DUNGANNON GOLF CLUB 1890 | DCAI digital caddie ai

CASE STUDY

DUNGANNON GOLF CLUB

£160,000+

of membership value in its first six months working with Digital Caddie AI



"Six months ago we were hoping golfers would find us. Now there's something running every day that brings them in, and we can see exactly what's working, and what's not."

WALLACE McCARROLL, GENERAL MANAGER

3
new members a month, from a system the club can let run

£109 back
for every £1 the club spent on local advertising

25%
of new members came from the club's own database

THE CHALLENGE

A year-round job, done in spare hours.

Marketing came in bursts. Nobody was advertising membership to local golfers online, 4,000 former members and visitors sat on file rarely contacted, and no one could say what brought members in.

WHAT CHANGED

Attract new golfers
Always-on ads, reaching 40,000+ local golfers.

Reconnect with past golfers
Tailored emails to 4,000+ past golfers, near-weekly.

Follow up and report
Every enquiry answered in minutes, and a report to the club every Friday.



"The bigger change is that we've got something we can keep using. Whatever we need to put in front of local golfers next, it's there."

NOEL GORMLEY, HONORARY SECRETARY

Not a campaign. Something that keeps working.

It gets sharper the longer it runs, and most clubs are sitting on the same opportunity.



Book a 20-minute call
with Archie Breakspear, Founder
Click to book, or scan the code

£160,000+ is the lifetime value of 16 traced members (nine-year average tenure). "£109 back" compares that value with media spend only. Figures cover 16 March to 31 August 2026.