

A smarter line to conversion using first-party data



CPA

£10

A lifetime cost per acquisition (CPA).

ROAS

1,668%

lifetime return on ad spend (ROAS).

At a glance

Marketing solutions used



Shopify Integration



Multi-Channel Approach



Advanced Targeting Capabilities



GolfClubs4Cash is Europe's largest retailer of used golf equipment, selling thousands of pre-owned clubs and accessories both online and in-store. Backed by trained PGA professionals, the brand helps golfers find quality gear from top names like PING, TaylorMade, and Callaway at accessible prices.



Fuel is a marketing agency specializing in paid media and SEO for health and wellbeing brands. Through data-driven strategy and creative campaigns, it helps brands build trust, increase visibility, and drive measurable growth with positive ROI.

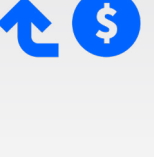


StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

The challenge

When par for the course is no longer enough

GolfClubs4Cash had already grown into Europe's largest retailer of used golf equipment, supported by strong performance across search and social. As the market continued to expand, the brand set out to reach new, high-intent customers while maintaining efficiency and confidence in conversion performance.



To support its next phase of growth, GolfClubs4Cash needed a way to extend beyond existing channels and attract incremental demand without sacrificing measurement clarity or performance.

The strategy

Setting up the perfect shot for conversion growth

To achieve this, GolfClubs4Cash partnered with digital marketing agency Fuel to develop a full-funnel programmatic strategy using StackAdapt.

The approach centered on activating existing commerce signals to improve audience precision and conversion confidence, while using AI-driven targeting and optimization to scale efficiently. By combining first-party data, contextual relevance, and automated optimization, the strategy prioritized measurable performance over broad reach alone.



The introduction of StackAdapt's Shopify integration has had a major impact on our confidence in conversion data. It's also allowed us to access much more granular and dynamic first-party audience segments, further enhancing our targeting and driving up conversion rates.

Johannes Dethleff
Head of Paid Media at Fuel



Executing the campaign

Activating commerce signals to drive smarter conversions

With the strategy set, Fuel put the plan into play by partnering with StackAdapt to activate **data-driven targeting** and **AI-powered optimization**, reaching golfers at the right moments.

First-party commerce data integration (Shopify)

To improve conversion confidence and efficiency, Fuel activated GolfClubs4Cash's first-party commerce data within StackAdapt to inform audience segmentation and targeting.

Using commerce-based signals from Shopify, the team built more precise audience segments based on real shopper behaviors, including product views, cart activity, and conversion events. This enabled campaigns to prioritize high-intent users and tailor messaging across different stages of the purchase journey, without relying on broad or generic audience assumptions.

AI-powered contextual targeting

Alongside behavioral and commerce-based audiences, Fuel leveraged StackAdapt's AI-powered contextual targeting to reach golfers in relevant environments.

Using StackAdapt's Page Context AI (PCAI), which analyzes the meaning and sentiment of webpage content in real time, alongside Keyword Rule Targeting, ads were placed next to golf-related content to ensure relevance beyond known audience pools. This approach helped extend reach to new users while maintaining strong contextual alignment, supporting both discovery and performance goals.

Automated bid optimization

Once targeting strategies were in place, Fuel used StackAdapt's automated bid optimization to scale performance efficiently.

AI-powered optimization continuously adjusted bids based on performance signals, helping GolfClubs4Cash win the impressions most likely to convert while maintaining efficiency as spend increased. This ensured budgets were dynamically allocated toward the audiences and placements delivering the strongest results.

The results

Efficient scale without sacrificing performance

By grounding its programmatic strategy in first-party commerce signals and AI-driven targeting, GolfClubs4Cash successfully scaled customer acquisition while maintaining efficiency across both new and returning audiences.

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A lifetime CPA

ROAS

1,668%

A lifetime ROAS

Looking ahead

With a scalable foundation now in place, GolfClubs4Cash is well positioned to continue growing efficiently. By combining first-party commerce insights with AI-powered targeting and optimization, Fuel and StackAdapt have established a framework that supports ongoing performance, clearer measurement, and sustained conversion growth over time.