

Driving New Customer Acquisition with Snappy

How Arccos Lowered CAC by 47%, Shifting Meta Spend To Snappy Gifts



Executive Summary

Arccos Golf, a leader in smart golf analytics, faced challenges in scaling customer acquisition while preserving brand value. Traditional promotions such as discounts and free subscriptions resulted in diminishing returns and lacked personalization.

By partnering with Snappy, Arccos introduced a strategic gifting initiative that allowed them to personalize incentives, drive engagement, and increase conversion rates. Throughout 2024, Arccos's Snappy campaigns yielded a 47% lower CAC, and \$716k in additional revenue, demonstrating the power of gifting as a performance marketing tool.

Company Overview

Arccos, the official game tracker of the PGA Tour, is revolutionizing the game by making pro-level analytics accessible to every golfer.

With a mission to democratize golf insights, Arccos empowers players of all skill levels to track their performance, play smarter, and improve faster.

Since its founding in 2017, the brand has driven growth through cutting-edge technology, strategic partnerships, and highly efficient paid acquisition to connect with golfers across all skill levels.



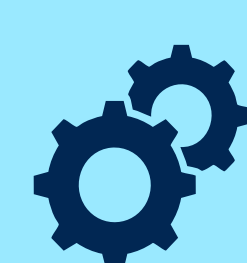
Company Size:

65
employees



Global Headquarters:

Stamford, CT



Industry:

Consumer Technology, Sporting Goods



Annual Revenue:

\$25M+

The Challenges

Introduction

For years, Meta ads have been a key driver of new subscribers for Arccos. However, like many social platforms, Meta reaches a saturation point, requiring continuous creative investment just to maintain baseline performance.

As customer acquisition costs (CPA) began to rise, Arccos recognized the need to diversify its approach and identify more cost-effective strategies to attract new customers.

The Solution

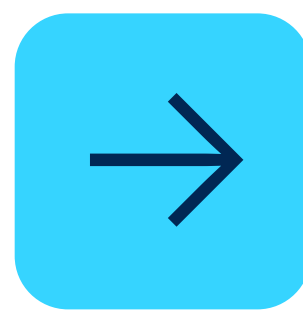
To attract new customers while preserving brand value, Arccos partnered with Snappy to introduce gifting as a strategic promotion.

Solution #1:

A Flexible Platform to Drive Growth

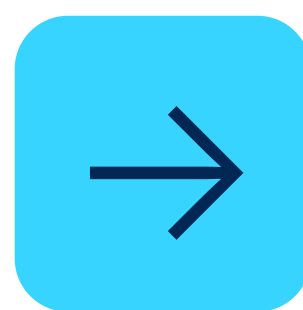
With Gifting Snappy's platform enabled Arccos to seamlessly integrate gifting into its marketing strategy, allowing for rapid campaign launches, easy customization, and engaging digital unwrapping experiences to boost conversions. With Snappy, Arccos was able to:

- Launch campaigns in hours by selecting from Snappy's marketplace of 5,000 brands, branded swag to enhance brand affinity, and Experience gifts that create memorable moments.
- Enhance the customer experience with unique digital unwrapping experiences that reinforce the Arccos brand.
- Streamline execution by uploading CSV files for large customer segments, enabling quick deployment. Arccos is planning to make future gifting even easier by integrating with Snappy's API.
- Optimize performance with flexible, pay-as-you-go billing, allowing for real-time budget shifts and campaign iteration based on results.



Existing Incentives Diluted Brand Value

Arccos relied on free subscriptions, product gifts, and discounts to incentivize new customers. However, frequent use risked setting expectations for discounts of their core offering. Additionally, these promotions lacked personalization beyond broad customer segments.



Gifting At Scale Is Complex

Gifting intrigued Arccos, but logistical challenges – gift selection, fulfillment, and global distribution – made scaling difficult.

Solution #2:

Seamless Execution with Turnkey Fulfillment and Global Delivery

Snappy eliminated all of Arcoss's operational complexities, allowing Arccos to focus on growth while Snappy managed:

- Automated email & SMS communication, including reminders
- Gift selection and inventory management
- Address collection and shipping
- Global delivery across 30+ countries, including the U.S., Canada, the U.K., and Australia
- Tracking and reporting on gift redemptions and conversions



"Unlike other acquisition incentives, like discount codes, merchandise or gifted subscription months, Snappy's flexibility allowed us to tailor campaigns that resonated with our audience and drove meaningful results."

– Matt Bourgeois, Director of Growth Marketing, Arccos



The Results

47%

lower CAC from
Snappy spend vs
Meta spend in 2024

56%

higher conversion from
Snappy Gift Collections
vs gift cards

\$716k

in annual revenue from
Snappy campaigns

Key Takeaways for Arccos

1

**Shift spend to
winback gifting
for better CAC**

With aggressive growth targets, Arccos needed to diversify its marketing budget across multiple channels.

By leveraging Snappy gifting campaigns, they effectively re-engaged a sizable database of prospects – trial users who didn't subscribe or lapsed subscribers – at a lower cost than traditional paid acquisition.



2

**Tangible Gifts
Outperform
Gift Cards**

Gift cards vs Snappy Gift Collection test Arccos tested a \$50 gift card against a \$50 Snappy Gift Collection, each sent to the same volume of trial users who did not convert.

The Snappy Gift Collection drove 56% more customers, converting 50 vs. 32 from the gift card offer.



3

**Generic Collections
Outperform Golf-
Themed Gifts**

Arccos assumed a golf-themed Collection would outperform a trending products Collection as part of their campaign targeted lapsed subscribers.

However, the non-golf Collection converted 25% more customers, proving that variety and recipient preference drive better engagement.



Conclusion & Future Plans

Looking ahead, Arccos Golf plans to further integrate Snappy's API to streamline gifting incentives for customer retention and win-back campaigns. By embedding gifting more deeply into their marketing automation, they aim to drive even higher engagement and long-term loyalty. Snappy enabled Arccos Golf to overcome the limitations of traditional promotions, introducing a scalable, brand-positive way to acquire high-value customers. With significant returns and a path to further automation, gifting has become a core component of Arccos's growth strategy.

**Ready to transform
your customer
acquisition strategy?**

Discover how Snappy can
help your business drive
engagement and revenue
through the power of gifting.

