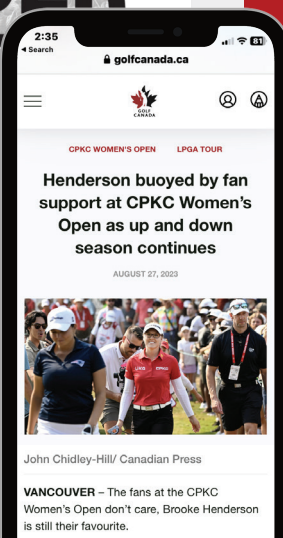
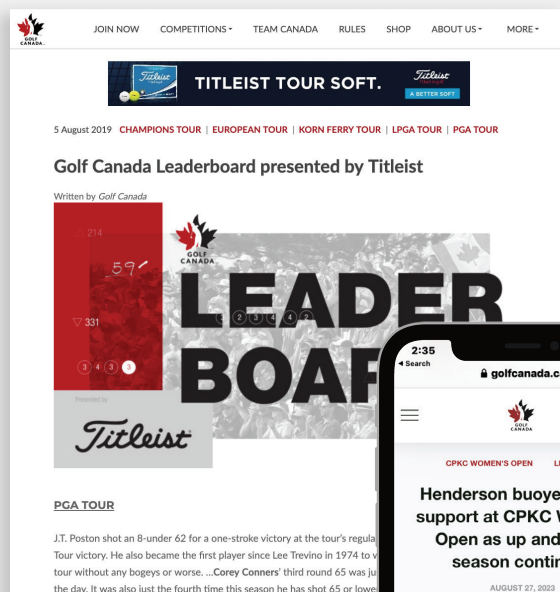
**326K**  
MEMBER  
GOLFERS

Banner advertising special targeting options include province, gender, membership level and domain

Other opportunities include:

- Custom content
- Video advertising

\*Details are in the Media Kit which can be found in the Appendix

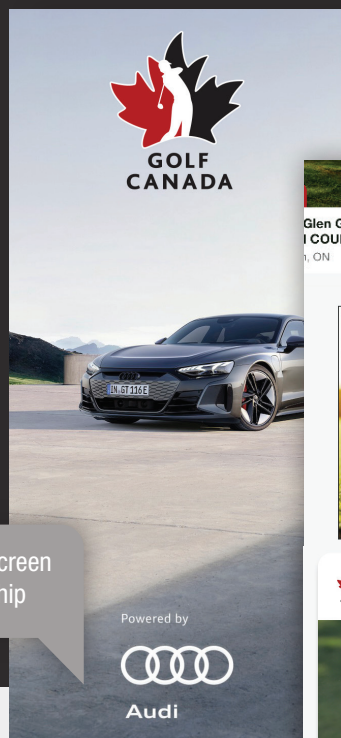


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# Golf Canada Mobile App

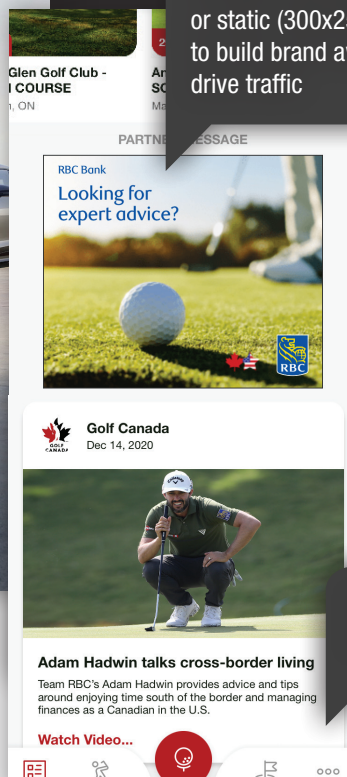
Throughout a golf season, over 10 million scores are posted to the Golf Canada Score Centre with nearly 5 million scores coming through the Golf Canada native mobile app (▲+23% YoY) available for Android and iOS devices.

GPS and section sponsorship



Launch screen sponsorship

Clickable Interstitial (320x480) or static (300x250) ad units to build brand awareness and drive traffic



Advertorial; image and copy presented in an editorial style.





## By the Numbers

### Scores Posted

2023: 3.2M

2022: 2.6M

**+23% YoY**



**326K**

Users



**4.8M**

Views



**1hr 59 min**

Avg Engagement Time



**28**

Sessions/User



**78%**

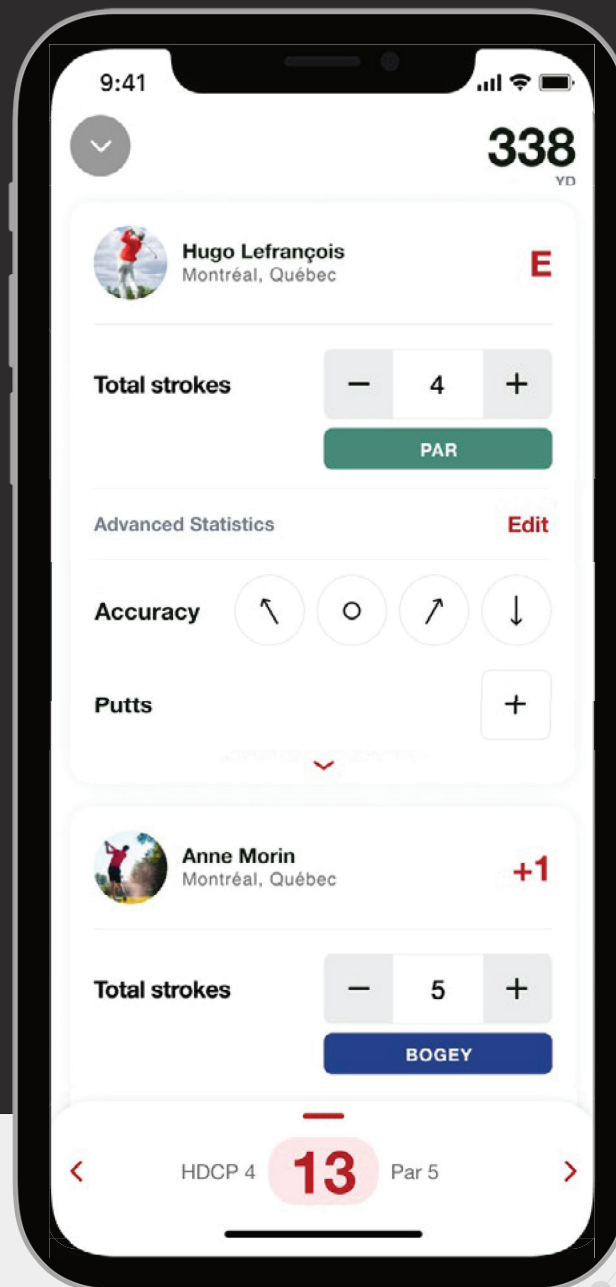
iPhone



**22%**

Android

\*Data as of August 31, 2023



## Triggered, Scheduled & Automated Emails

Golf Canada has email permissions from Canadian golf fans who receive periodic email communications through the following channels:

- eGolf Canada
- Member Club Insider
- Partner eBlasts / List Rentals
- Score Posting Confirmation
- Lifecycle Communications



### Email opportunities include:

- Banner advertising
- Custom content and messaging
- In-publication full page advertising
- Segment by: gender, handicap factor, rounds played and location

**503K**  
TOTAL AUDIENCE

**223K**  
eGOLF CANADA

**209K**  
PARTNER OFFERS

**1500+**  
MEMBER CLUBS  
SUBSCRIBED

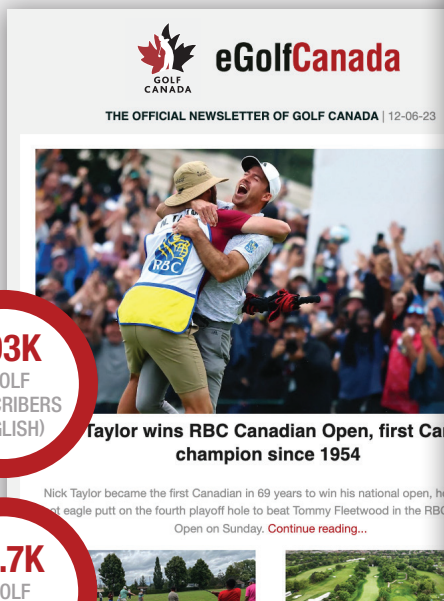


# Email Channel

As of August 31, 2023

**203K**  
eGOLF  
SUBSCRIBERS  
(ENGLISH)

**19.7K**  
eGOLF  
SUBSCRIBERS  
(FRENCH)



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**eGolf Canada**

Delivered/clicked ratio **51.6%**

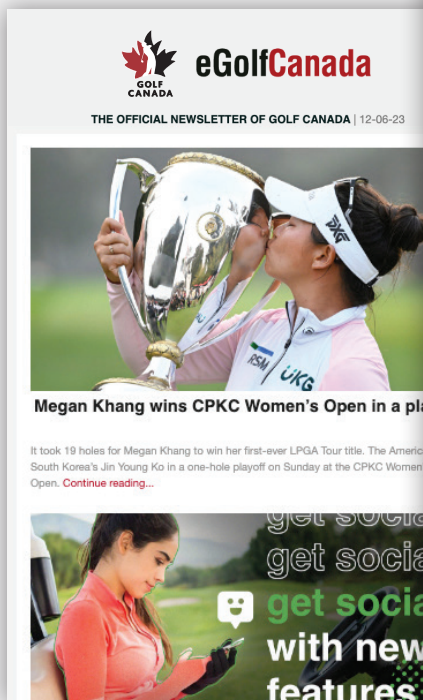


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**Partner eBlasts**

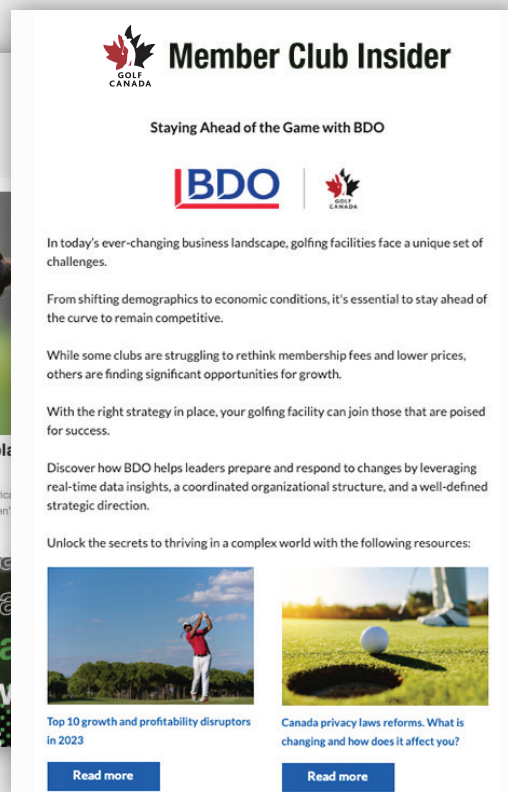
Delivered/clicked ratio **51.4%**

# Email Partner Opportunities



## eGolf Deployments:

- Modular email inclusion with premium placements.
- Branded opportunities include:
  - Key Visual Banner
  - Post Copy, CTA, Landing Page
- Multi-purpose assets with SOV leveraged on GolfCanada.ca.
- 52.17% Average Open Rate



## Member Club Insider:

- Opportunity for co-branded Golf Canada email with modular inclusion or dedicated standalone email with exclusively partner content.
- Branded opportunities include:
  - Key Visual Banner
  - Post Copy, CTA, Landing Page
- 44.87% Average Open Rate



## Partner eBlasts:

- Tactical messaging deployed to Golf Canada base.
- Key visuals, messaging and CTA details provided by the partner - EN/FR.
- 53.42% Average Open Rate



# Facebook, Twitter, Instagram, YouTube & LinkedIn

Golf Canada is active in the social space with relevant and timely content distribution and responsive community management.

**@GolfCanada**

**@RBCCanadianOpen**

**@CPKCWomensOpen**

## Feature Series Ownership

Could be tied to golfcanada.ca Featured Series  
ownership or specific to the social channel

## Triggered Postings

Postings aligning to identified golf-related events  
(i.e. player newsworthy achievement, historical event)

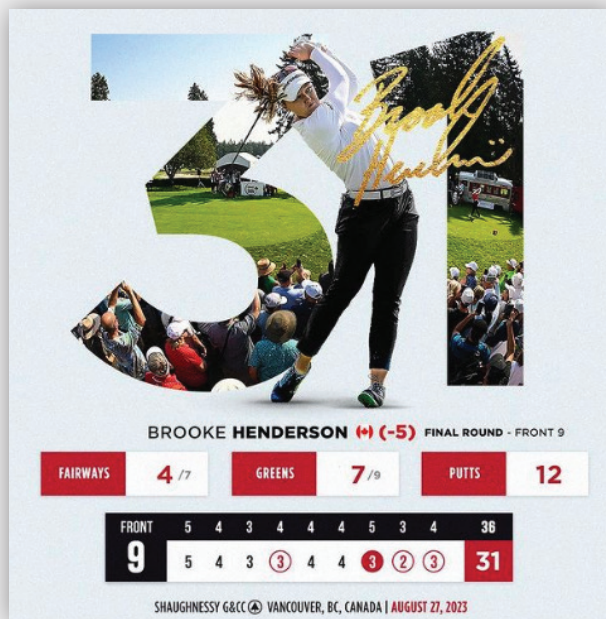
## Partner Channel Support

Retweets and shares of content originating on partner social channels

## Announcement Postings

Partnership, sponsorship and pre-planned joint announcements are all shared through Golf Canada social channels





Followers by Channel	Golf Canada	
August 31, 2023	Twitter	44,492
	Facebook	31,994
	Instagram	30,329
	LinkedIn	16,920
	TikTok	2,901
	Youtube	2,270

RBC Canadian Open	
Instagram	24,550
Twitter	20,643
Facebook	19,576

CPKC Women's Open	
Twitter	7,571
Facebook	6,847
Instagram	3,876

Engagement by Channel	Facebook	Twitter
Golf Canada	981K	796K
RBC Canadian Open		
CPKC Women's Open		

Instagram	LinkedIn
302K	69K

YouTube
49K

Hootsuite Analytics: As of June 2023