



KONETiQ &

NGF

NATIONAL GOLF FOUNDATION

Beating the Bench



2.4X the CTR Benchmark

- An East Coast State Needed to Reach Golfers
 - Multi-Channel Campaign
 - Utilizing The National Golf Foundation for targeting golfers
 - Performance data – Q1 2025
 - Goal +50% over the CTR benchmark*
 - AVG campaign performance for Q1 beat the established benchmark* by 240%

*www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/