

Lapsed Angler Campaign – Driving R3 and Revenue through data and emails

- Problem – churn rate of customers – people let their hunting and fishing licenses expire at fairly high rates (we retain about 46% of anglers and 60% of hunters as customers each year), as the state agency since we get all of the personal/demographic information from these folks it is easy to see trends in data and it is easy to communicate with them.
- Solution - Use our dashboard - identify trends in churn and target some messages to groups that are churning at a higher than average rate
  - Trends - more lapsed customers in Metro Atlanta, females were very likely to churn, and 45+ in the rural areas were also churning at a higher than average rate
    - We chose messages for each of those audiences
      - ✦ Metro Atlanta – escape the hustle and bustle and slow down this weekend to go fishing
      - ✦ Females – make memories with friends and family
      - ✦ 45+ – Take the next generation with you and go fishing
      - ✦ All other lapsed anglers - made a generic message for the rest of people with lapsed fishing licenses
    - We emailed all the groups
      - ✦ Metro – 150,000 total customers
      - ✦ Females – 65,000
      - ✦ 45+ - 47,500
      - ✦ Everyone else – 82,000
  - We did a resend after 6 days to everyone who had not opened the previous email. (Cool capability of GovDelivery)
- *Customers who received an email on August 17, 2017 spent a total of \$301,472.50 within two weeks of receiving the email.*

Total Sales	Transactions	Items Sold	Group Emailed	Campaign
\$ 103,56 .50	3,180	6,916	Metro ATL folks	Escape and Slow Down
\$ 86,844.00	2,368	5,767	Generic Message	We Miss You
\$ 72,911.50	2,017	4,644	45+ that was not Metro or ladies	Next Generation
\$ 38,152.50	1,322	2,668	Non metro ATL Female	Make Memories
\$ 301,47 .50	<b>8887</b>	<b>19,995</b>	<b>Totals for direct revenue</b>	
	Hunters @ \$20/license	Anglers @ \$10/license	Wildlife and Sportfish Restoration Funds added for each certified hunter and angler	
	\$71,780	\$55,060		
<b>\$ 428,312</b>			<b>Estimated Total Revenue for Agency</b>	

Other points and learnings:

- Ladies are a tough audience to target, maybe we should try some texting?
- This targeted messaging approach using data and trends really made this campaign work better! Last year, we made \$171,000 direct license revenue off of one generic message to lapsed anglers
- Add in federal revenue for each hunter and angler in your state to give a whole picture of funding that marketing efforts are bringing in! WSFR dollars matter!
- We will do similar outreach to lapsed hunters in the near future once the season gets underway. We will wait until the rut has passed so we can attribute sales to licenses.
- You never want to attribute a ton of ROI to an email campaign if you do it when people are going to be buying a ton of licenses. For example, our main fishing license sales season is in March-May when I would never run a lapsed campaign and attribute a huge lift.
- Control groups are great for proving your point! Control groups are great for proving your point! Here are some control group numbers to compare lift. During the same 2 week period of time, we analyzed the same group of lapsed anglers that did not provide an email. Here are some results:

Control Group Comparisons	Amount
Lapsed anglers w/o email	1,109,479
Revenue during 2 weeks	\$165,400
Revenue per person	0.15
Lapsed anglers w/email	344,325
Revenue during 2 weeks	\$301,472
Revenue per person	0.87
<b>Increase in revenue through emailing</b>	<b>580%</b>
Using some extrapolation, we can assume these things:	
If no email was sent this is predicted revenue from the emailed group	\$51,331
Lift in license dollars from email w/no fed funds	\$250,141
Revenue if we would have had everyone's email	\$1,266,718

- There is a bigger impact in lifetime revenue for these customers, and we can do those numbers. It is more impactful for me to go to my boss and say I made you x this year. Instead of saying over the next 20 years I'm bringing you a bunch of revenue. I know some folks are big fans of the lifetime value, but here, I think this is good. It takes much less effort.
- We did this campaign with a total of \$0 invested and I would estimate about one day of my work time for email setup and delivery.

