

## RBBF State R3 Program Grants

### WI DNR/Email Marketing Analysis for First-time and Lapsed Anglers



#### Overview

To analyze our email marketing approach for first-time and lapsed fishing license buyers, the Wisconsin Department of Natural Resources (WDNR) commissioned a qualitative and quantitative study on email content and its effectiveness.

Increasing the effectiveness of our emails helps encourage the purchase of fishing licenses and improve angler retention. Improving our understanding of what methods work best for lapsed anglers will keep the angling community active and thriving.



#### Results

License purchasing analysis from GoWild showed that the email marketing campaign provided a lift of 3.5-4.7% in fishing license sales when compared to the control group.

No significant difference of unique open and click rates were seen between the different generational groups or with the inclusion of the newsletter in the email.

The earliest emails were most successful in unique open and click rates with a decrease in unique open and click rates in subsequent emails.

Delivery rates and unique open rates were higher than industry average while unique click rates were slightly lower than average.

Qualitative analysis determined the following strengths and weaknesses in our email content:

- The images were pleasant and appealing
- The branding was very consistent
- The subject line should be more of a soft-sell
- The call to action should be prioritized



#### Partners

The following internal partners at the WDNR assisted:

- Bureau of Environmental Analysis and Sustainability
- Office of Business Services
- Bureau of Fisheries Management

#### Benefits

- Email marketing efforts was successful in increasing the purchase of fishing licenses.
- We gained knowledge on effectiveness of email marketing for various demographic groups and email contents.
- Qualitative recommendations were provided for improved future email marketing campaigns.
- Identified pitfalls and more optimal methodology to use for future analysis of email marketing.

#### Fishing License Purchase by Treatment Group

| FTB Anglers            | Did not purchase | Purchased | Percent Lift |
|------------------------|------------------|-----------|--------------|
| Control:               | 79.5%            | 20.5%     |              |
| Newsletter Boomer:     | 76.0%            | 24.0%     | 3.5%         |
| Newsletter Millennial: | 74.7%            | 25.2%     | 4.7%         |
| Reminder Boomer:       | 74.8%            | 24.6%     | 4.1%         |
| Reminder Millennial:   | 75.4%            | 24.2%     | 3.7%         |

$\chi^2 = 24.316; p < 0.001$

Increase of approx. 3.5 to 4.7% for all treatment groups.

- No significant difference within treatment groups.

#### Fishing License Purchase by Treatment Group

| Lapsed Anglers         | Did not Purchase | Purchased |
|------------------------|------------------|-----------|
| Control:               | 90.3%            | 9.7%      |
| Newsletter Boomer:     | 88.6%            | 11.4%     |
| Newsletter Millennial: | 88.3%            | 11.7%     |
| Reminder Boomer:       | 88.6%            | 11.4%     |
| Reminder Millennial:   | 88.6%            | 11.2%     |

$\chi^2 = 95.306; p < 0.001$

Increase of approx. 2% for all treatment groups.

- No significant difference within treatment groups.

## Support

“The RBFF Email Marketing Case study allows the R3 Program to make adjustments, stop ineffective efforts or expand successful efforts. It is good business and good government to ensure we are effective and efficient in recruitment, retention and reactivation of anglers.” - Todd Schaller, Chief Warden

## Lessons Learned & Future Plans

### Lessons Learned

- The effect of receiving the emails cannot be attributed to an individual’s purchasing decision; however, at the group level, emails were effective at increasing license sales.
- Email marketing is an ideal tool for retention, especially with recently lapsed anglers.
- Certain email content can be modified to be more appealing to potential license buyers.
- Methodology used was too dynamic and the variability in the groups made analysis difficult.

### Future Plans


- Use Urchin Tracking Modules (UTM) to track and parse out individual purchasing behaviors.
- Continue email marketing to lapsed anglers and expand to other outdoor enthusiasts.
- Modify email content to improve email content engagement.

## Methodology

Using our database of fishing license buyers, we distributed four emails over time to first-time license buyers and lapsed anglers. Emails were sent April 5, April 26 and May 3, with the fourth and final email sent on May 31 (timed for after the May 5 fishing opener.)

Varying messages for two generational groups (boomers and millennials) were sent to combined license-buying consumers (first-timers and lapsed anglers). The control group was not sent any emails. Half of each treatment group was also sent an e-newsletter that included value-added information within the email.

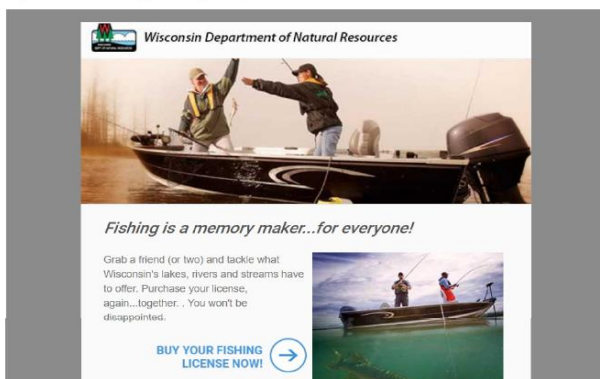
Results were analyzed using delivery data from GovDelivery and sales records from GoWild for recipient responsiveness and licenses purchased. The effect of email messaging on license sales was aggregated to determine an estimate. Emails were also evaluated by Filament Marketing to determine unique open and click rates of the emails for each treatment group. Filament also provided a qualitative analysis of the email contents and its effectiveness.



| Treatment Groups      |                   |                |
|-----------------------|-------------------|----------------|
|                       | First Time Buyers | Lapsed Anglers |
| Control               | 2,502             | 37,346         |
| Email Reminder        | 7,399             | 99,269         |
| Reminder + Newsletter | 7,649             | 105,338        |

## Email Sample


Subject: GRAB A FRIEND! Buy your fishing license, now



Wisconsin Department of Natural Resources

*Fishing is a memory maker...for everyone!*

Grab a friend (or two) and tackle what Wisconsin's lakes, rivers and streams have to offer. Purchase your license, again...together. You won't be disappointed.

**BUY YOUR FISHING LICENSE NOW!** 

## E-Newsletter Sample



Fish On...Wisconsin! News



*Fishing Wisconsin*

Your online resource for putting more fish on your line!

*Know before you go.* Review the fishing regulations



It's important that you review and understand the regulations prior to getting out on the water. The regulations have been developed to provide a variety of fishing opportunities. Give 'em a quick read. It will make your trip much more enjoyable and you can be confident that you are fishing "by the book".

Read More   
on our website

## Contact Info

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