

**HOW SQAIRZ GOLF ADS
BEAT THE PAID SOCIAL CPC AVG
FOR SPORTING GOODS - BY 288%**



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Brand Background

Sqairz is an emerging performance footwear company, founded to deliver increased power to athletes playing swing sports (baseball, softball, golf, & pickleball). The golf shoe market is crowded with legacy brands in the space - ex. FootJoy, Adidas, ECCO, Nike, PAYNTR, Under Armour, G/Fore, Puma, True, etc.

And carving out brand equity with avid golfers comes at a steep cost because players are brand loyal & endorsement deals don't simply lead to sales.

But Sqairz has some things going for them - namely the data proving their shoes increase distance, swing speed, and dispersion for golfers + a legendary endorsement (Nick Faldo),

The Challenge

Establish Sqairz as the shoe of choice for avid golfers in a mature sports footwear market.

Sqairz needs ad engagement to outpace industry benchmarks - particularly in top-of-funnel exposure metrics - to stretch ad budgets & generate mass golf player awareness. Golf shoes are a semi-regular purchase for golfers (play 15-20 rounds or 2-3 years). This means it's critical to serve Sqairz ads consistently to serious golfers in order to generate brand awareness and drive sales.

Sqairz has been running paid social campaigns with their golf shoes showing shoe models in some creatives while others display or mention Nick Faldo in the ads.

THE GOLF SHOE BATTLE - SQAIRZ VS LEGACY BRANDS



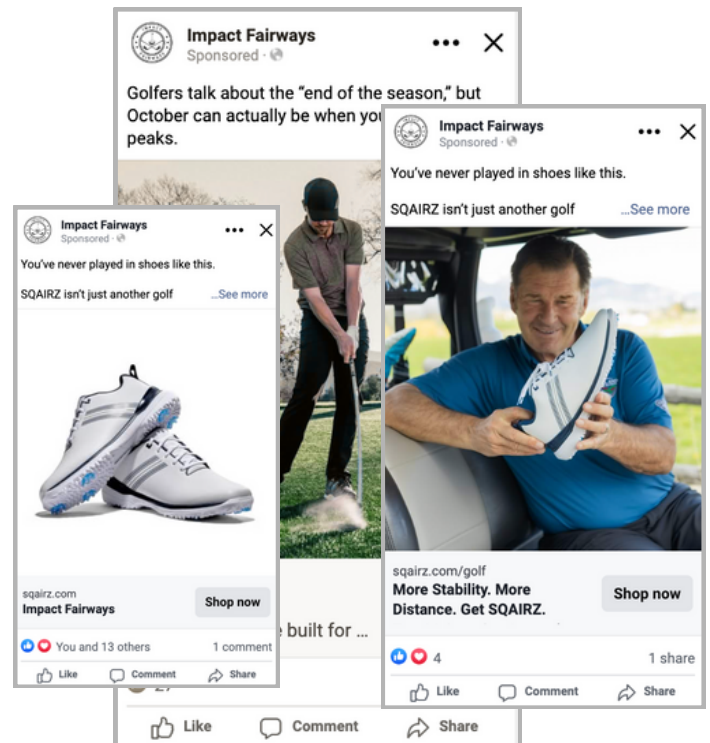
HOW IT STARTED - WHAT WE DID - HOW IT WENT

The Impact Fans Strategy

After researching the current Sqairz paid social strategy, we utilized existing ad creative as displayed in the Meta Ad Library. Ads contained clear product shots and imagery, strong text & copy, as well as direct destination links.

A 10-day paid social media campaign was launched on Meta - *but no interest targeting was used.*

Instead, Sqairz ads were shown from an Impact Fans account (Impact Fairways) to the followers of golf creators who have enrolled in our program. This connected Sqairz ads directly to the followers of select golf creators ensuring audience connection + high intent = *Intelligent Golf Network.*



THE IMPACT FANS PLAYBOOK

We Used Their Ads

Using existing ad creative allowed for before/after comparison benchmarking.

We Used Creator Followers

Golf creators and publishers enrolled in our program were utilized, allowing us to run ads from our account directly to those golf fans. Their followers were targeted with Sqairz ads.

We Measured Everything

Top line metrics like CPC and CPM and CTR, as well as performance for each ad. Additionally - technology demographics were reported (FB vs Meta) and user demographics (male vs female by age).

THE RESULTS

152%
better CPM

Lower Cost Exposure

The cost per 1,000 ad impressions means more golfers were reached with Sqairz ads.

288%
better CPC

Lower Cost Traffic

The cost per click translates to increased total click traffic from golfers to Sqairz.com.

442%
better CTR

Better Ad Engagement

The engagement with Sqairz ads proves the audience seeing the ads is golf focused, high quality, & high intent.

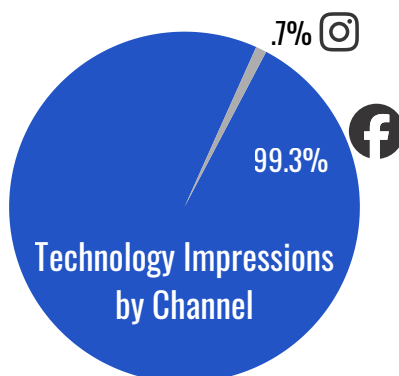
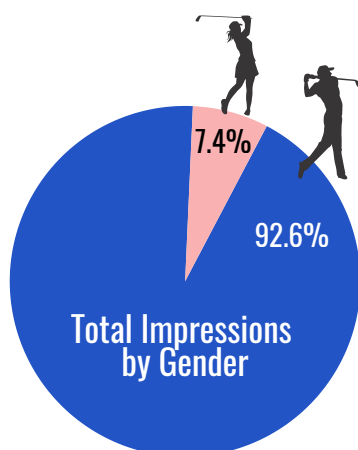
* Campaign actuals compared against Triple Whale, Meta benchmark study, Sporting Goods, Sept 2025



DEMOGRAPHIC & TECHNOLOGY PERFORMANCE

TRIAL CAMPAIGN - Results

We put our \$ to work with our Intelligent Golf Network. We utilized active Sqairz ads, sourced word for word from the Meta Ad Library, mimicking our strategy of using active client ads. This ensures creative control with Sqairz and allows for benchmarking & comparison.



Men on Facebook

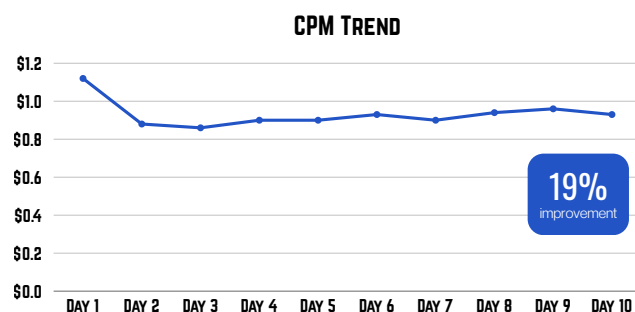
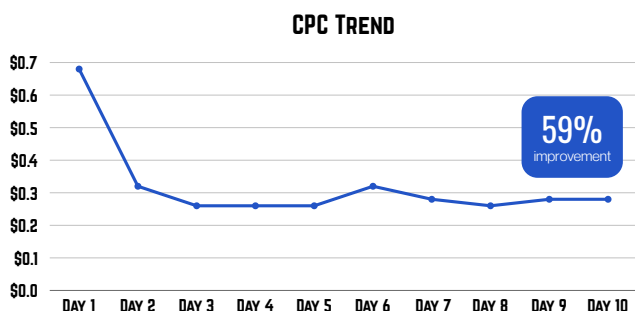
The data clearly shows that men on Facebook is the gender and channel mix that produces the most exposure for this brand.

Advertiser Strategy

Putting this data to work - Sqairz should generate ads focussing on gaining attention from male Golfers and focus those ads on Facebook.

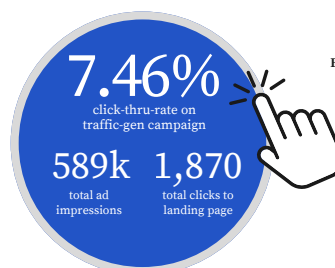
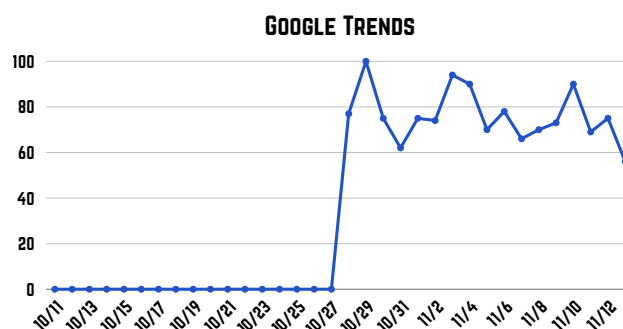
Performance Analysis

The cost-per-click (CPC) and cost-per-mille (CPM) quickly improved dramatically and quickly. These rate improvements can be attributed to targeting the right network - people who subscribe to Golf content & follow Golf creators.



Search Impact

Google Trends is clearly showing the day after our campaign began you see the dramatic increase in popularity for Sqairz searches on Google. This is correlated to the exposure campaign targeting Golf followers & fans.



Blended Campaign Strategy
Exposure Campaign - mass impressions, powerful CPM
Traffic Campaign - mass site traffic, efficient CPC & CTR



LESSONS & TAKEAWAYS

Intelligent Golf Network

By showing the same ads to a focused, high-intent, highly-engaged golf audience - Sqairz experienced tremendous performance in critical KPIs.

The top-of-funnel benchmarks are important to review to determine response & ad engagement.

By connecting Sqairz ads with followers of golf publishers, golf content creators, and pro golfers - they experienced results that go far beyond the standards in sporting good performance.

Now, golfers began searching for their brand.



ABOUT IMPACT FANS

Impact Fans connects you with the followers of creators without traditional influencer marketing (or hassle and expense).

We work with creators in specific categories to build high-intent audiences to run supremely efficient paid social campaigns. By eliminating the waste found in traditional “interest-based” targeting, clients experience a more efficient paid social campaign and greater ROI.

Scheduled your consult with the Impact Fans team today!

info@impactfans.com