



How PGA TOUR Drives Authentic Fan Engagement with Data

Travis Trembath

TODAY'S ENVIRONMENT

No Fans On-Site

Live Sports Void

Digital First Experience



MISSION

Showcase our athletes in a
way that **engages** and
inspires fans worldwide.



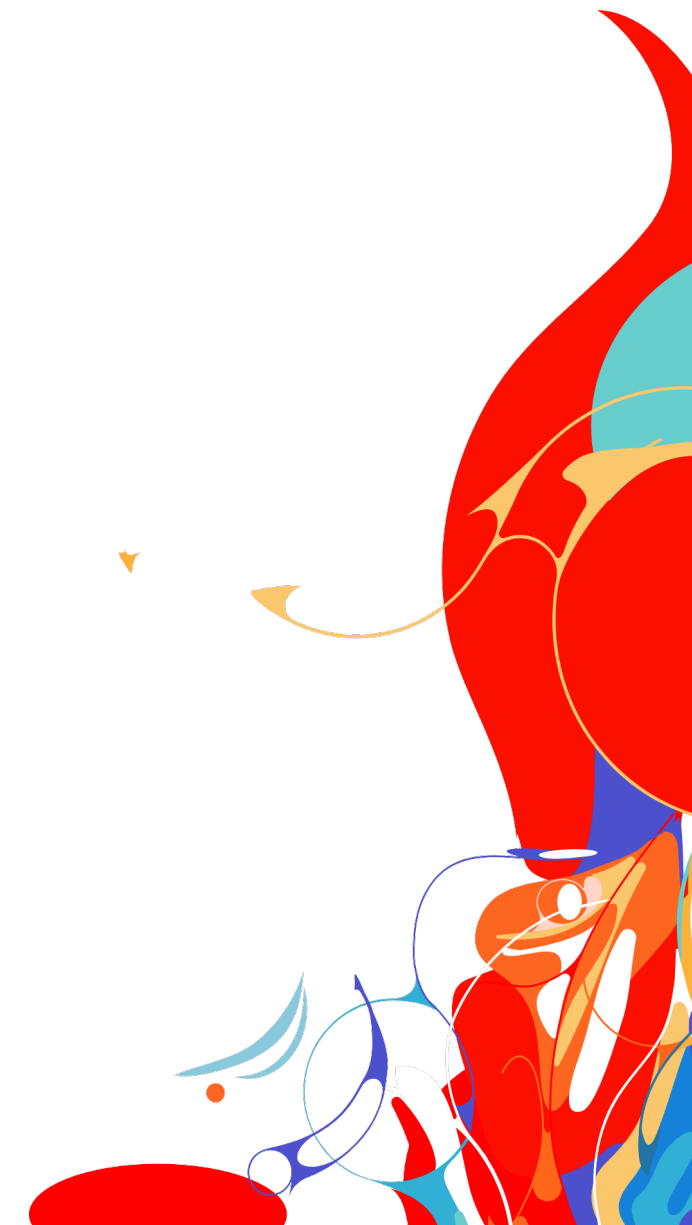
PGA TOUR AT A GLANCE

45+ Tournaments

4 Days of Competition

150+ Players Teeing It Up

Different Course Each Week



FAN ENGAGEMENT

**ATTEND
TOURNAMENT**

**SIGN UP
FOR NEWSLETTER**

**WATCH
ON TV**

**PLAY
GOLF**

**PLAY
FANTASY & GAMING**

**DOWNLOAD
THE APP**

**FOLLOW
ON SOCIAL**

**STREAM
PGA TOUR LIVE / GOLFTV**

**BOOK
GOLFBREAKS**

**VISIT
PGATOUR.COM**

**SHOP
PGA TOUR SUPERSTORE**

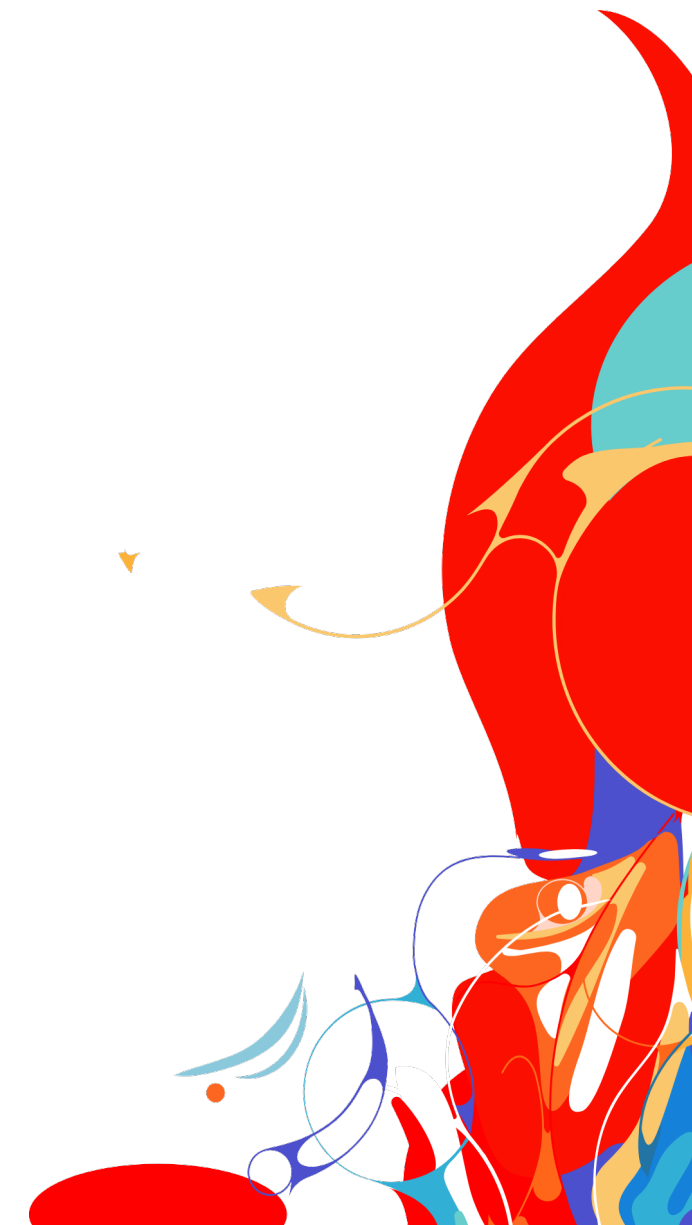
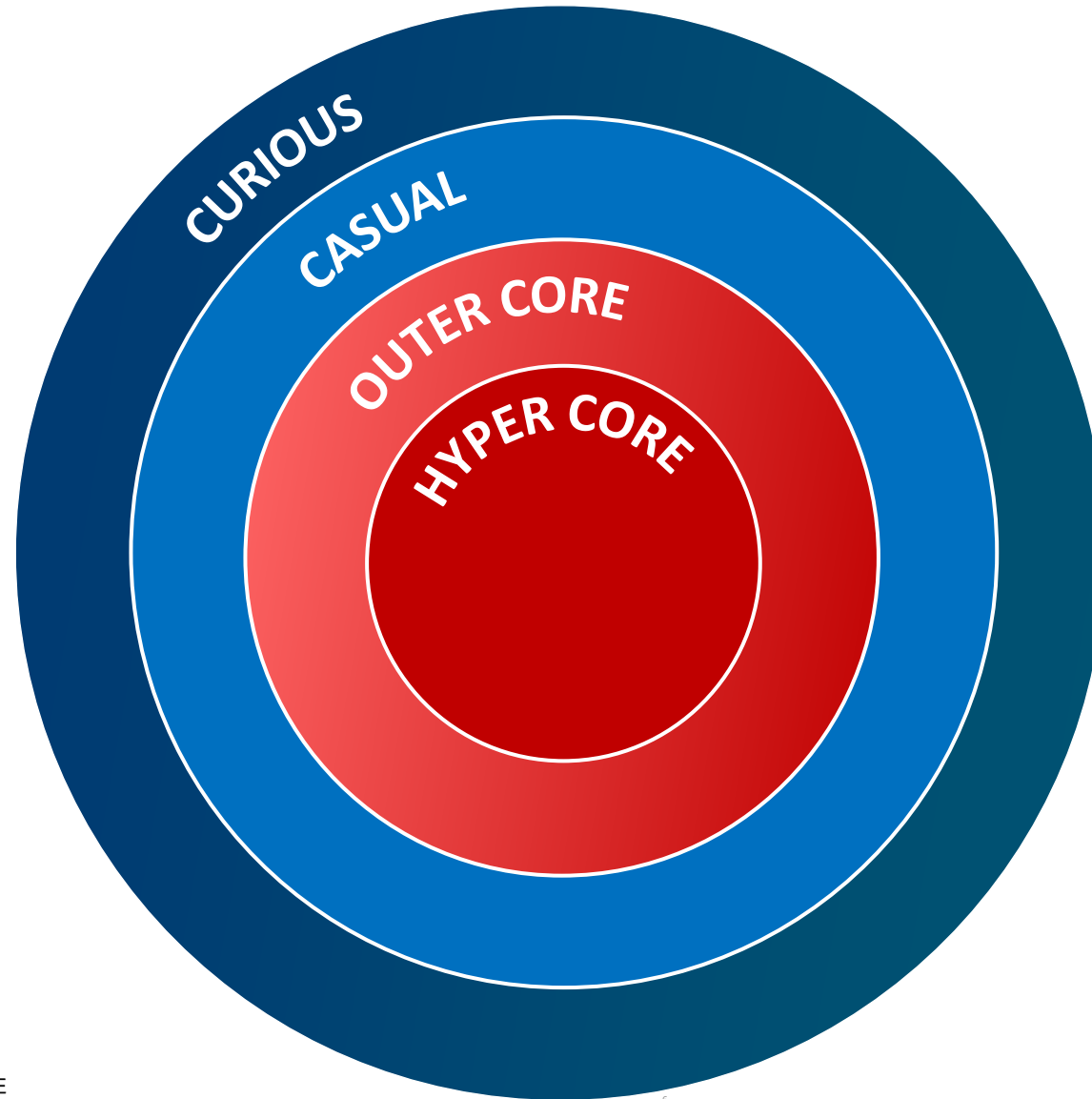
**PLAY
VIDEO GAMING**

**SIGN UP
FOR FAN COUNCIL**

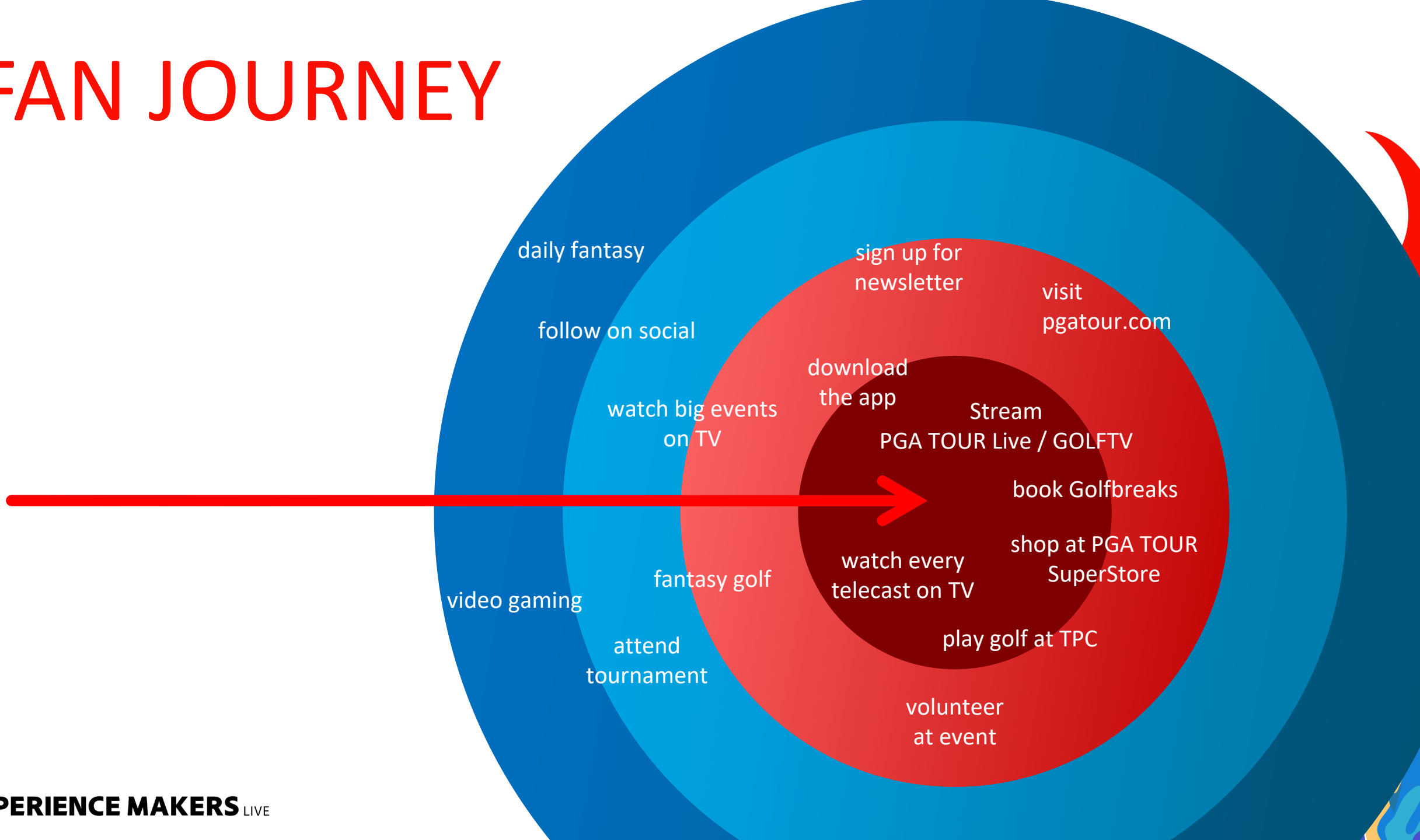
**PLAY
FANTASY GOLF**

**VOLUNTEER
AT EVENT**

FAN SEGMENTATION



FAN JOURNEY

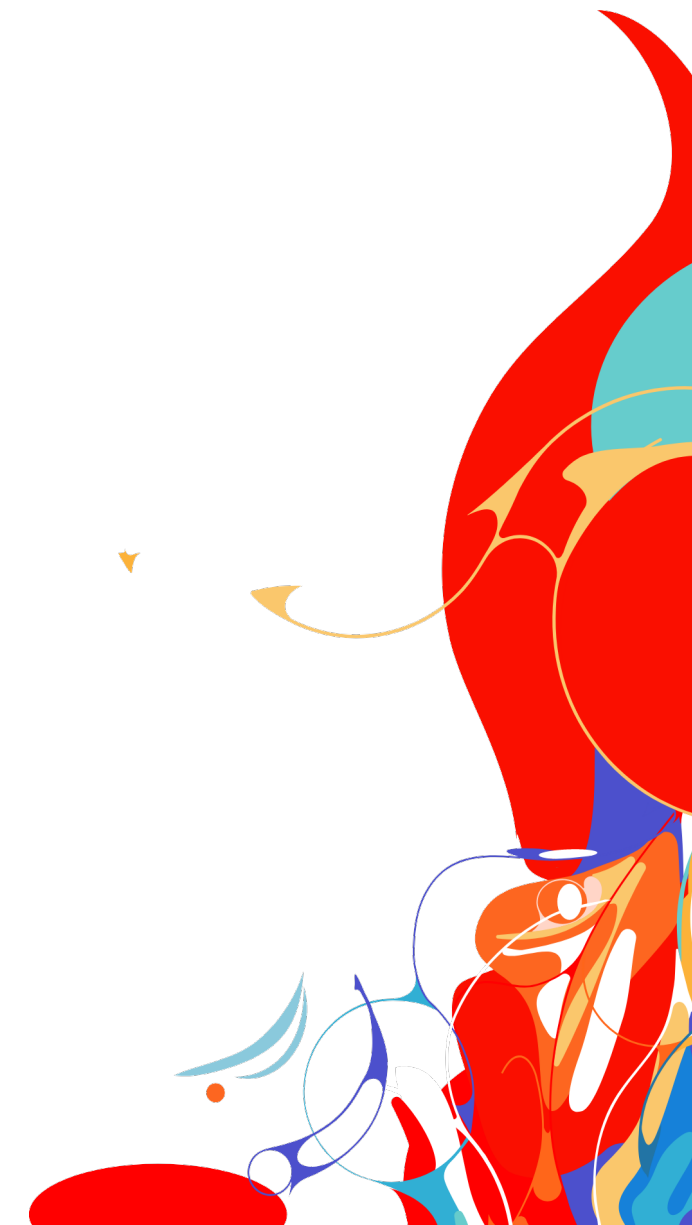


ROLE OF DATA & TECHNOLOGY

Understand Individual Preferences

Deliver the Right Content to Each Fan

Measure What's Working



PERSONALIZED FAN EXPERIENCE

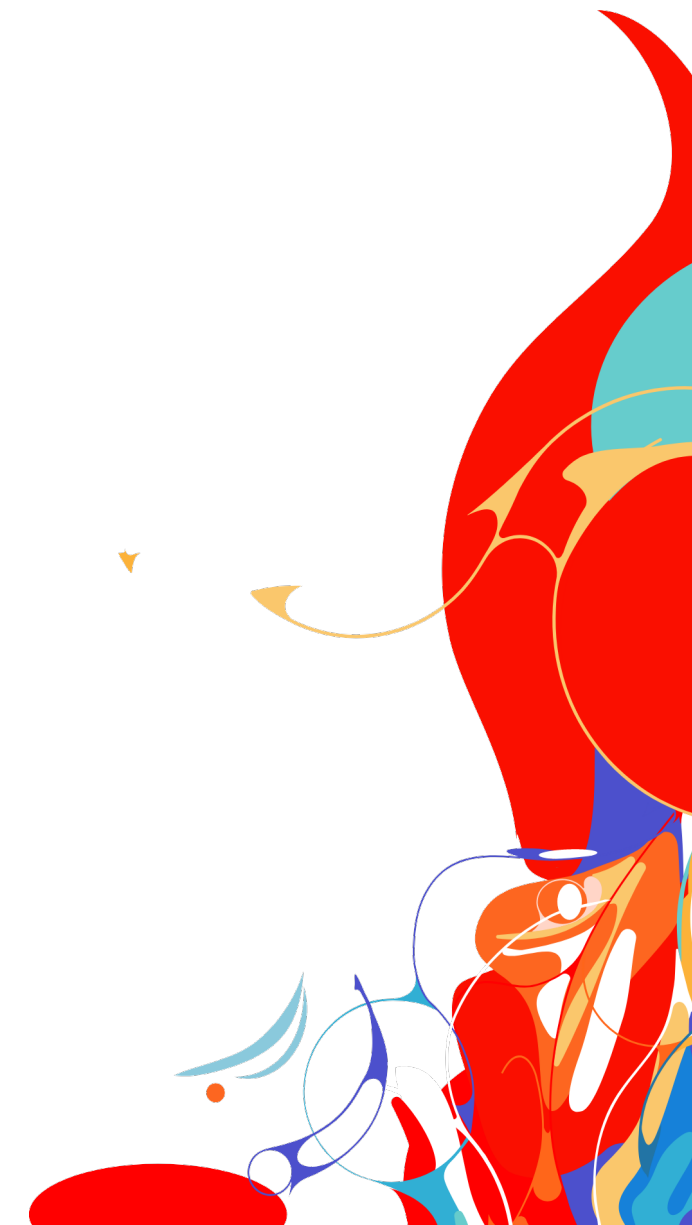


CHALLENGES

Fan Identification

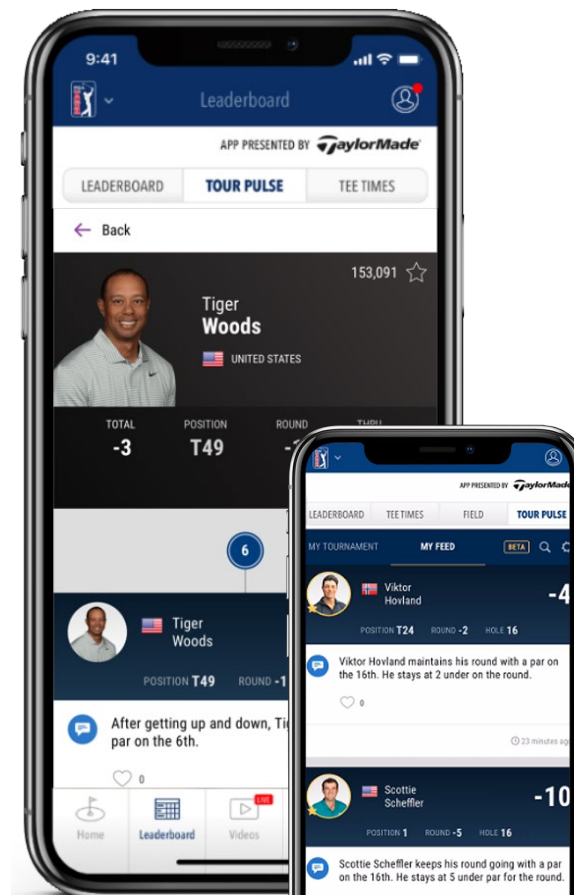
Cross-Channel Orchestration

Justifying ROI

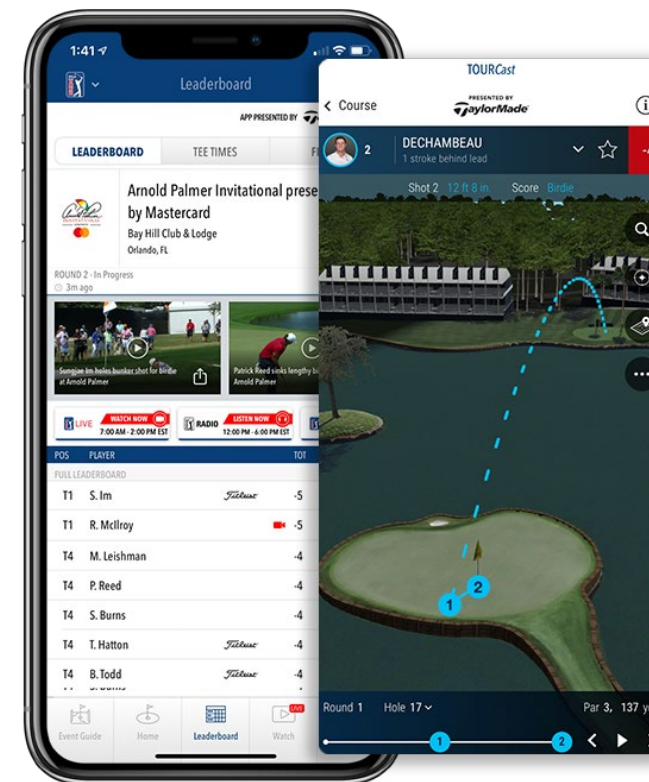




ON-SITE



TOUR PULSE



TOURCAST