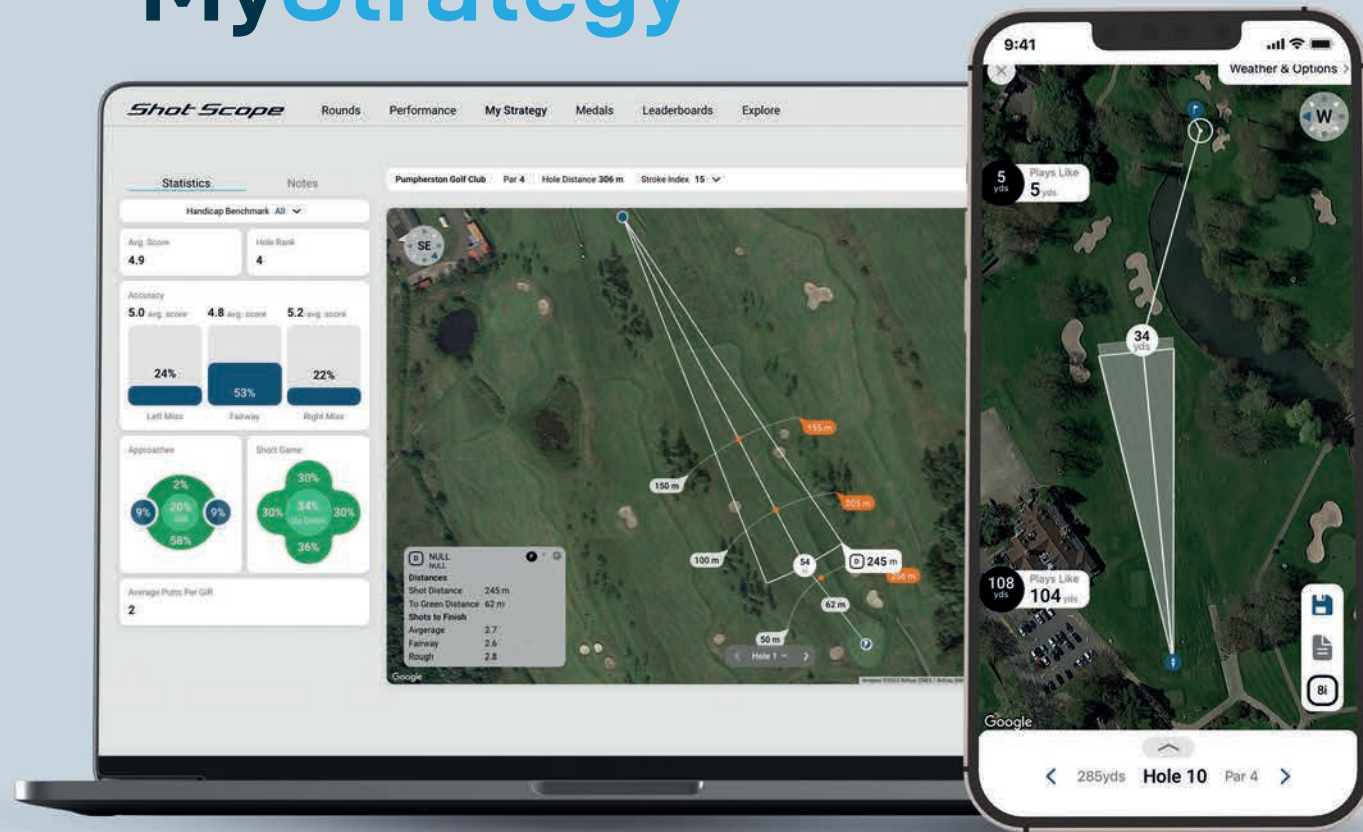


MyStrategy



Plan your strategy around any golf course in the world!
Gain the advantage.

Players can create their own unique strategy allowing them to play their best. MyStrategy utilizes performance data to give players both accurate distance and dispersion information to aid with club selection.

With data, elevation, and wind features, golfers can manage their way around the course like never before instead of relying on generic tips that may hinder rather than help.

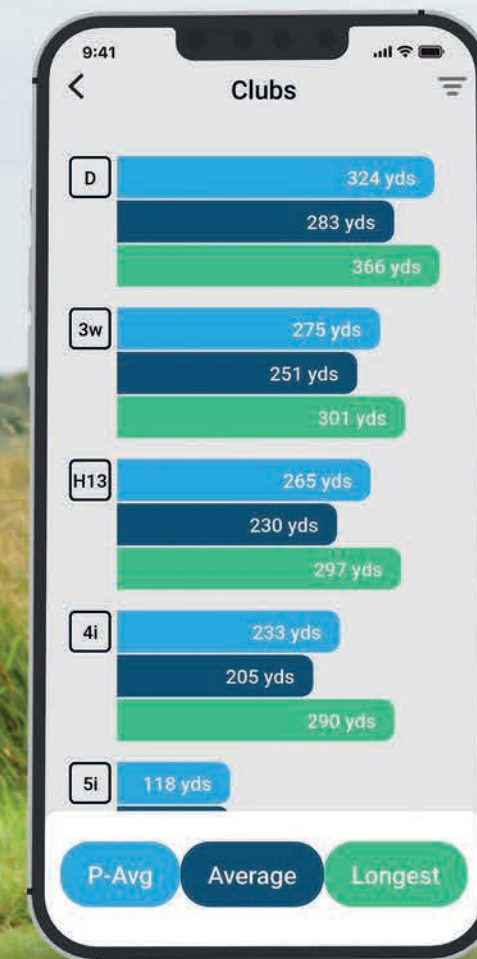


Scan the QR code to find out more about Shot Scope.
shotscope.com

TRANSFORM YOUR GAME

& SAVE 4.1 SHOTS

by tracking your stats on the golf course



Free app
No subscription

Shot Scope



New

PRO ZR



BUILT-IN
MAGNET



ON / OFF
SLOPE



RED / BLACK
DUAL OPTICS



DuraShield
HARDSHELL



RAPID-FIRE
DETECTION

Find out more



BUILT TO PERFORM

The PRO ZR with its DuraShield Hardshell is engineered to give golfers instant accurate yardages and ultimate performance regardless of the weather conditions.

Shot Scope

HOW TRACKING YOUR GAME AND ANALYZING DATA CAN LOWER SCORES

Data provided by Shot Scope - from a database of over 350 million shots.



Until recently, if golfers wanted to save 4 strokes they would hit buckets of balls at the range with no real direction and hope that this translated to improvement on the course - not anymore!

With the introduction of performance tracking, Shot Scope can now deliver a **4 stroke improvement** to golfers.

On average 200k Shot Scope users worldwide see a 4.1 shot reduction in their scores over 30 rounds. Why? Performance Tracking.

Unlike before when players felt they had chipped or putted poorly, they can see exactly what is causing them to lose strokes. For example, rather than blame their putter, players can see that it is their proximity from 100 yards in the fairway that needs to be improved.

With the purchase of a performance tracking device, golfers gain FREE access to the Shot Scope mobile app and web dashboard containing over 100 tour-level statistics. Data on every aspect of the game including lie type, distance, shots to finish, strokes gained and handicap benchmarking revolutionize how golfers understand their game.

Armed with actionable information on their game, players can then devise a plan to improve their weaknesses or enlist the help of a Professional with Shot Scope Academy.

Registered Professionals can access performance data on their students allowing them to tailor sessions to each player's unique issues saving them time, and their players' strokes.

Any golfer looking to see tangible improvements in their game cannot be serious unless they implement performance tracking to their game - Shot Scope opens the door to better scores with no subscription fees.

WHAT'S INSIDE...

[Section 1](#) - The Value of Data
[Section 2](#) - Strokes Gained
[Section 3](#) - Shot Scope products
[Section 4](#) - Off the tee

[Section 5](#) - Approach Play
[Section 6](#) - Around the Green
[Section 7](#) - Putting
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Section 1

THE VALUE OF DATA

How Shot Scope can improve your scores



Consider these questions:

- / What is the strongest part of your game?
- / What is the weakest part?
- / What would you consider a good shot to be from 150 yards?

Once you have pondered on those questions for a minute, consider this one - how do you know?

Traditionally golfers have only been able to answer these questions by using examples of shots that immediately come to their mind, like not getting up and down or a three-putt. But is that really where the issue lies?

Often when people begin their data collection journey they are surprised at what they learn about their game. Whilst it is their greatest asset, the ever-optimistic mindset of a golfer is also one of their greatest hindrances. Why? Because we think we are better than we are and place unrealistic expectations on ourselves.

Many players will be able to relate to the saying **we are our worst critic** which can be helpful under the right circumstances, but often on the course, typically it is not. By comparing ourselves to unrealistic goals we are doomed from the get-go. That is where handicap benchmarking can help bring us back to reality.

Handicap benchmarking establishes a series of averages based on various handicap ranges that allow golfers to compare their game to their fellow competitors. By collecting data and using the benchmark figures, golfers can see how close they realistically can expect to hit it from 150 yards. This allows players to create achievable goals to try and work towards.

By shifting our perspective on what we can expect from our game it changes our mindset and strategy when playing, **for example:**

- Avoiding the hero shot and compounding errors by taking on shots we really should not attempt.
- Maintaining a more level head as we are not dropping shots unnecessarily.
- Unrealistic expectations lead only to disappointment and reduce our enjoyment on the course.
- With the benchmark, we can truly see what parts of our game are strong and which parts are weak.

Armed with this information and more attainable expectations, players can allow themselves to play better. From the moment a golfer tees it up on the first tee if they are expecting perfection, their round is doomed from the get-go.

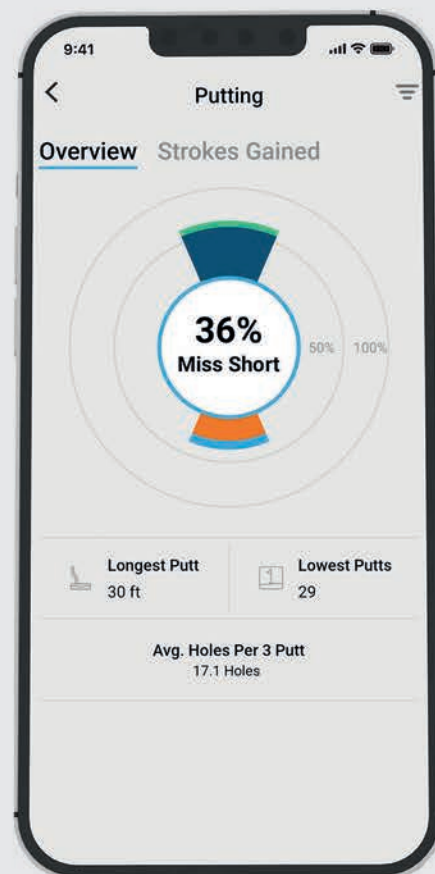
Data is the answer

Performance tracking, in our opinion, is priceless and that is why we offer subscription-free access to over 100 tour-level game statistics. Founded by golfers for golfers, Shot Scope wants every player to maximize their potential and get the most out of their game.

For any golfer who wants to enjoy the game or improve, data tracking is one of the few proven methods. On the Shot Scope mobile app and web dashboard, players can access information on their club distances, tee shot dispersion, approach play, short game, putting, and scoring amongst other things with ease.

All of these features come with both an overview and strokes gained analysis to pinpoint the exact shots or strategy decisions that are gaining, or losing, players strokes.

Save strokes with Shot Scope



Shot Scope's free app gives the golfer access to over 100 data insights on their game.

Did you know?
The Average Greens in Regulation per round

Scratch	11.2
5 hcp	8.3
10 hcp	6.4
15 hcp	4.1
20 hcp	2.9
25 hcp	1.6

Section 2

STROKES GAINED VS. TRADITIONAL STATISTICS

Gain strokes by making pars!



If you think that performance tracking is not for you, think again. Without realizing, if you have a handicap, you are carrying out a form of performance tracking. Having a handicap represents the simplest form of tracking as this gives us numerical information on our performance to par.

In addition to the handicap system we can include:

- / Fairways hit per round.
- / Greens in regulation per round.
- / Putts per round.
- / Up-and-downs per round.

Many of us at some point will have kept track of one or all of these because they are straightforward to record and can give some insight into performance.

Shot Scope performance tracking products can provide golfers with this information. However, these stats whilst useful at a surface level, can be misrepresentative or misleading at times.

Consider two players of a similar handicap level who have a putt from 20ft. The first player leaves their putt 10ft short and then proceeds to hole it. The second player narrowly misses the first putt and taps in for a two-putt - both players record a two-putt. But have they performed the same on the green? Not really and this is where strokes gained gives greater insight into each shot and how it impacts performance.

Strokes Gained

Strokes Gained works by ranking every shot you play against an average or benchmark for the specific distance and lie type.

For example, a PGA Tour player knows that from 100 yards, the average proximity on Tour is 17ft and so this information gives them a benchmark to gauge their performance. If they are outside this then perhaps they need to work at their proximity from this distance, and likewise, if they are within 17ft then they know they are outperforming their competitors.

This is where strokes gained comes in. For shots that are below the benchmark they will receive a negative value, and for shots better than the benchmark, they will receive a positive value. This information, until recently, has been only available to the game's elite 1% on Tour - not anymore.

Shot Scope burst onto the performance tracking scene in 2014 making Strokes Gained and Handicap Benchmarking available to the masses with no subscription fees. An ever-growing database of over 350 million shots hit by golfers of all ability levels around the world continually contributes to the Shot Scope data platform.

This allows players of all ability levels to access over 100 tour-level statistics and performance benchmarks to pinpoint the exact areas of their game that are costing them strokes. Just as a Tour player would, Shot Scope users can break down every aspect of their game to evaluate their performance compared to their fellow competitors.

For example, using Shot Scope data, a 15 handicapper typically hits an approach from 80 yards to 49ft (16 yards). With data available for all ability levels, Shot Scope performance tracking offers a proven method of improving to every player. On average, over 30 rounds, the typical Shot Scope performance tracker improves by 4.1 strokes.

Instant Feedback

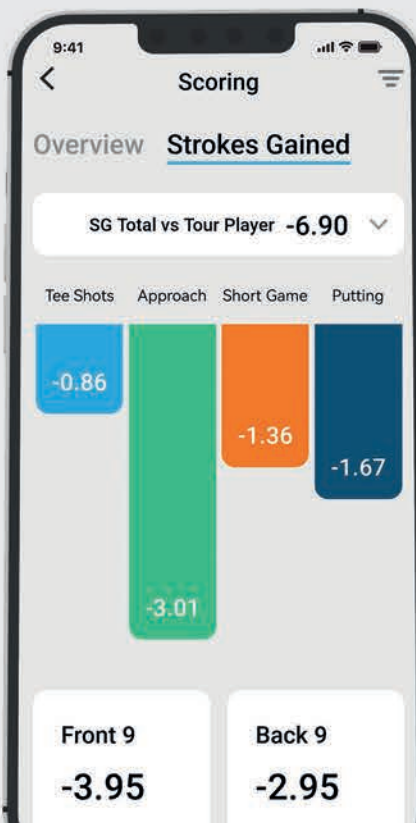
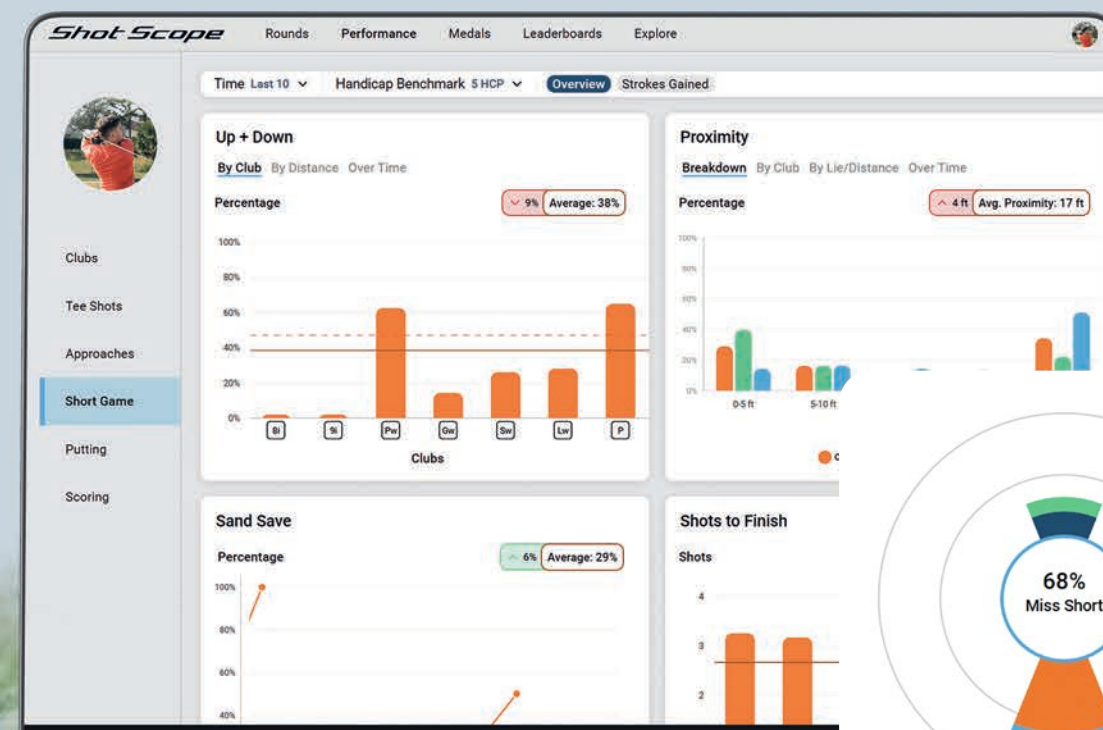
With the FREE to use Shot Scope mobile app and web dashboard, post-round, players can instantly access performance data. Handicap Benchmarks are available for the following handicap ranges: Tour, scratch, 5, 10, 15, 20, and 25 - see how you compare and what will take your game to the next level.

Simply repeat this process after each round to see how your game is developing throughout the season, are your practice sessions targeting the correct areas? If you do not know how to target certain aspects of your game, Shot Scope Academy allows you to enlist the help of a registered Professional.

Shot Scope Academy bridges the gap between a player's on-course performance and teaching Professionals by providing the coach with performance data. Save time and maximize tuition effectiveness with Academy.

Whether you utilize Academy or use the data to guide your practice, Shot Scope performance tracking products are on hand to take your game to the next level.

Access over 100 tour level stats for FREE, for life, with any Shot Scope performance tracking product.



Did you know? Par 3 Scoring Average

Scratch	3.2
5 hcp	3.4
10 hcp	3.7
15 hcp	3.8
20 hcp	4.1
25 hcp	4.2

Section 3

PLAY, PERFORM & UNDERSTAND THE GAME

Shot Scope's family of game-changing products



Shot Scope offers a variety of products designed to suit every golfer with the recent additions of CONNEX, G5, and PRO ZR. Shot Scope is continually looking to innovate and improve their product range based on customer feedback and software feature requests.

Shot Scope PRO ZR Laser Rangefinder with a DuraShield Hardshell

The Shot Scope PRO ZR laser rangefinder with its DuraShield Hardshell is engineered to give golfers a premium laser both in terms of look, feel and performance. Constructed with a metallic casing and premium materials, the ZR revolutionizes the PRO rangefinder series.

As with all Shot Scope laser rangefinders, PRO ZR is equipped with Adaptive slope technology, Rapid-fire detection, and Target-lock vibration. On top of that, the laser also comes with 1,500 yards of range, an ultra clear LCD display, and Red / Black dual optics so you can be confident with the PRO ZR in your hand.



Shot Scope PRO L2 The Best Budget Laser Rangefinder

If you prefer a laser rangefinder to a GPS watch then the award-winning PRO L2 is a great option. Voted best budget rangefinder 2023 the PRO L2 comes with Adaptive slope technology, Rapid-fire detection, and Target-lock vibration.

Accurate to within a yard over a range of 700 yards and with x6 magnification, the PRO L2 is slightly less powerful than the other rangefinders in the Shot Scope portfolio. Where it loses out in power, the PRO L2 more than makes up for in terms of value and features.



1,500
Yard Range

BUILT-IN MAGNET

All Shot Scope rangefinders come with an extra strong built-in cart magnet. Golfers can simply attach their rangefinder to a cart or bag to access it on the go.

DuraShield Hardshell

Rapid-fire & Target-lock



Shot Scope PRO LX+ Laser Rangefinder featuring GPS Distances and Performance Tracking

The PRO LX+ combines the precision of a laser rangefinder in a compact design with the functionality of a GPS. Utilising F/M/B yardages to the green and Target-lock, players will know exactly where the pin is located on the green.

Easily make use of the performance tracking feature by simply tapping your club against the GPS device before playing your shot. After your round, upload your data via the mobile app to access 100's of statistics about your game to improve your performance.

Shot Scope X5 Touchscreen GPS Golf Watch with Performance Tracking

The Shot Scope X5 GPS watch offers golfers a premium GPS wearable with automatic performance tracking. X5 makes performance tracking a seamless experience and allows players to spend less time on their watch, and more time focusing on their shot.

Green view and pin placement allow golfers to adjust their target whilst they play and receive precise distances to any spot on the green as well as to the front, middle, and back.



Shot Scope CONNEX The most affordable method of performance tracking, plug and play mobile enabled tracking tags

Golfers using CONNEX do not require any other device, simply access front, middle, and back GPS distances on the Shot Scope mobile app, as well as an adjustable target allowing for measurements to any point on the course.

As with all Shot Scope products, there are no subscription fees to access over 100 tour level performance statistics. CONNEX adds to our expansive performance tracking range and diversifies our current offerings.

Whether it be a laser rangefinder, GPS wearable, or CONNEX mobile enabled performance tracking, Shot Scope has a product for everyone.



Shot Scope G5 Customizable GPS Golf Watch

For the golfer who wants a highly advanced GPS in a simple-to-use customizable watch, G5 is for you. With multiple interchangeable color straps and two watch case colors to choose from, the G5 lets golfers design a watch to suit their style.

In addition to the customization options, G5 comes with distances to hazards, layup points, and doglegs as well as to the front, middle, and back of every green on over 36,000 courses worldwide.

Section 4

OFF THE TEE

Starting at the tee box, what does the Shot Scope database tell us about how golfers perform with their first shot on each hole, and how does it impact scoring.



How far do we actually hit the ball?

Looking at shot distance, Shot Scope provides golfers with two different averages, Performance-Average and Average.

Average - your usual average of all shots hit.

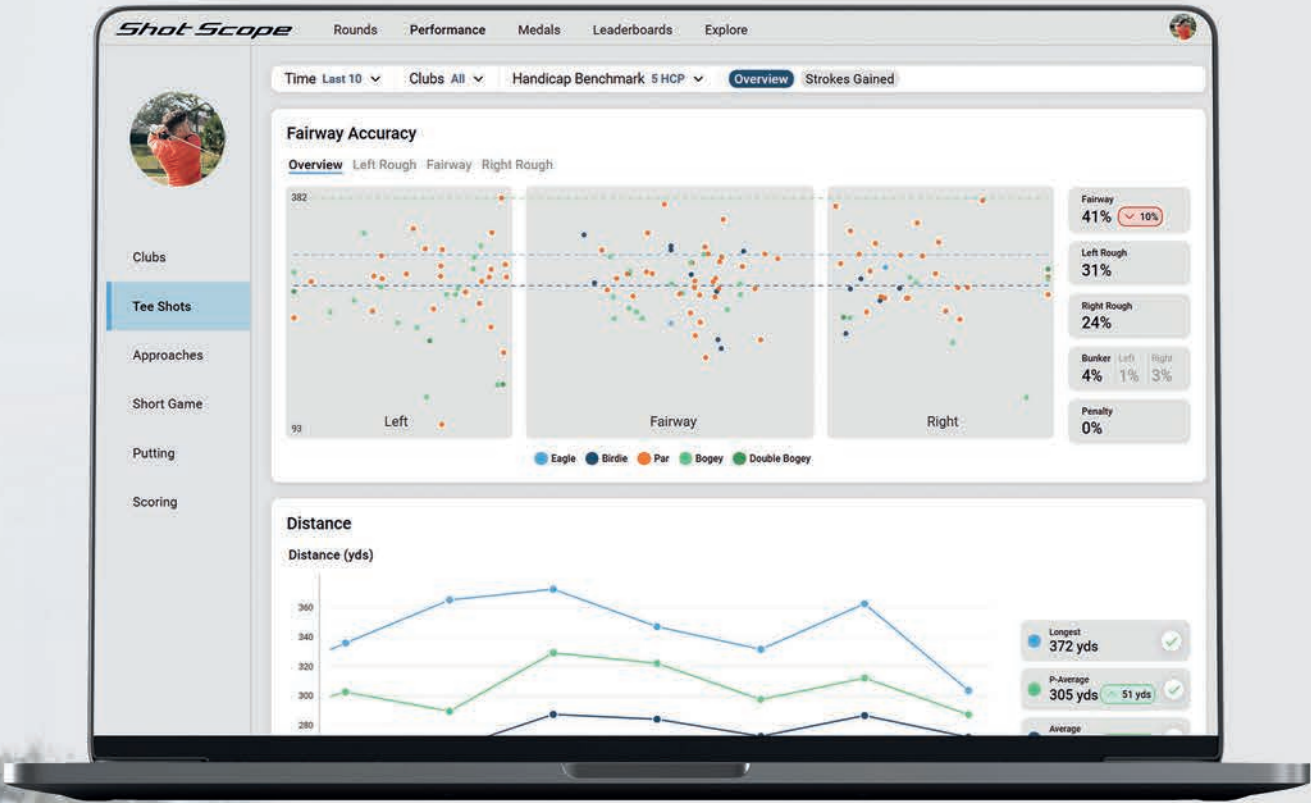
Performance Average - the average of all shots hit with the exclusion of major outliers from the data.

Performance-Averages gives a more accurate representation of what a golfer could expect to hit their clubs and so this will be used throughout the rest of this booklet.

Here are P-Avg. distances for six handicap ranges:

Scratch	285 yds
5 hcp	259 yds
10 hcp	256 yds
15 hcp	238 yds
20 hcp	225 yds
25 hcp	204 yds

We can see that the lower the handicap, the further the player will typically hit it off the tee. A lot of golfers are surprised when they see these distances, usually expecting it to be further.



How does driving distance impact scoring?

By cross-referencing driving distance with the final score on each hole, we can analyze the relationship between distance and scoring, to do so we have looked at three handicap ranges.

5 Handicap

- When making birdie or better: 270 yds
- When making par or better: 258 yds
- When making bogey or worse: 247 yds

15 Handicap

- When making birdie or better: 257 yds
- When making par or better: 244 yds
- When making bogey or worse: 231 yds

25 handicap

- When making birdie or better: 212 yds
- When making par or better: 193 yds
- When making bogey or worse: 184 yds

There is a clear pattern forming between longer drives and lower scores. That may not be a groundbreaking revelation but these figures emphasize the positive impact length has on scoring.

If we want to make pars, birdies, or better then driving the ball further off the tee gives us a better chance. Likewise, if we find ourselves hitting it shorter off the tee, for whatever reason, then our chances of making a bogey or worse rise - go lower by being longer.

"Gaining distance off the tee can make massive gains, both in terms of greens hit and lower scores!"

Did you know that 32% of all golfers hit it between 200 and 224 yards, nearly 70% of golfers have an average driving distance of less than 250 yards.

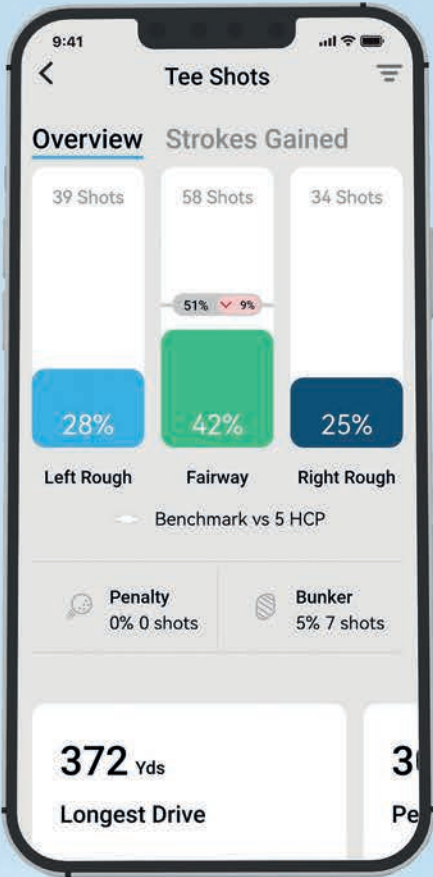


HOW DOES ACCURACY IMPACT SCORING?

A common misconception is that good players hit more fairways, but is that the case? These driver figures may surprise you:

✓

	LEFT ROUGH	FAIRWAY	RIGHT ROUGH
0	27%	46%	27%
5	24%	49%	27%
10	25%	50%	25%
15	25%	48%	27%
20	26%	46%	28%
25	20%	50%	30%



Believe it or not,

The fairway hit percentage throughout the handicap ranges remains fairly consistent. Remarkably, the 25 handicapper has a higher fairway success than that of a scratch player! However, they are typically 60 or so yards behind them.

The left versus right miss numbers are pretty similar for scratch players and lower scoring players and it is only when we get to the 25 handicappers we see a large preference for a right miss.

Club Selection Conundrum: Driver or 3-Wood?

Many players will have at one point or another taken 3 wood instead of driver because they think it is a 'safer' alternative, but is it?

DRIVER

HCP	0	5	10	15	20	25
FIR%	46%	49%	50%	48%	46%	50%
DISTANCE (P-Avg)	285y	259y	256y	238y	225y	204y

3 WOOD

HCP	0	5	10	15	20	25
FIR%	50%	51%	54%	47%	48%	59%
DISTANCE (P-Avg)	260y	232y	225y	215y	193y	176y

What do you notice from this data?

Yes for some there is a marginal increase in FIR%, however, is it enough to justify the drop-off in length? Probably not! As we mentioned previously, distance plays a huge factor in scoring and so selecting 3-wood instead of driver is immediately putting you on the backfoot!

The irony in 'playing safe' with 3-wood is that you are almost as likely to miss the fairway and are more likely to make a bogey. Unless you can reach trouble with driver, there is little advantage in terms of scoring to using a 3-wood.

“The pattern of significant distance loss for minimal accuracy gain is apparent across all handicap ranges.”

Section 5

APPROACH PLAY

Approach shot data consists of any shot attempting to hit the green from over 50 yards. Shot Scope data contains highly insightful information on approach play covering lie types, distances, misses, and club usage amongst other things.

What is the relationship between approach play and scoring? Find out more in this section.



	HANDICAP					
	0	5	10	15	20	25
GREENS HIT	61.7%	44.5%	38.6%	28.2%	20.2%	16.8%
AVG SHOTS TO FINISH THE HOLE	3.13	3.34	3.52	3.78	3.94	4.16

Data emphasizes the difference between the handicap ranges, each range showing significant improvement from one another. As we can see, from 130-150 yards, a scratch golfer hits almost two out of every three greens from this distance. Whereas, a 25 handicapper from the same distance hits one in six greens.

The significance of this? A scratch golfer typically scores a full stroke better than a 25 handicapper from this distance. If you want to lower your scores, the 150 yard shot is an area to look at.

The 150 yard shot

Referred to as 'the key handicap differentiator' by Strokes Gained inventor Mark Broadie, the 150 yard shot reveals some significant differences between the handicap ranges. Broadie believed it to be a 'key differentiator' due to the frequency players face this shot and the wide array of results that follow.

So how do Shot Scope users fair with the 150 yard shot? We take a look at green success and shots to finish from all lie types from 130-150 yards:



Where are we missing the green?

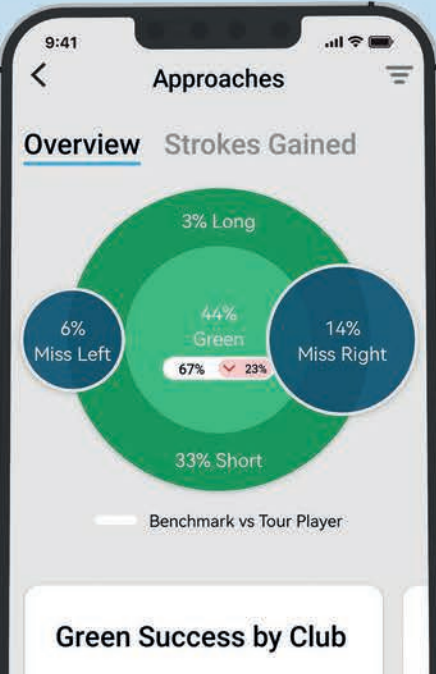
Shot Scope performance tracking utilizes sophisticated GPS mapping to allow for analysis of every shot covering location, lie type, and distance. This allows us to identify a player's miss pattern when playing into the green.

As we can see in the data below, amateurs have an issue with missing short!

HANDICAP	FROM 150 YDS	
	MISS SHORT	MISS LONG
0	20.6%	12.5%
5	29.4%	13.6%
10	36.4%	14.2%
15	42.8%	17.2%
20	49.7%	16.2%
25	58.1%	13.4%

We can see that even scratch players favor a short miss, but more concerning is the amount that higher handicap players miss short. A 25 handicapper is more likely to miss the green short than they are to hit the green at all - this places greater strain on the short game!

This is why you should learn your club distances. A scratch player is short or long 33.1% of the time within 150 yards; this rises to 60% for a 15 handicap and again to 71.5% for a 25 handicap - distance control, another key differentiator.



Did you know...

Amateurs get up and down far fewer times than they expect:

- 0 hcp = 56% 15 hcp = 35%
- 5 hcp = 49% 20 hcp = 32%
- 10 hcp = 40% 25 hcp = 24%

Manage your expectations on the course!



"Improve your ball striking and learn your club distances to hit more greens."

HYBRIDS VS IRONS

We will now take a look at the green success of players from 175 yards and 200 yards with both hybrids and irons. Why is this an area of interest? Well, it reveals some interesting things about bag setup and may lead some to reconsider their bag setup.

The data suggests that from 200 yards, there is no significant difference between hybrid and iron for the handicap ranges. This is likely a result of the difficulty players have hitting a green from this distance regardless of club choice.

Interestingly, when we move a bit closer to the green, to 175 yards, we begin to see a trend forming for higher handicap players. Whilst lower handicaps do not see a large difference, 20 and 25 handicappers start to see an improvement that would suggest some players may benefit from using a hybrid as opposed to an iron.

Hybrids are more forgiving and are designed to help players launch the ball better so if you struggle with your iron play, consider your bag setup.

	200 YDS	
	HYBRID	IRON
HANDICAP 0	32%	30%
5	21%	17%
10	19%	14%
15	9%	6%
20	6%	4%
25	2%	1%

	175 YDS	
	HYBRID	IRON
HANDICAP 0	44%	46%
5	33%	31%
10	25%	22%
15	18%	14%
20	14%	8%
25	8%	2%

Did you know...
Shot Scope performance data, including Strokes Gained, is available with no subscription fees!



Par 3 Tee Shots: What can we expect for our level?

Many of us mistake Par 3s with being the easier holes on the course. After all, we can tee the ball up wherever we want on the tee box to suit our eye and if playing the weekly medal, have played the shot before. But is it as easy as we think?

We take a look at data for holes between 150 and 200 yards:

PAR 3 TEE SHOTS

HCP	0	5	10	15	20	25
AVERAGE PROXIMITY	41FT	53FT	66FT	91FT	100FT	114FT
GIR SUCCESS	51%	41%	30%	20%	17%	9%

“Use these benchmark figures to guide your own expectations.”

From the data, some of the standout stats are:

- A scratch player misses every second green.
- A 15 handicapper typically finds one in five greens, averaging 91ft proximity off the tee.
- A 25 handicapper hits one in ten greens.

The next time you tee it up on a par 3, consider aiming for the middle of the green as many people will miss it!

Gain a stroke by simply hitting the green.



Section 6

AROUND THE GREEN

Shot Scope short game data consists of any shot played within 50 yards of the green. This allows us to see how our club selection, proximity, distance, and lie type impacts our scoring.

Becoming a Greenside Guru

To improve around the greens, we must first address one of the most common mistakes amateurs make - copying the Professionals. Tour players make it look easy to get up and down with a wedge in hand which is a testament to their skill because it is not easy!

As a result, we falsely believe that we should pull a wedge and try to replicate their incredible touch and are disappointed when we don't have a tap-in, but should we be?

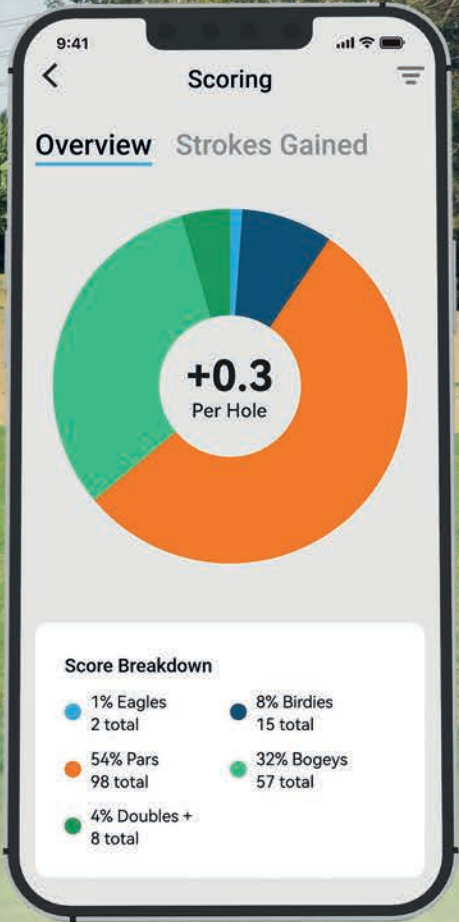
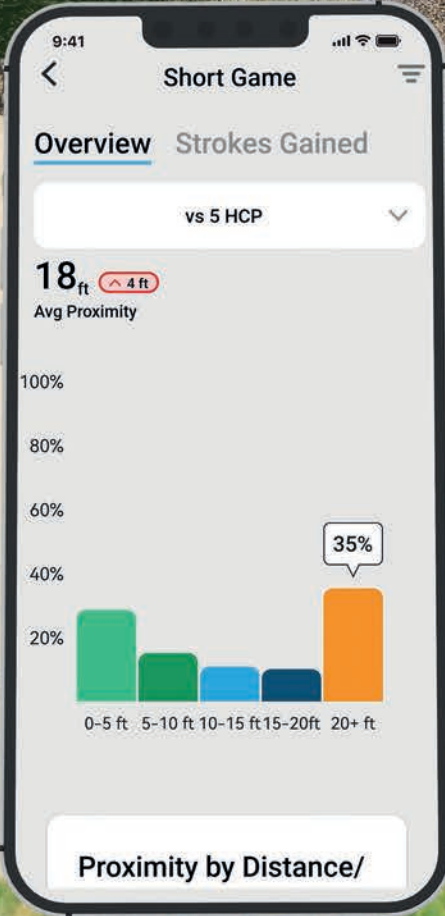


Here are some average proximities for both shots inside 20 yards, and shots between 20-40 yards:

	0-20 YDS	20-40 YDS
HANDICAP	0	7.44FT
	5	8.94FT
	10	9.48FT
	15	11.09FT
	20	11.61FT
	25	13.65FT

As we have come to expect throughout the issue, as we move up the handicap ranges so too does the proximity with scratch players being closest and so on. Rather than focus on the differences between the handicap ranges, we instead would highlight the proximity of each handicap in isolation. Consider your respective ability level, you may be surprised at just how far away your fellow player typically leaves their short game shots.

Should you be disappointed when your chip shots don't finish inches from the hole? Probably not, no one else is doing it!



Inside 6ft The Differentiator

Proximity. The key to getting up and down for golfers is proximity, how close we can get to the hole massively impacts our likelihood of making a putt.

Whilst our chances of playing a shot to within 6ft of the hole are slim, this is the magic number when it comes to making an up and down. But how good is our proximity to the hole from inside 50 yards:

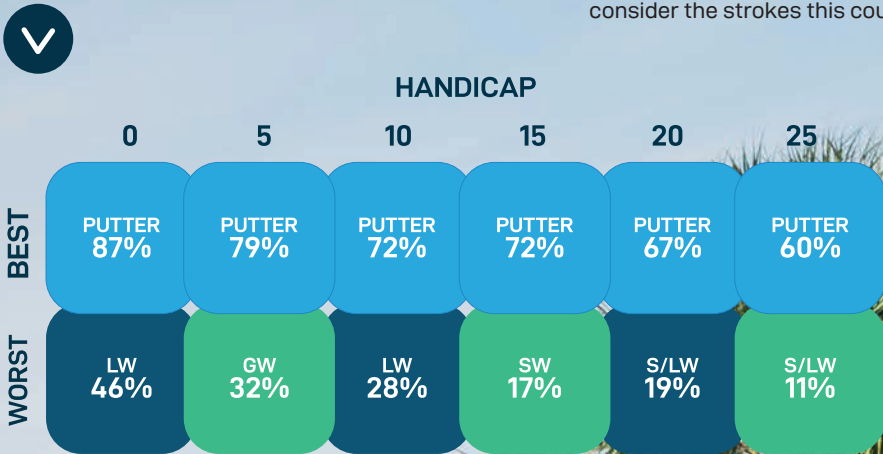
HCP	0	5	10	15	20	25
SUCCESS RATE	49.6%	41.6%	37.3%	33.5%	28%	23.4%
AVERAGE PROXIMITY	10.56FT	13.34FT	14.8FT	17.76FT	19.51FT	22.46FT

We can see that this is another differentiator between handicap levels with scratch golfers finding themselves within 6ft every second attempt. Whereas, a 25 handicapper is closer to once in every four attempts.

WHAT SHOULD YOU USE TO GET UP AND DOWN?

Shot Scope data allows us to gain insight into club selection and usage around the greens as well as up and down success.

Amateurs have a love affair with high-lofted wedges, but is it a love/hate relationship? Here are the up and down percentages for the handicap ranges:



Of course, if there is a hazard in the way then the putter is not appropriate but where possible, leave the wedge in the bag and pull the putter. The 'Texas Wedge' gives every golfer the best chance of getting up and down, unlike the high lofted wedges that amateurs rely on.

Scratch players are almost twice as likely to get up and down with a putter compared to the lob wedge and 25 handicappers are almost six times more likely! An incredible difference when we consider the strokes this could save players.

“When playing from around the greens, remember - a bad putt is better than a bad chip.”

> Playing from the fairway versus the rough

As much as we may try to hit every fairway and green, inevitably we will miss some and this means we can find ourselves playing from a variety of lies. With the exclusion of sand, we are typically going to be playing from the fairway or rough.

		FAIRWAY	ROUGH
HANDICAP	5	61%	41%
	15	48%	28%
	25	38%	18%
		0-50 YDS	

The question is, how penal is playing from off the fairway? The data shows up and down success of three handicap ranges.

As we would expect, there is a drop-off in the likelihood of successfully getting up and down when playing from the rough as opposed to the fairway. Players are typically 20% less likely to get down in two when moved from fairway to rough. Even the best of amateurs, scratch players, drop from 69% to 48%.

Section 7 PUTTING

Drive for show, putt for dough!

As mentioned in the traditional statistics versus strokes gained section, putting statistics have the potential to be misleading if we look at putts per round. Not only are the stats at times misleading, but putting performance is an area that many amateurs misunderstand, many believing they should hole more than they do.

With a better understanding of your putting performance, a great opportunity presents itself to gain strokes on the competition.



How many putts do we typically take?

Putts per round reveals an interesting dataset where we see a small progression between the handicaps ranges:

Scratch	29.3
5 hcp	30
10 hcp	31
15 hcp	31.8
20 hcp	32.2
25 hcp	33.3

As the handicap gets lower, so too do the putts per round as we would expect, but a four shot difference from scratch to 25 does not seem that big of a jump. However, this figure does not take into account where the putts were played from or green conditions, etc. - the context behind the putts.

A scratch player from 150-170 yards hits just over 50% of greens, whereas a 25 handicapper hits only 9% from this distance. The 25 handicapper will be chipping from close range so their proximity will be closer typically, giving them a greater chance of sinking their first putt.

How often do we three-putt?

We all hate to three-putt, but how often do amateurs make the dreaded three-whack? Here we have the data on holes per three-putt:

Scratch	39.2
5 hcp	20.9
10 hcp	14.9
15 hcp	10.4
20 hcp	8.2
25 hcp	7.6

This paints a more accurate picture of putting proficiency. A scratch player will typically three-putt once every two rounds, whereas, a 25 handicapper can expect to three-putt three times per round!

Believe it or not, at the time of publication Maverick McNealy, the PGA Tour leader in putting strokes gained in 2023, averaged a three-putt once every 102.6 holes! A truly remarkable stat given the greens the PGA Tour plays on.

Did you know

Shot Scope tracking products offer highly accurate putting stats using our PinCollect feature, this allows you to see where you need to improve.

Shot Scope performance tracking products collect data on putts holed at every distance for different handicaps. The data reveals some eye-opening information on make percentages from close range:

HANDICAP		0-6FT	6-12FT
		5 90.2%	41.4%
	15	84.4%	39.6%
	25	82.5%	35.1%

Across all the handicap ranges mentioned in this booklet, make percentages decrease significantly outside of 6ft. What does this mean for golfers looking to save strokes? Getting the first putt to inside 6ft is paramount.

Unfortunately, when we look at the handicap ranges, their average proximity to the hole putting from 30ft and beyond, for many is outside 6ft:

Scratch	4.6ft
5 hcp	5.7ft
10 hcp	6.1ft
15 hcp	7.2ft
20 hcp	7.2ft
25 hcp	7.8ft

Never up, never in

Whilst not as daunting as a drive over a water hazard, the greens reveal another concerning stat. For all handicaps putting from beyond 5ft, a jaw-dropping 84% finish short of the hole! Sadly, 100% of short putts don't go in. Only scratch golfers miss longer more than short from the data:

HANDICAP		LONG	SHORT
		0 57%	43%
	5	48%	52%
	10	49%	51%
	15	42%	58%
	20	41%	59%
	25	35%	65%

Missing a putt from beyond 30ft two feet short is by no means a bad putt, but unfortunately, this trend of missing putts short affects the rest of our putting. The most common miss from any distance is short, so working on our distance control and pace will help us cozy the ball up to the hole and save strokes.



SEAMLESS STATISTICS

How Shot Scope Capture, Analyze, and Deliver Data

Founded by golfers, Shot Scope understands that the last thing players want when playing is technology interfering with their performance. That is why we are continually innovating our product range, taking on user feedback, and seeking ways to improve our technology to help players get the most out of their game.

This final section will give a brief summary of how Shot Scope technology allows you to play your best golf with minimal effort.

Setting up your Shot Scope device

Once you have purchased the Shot Scope device that best suits your game, download the free-to-use app. After a brief registration process, players will gain full access to our app including the recently added, full course aerial maps, and MyStrategy.

Performance tracking devices come with 16x tracking tags each individually labeled.

To begin your game tracking journey follow these simple steps:

- / Screw the tags into the butt of each respective club
- / Open the Shot Scope mobile app or web dashboard and create your MyBag. This allows for stats to be collected on individual clubs and sets.
- / Watches must be worn on the lead wrist, for right-handed players this is your left wrist, and vice versa for left-handed players.

During play

Before teeing off, select the mode you would like to play in, GPS only or GPS and Track. Your device will list nearby courses from which you can select both the course and tee box you are playing from.

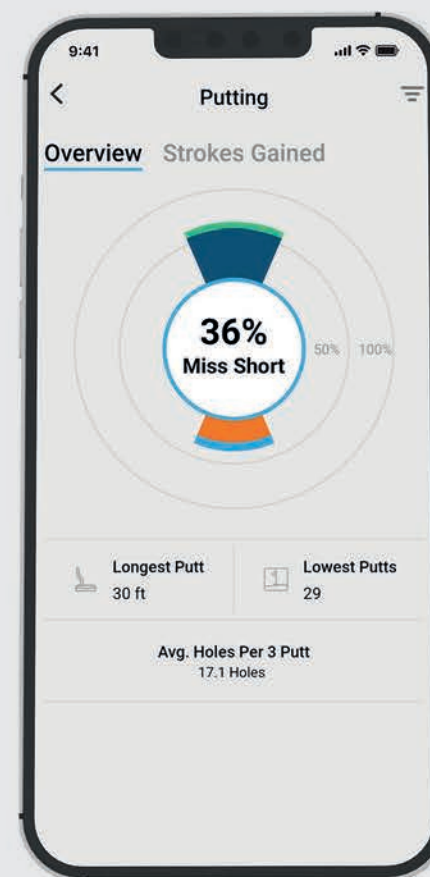
Once loaded, simply play golf:

- / Our GPS watches come with automatic shot tracking, the only time players need to interact with the watch is when completing the PinCollect process. Once holed out simply input the number of putts taken and press confirm whilst standing by the hole, this marks the pin location.
- / Should this process be completed incorrectly, fear not, it can be amended post-round in the mobile app or dashboard.
- / If using the H4 Handheld or PRO LX+, simply tap the tag against the H4 to record a shot.
- / Once you are finished playing, complete the round and sign off in the mobile app to instantly receive over 100 Tour Level statistics on your round - both good and bad!

Post round

Your signed off round will appear at the top of the screen allowing you to analyze the data from that specific round. Strokes Gained data will be available for each aspect of your game as well as shot-by-shot graphics plotted on a map of the hole.

The Shot Scope mobile app breaks down the data into manageable sections, 100 Tour-level statistics is a lot to process. If you are unfamiliar with how to analyze the data, the Shot Scope eBook series has a comprehensive guide to each section of the app to get you started.



If you need assistance with how best to act on your data, enlist the help of a Professional on Shot Scope Academy.

Teaching pros can access your performance data to tailor lessons to the areas of your game that will provide the greatest improvement to your game

“Learn your game and lower your scores with Shot Scope.”



Includes
x16 Tracking
tags





Shot Scope

The next time you think performance tracking, think Shot Scope!

This booklet has not only highlighted the benefits of a data-driven approach to golf but also how Shot Scope can help implement it into your game.

As mentioned previously, there are various methods of performance tracking available to suit every golfer. Whether it be mobile enabled tracking with CONNEX, automatic tracking with X5, or the unique 3 in 1 PRO LX+ you will find what you need at Shot Scope.

Gain on-course game insights into your golf and reach levels you never knew were possible.

Shot Scope users enjoy an average shot reduction of 4.1 strokes!

The future of golf is powered by Shot Scope.



Start lowering your scores today with Shot Scope

shotscope.com



Free coaching platform



Scan the QR code to find out more about Shot Scope Academy.

MAKE EVERY LESSON COUNT!

The only coaching platform with hassle-free data tracking. Shot Scope Academy allows the golfer and coach to interact and analyze over 100+ on course statistics including Strokes Gained and Handicap Benchmarking.

Shot Scope technology - trusted by PGA professionals.