

Club Champion Hits Hole In One with Gift Card Promotion



CLUB CHAMPION®

Club Champion is the country's #1 club fitter, builder and retailer of the best brands in golf. They deliver a Tour-quality golf club fitting that produces longer, more accurate shots for any skill level. Club Champion has over 70 locations nationwide.

Club Champion sold 2,700% more gift cards as a result of this gift card promotion managed by Factor4!

Here are highlights of the Promotion:

1. The one-week promotion ran from November 25, 2020 to December 2, 2020.
2. It was offered online only via Factor4's Online Gift Card Solution that enables merchants to seamlessly sell eGift and Plastic gift cards direct from their own websites.
3. Consumers were able to buy a \$350 gift card for \$275, a \$75 savings.
4. Club Champion sold nearly 4,800 gift cards during the promotion week whereas they only sold 171 gift cards during the same week in 2019 that featured no promotion. That's a 2,700% increase!
5. Over 80% of the gift cards sold during Club Champion's promotion were eGift cards delivered immediately to recipients via email. The other 20% were plastic gift cards fulfilled by Factor4's staff.
6. Using Factor4's resources kept the promotion costs low for Club Champion and enabled contactless transactions that complied with social distancing practices.



Learn more about Club Champion
<https://clubchampiongolf.com>

Contact Factor4 to learn how to use Gift Card Promotions to drive sales, generate immediate revenue and bring in new customers.