



Golf Daddy's Customized Email Strategy Yields 200% Increase in Email Revenue

About

Golf Daddy, founded by Daniel and Paul, is revolutionizing golf practice with cutting-edge technology. They started with viral training aids and now offer the Golf Daddy simulator, providing a realistic, immersive experience with haptic feedback and advanced AI. This allows users to practice anywhere, turning any space into a golf course.

The Problem

Golf Daddy sought 11 Agency’s expertise in crafting unique user journeys tailored to where prospects landed on their website. Their email campaigns were sent inconsistently, and basic lifecycle flows were set up with nonaligned branding. The primary challenge lay in the constrained bandwidth for executing and continuously refining their retention strategy.

The Strategy

Promotional Focus on Divot Daddy Pro

Targeted ads drove significant traffic for the Divot Daddy Pro. 11 Agency customized signup forms, offers, and lifecycle flows to effectively address distinct customer pain points.

Lifecycle Flows for Golf Daddy Simulator

At the Golf Daddy Simulator and app launch, we crafted seamless lifecycle flows, integrating with the online shop and app events for a unified experience.

Monthly Campaign Calendars

Golf Daddy's leadership entrusted 11 Agency with meticulous planning and execution of monthly campaign calendars, ensuring consistent, impactful customer engagement.

Enhanced User Engagement

This approach not only enhanced user engagement but also maximized the impact of the refreshed product line, driving sustained growth and customer loyalty.

Before working with 11 Agency, I was underappreciating email as a sales channel. Come today, we've been working together for almost a year now and our email revenue went up from 10% to about 30%. For a sales channel that's basically free, it's been a large profit center for our business and I have the really branded emails I was longing for. Their communication is streamlined and they're always up to date with what we're working on. So if you're an e-commerce brand that's mission-driven and you're constantly working on new things, I do recommend 11 Agency.



Daniel Puumalainen
Co-Founder at Golf Daddy

The Results

↑ **93%**
Increase
in List Size

↑ **609%**
Increase
in Click Rate

↓ **59%**
Decrease
in Unsubscribe Rate

↑ **200%**
Increase
in Email Revenue

