



Case Study: ClubHub



ClubHub

Industry: Ecommerce
Location: Denver CO
Size: 1-50

Company Bio

ClubHub founded in 2013 enables customers to rent current year TaylorMade clubs or purchase used clubs to suit their game from a secure online store.

“As an E-comm company, Rocket Science Id Has Acted as a catalyst across all marketing channels. Our cost per acquisition was cut by 48% and we grew our subscriber base from 14K to 130K in a matter of months.”

- Bryan T
Vice President, Operations

Overview

ClubHub was having great success using FB advertising/re-targeting, Google SEO, and direct mail campaigns. While they were making sales, they were maxing out their budget on these channels they needed to grow revenue in used proshop sales to offset the lack of rentals due to the downturn in travel from COVID.

Emails Collected	CPL Decreased	Conversion Rate	Cost Per Acquisition	Sales Generated	Revenue Generated
133K	48%	2.5%	\$109	4,162	1.9MM

The Challenge

Since 2013, ClubHub had aggressive revenue growth in golf club rentals. In 2020 the pandemic of COVID devastated the travel industry and halted the rental business. They needed to pivot from golf rentals to proshop sales to offset the lack of rentals and revenue. They had good success with in-house marketing efforts but needed a catalyst to further enhance sales.

Take Away: ClubHub was facing a major downturn in national golf club rentals due to COVID and needed a catalyst to drive sales of used golf equipment.

The Approach

Rocket Science was able to create a custom algorithm for ClubHub, that identified people in their core markets, doing online behaviors that suggest they are searching to purchase used golf equipment and then capture anonymous website users' contact information.

“From WebCapture alone we were able to grow our email database from 14K to over 130K and drive 400K in sales from email remarketing all in a matter of months”

- Bryan T
Vice President, Operations

The Solution

With the combined power of InMarket Leads and WebCapture re-targeting, ClubHub has seen massive results.

Top of funnel campaign averaged 11.45 ROAS & Lowered CPA by 66%

Re-marketing campaigns averaged 13.42X from 8X and increased conversion rate by 167%

Emails Collected from WebCapture generated over 400K in sales

Grew email database from 13,897 to 133,145 in six months



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