



# Camping Crossover:

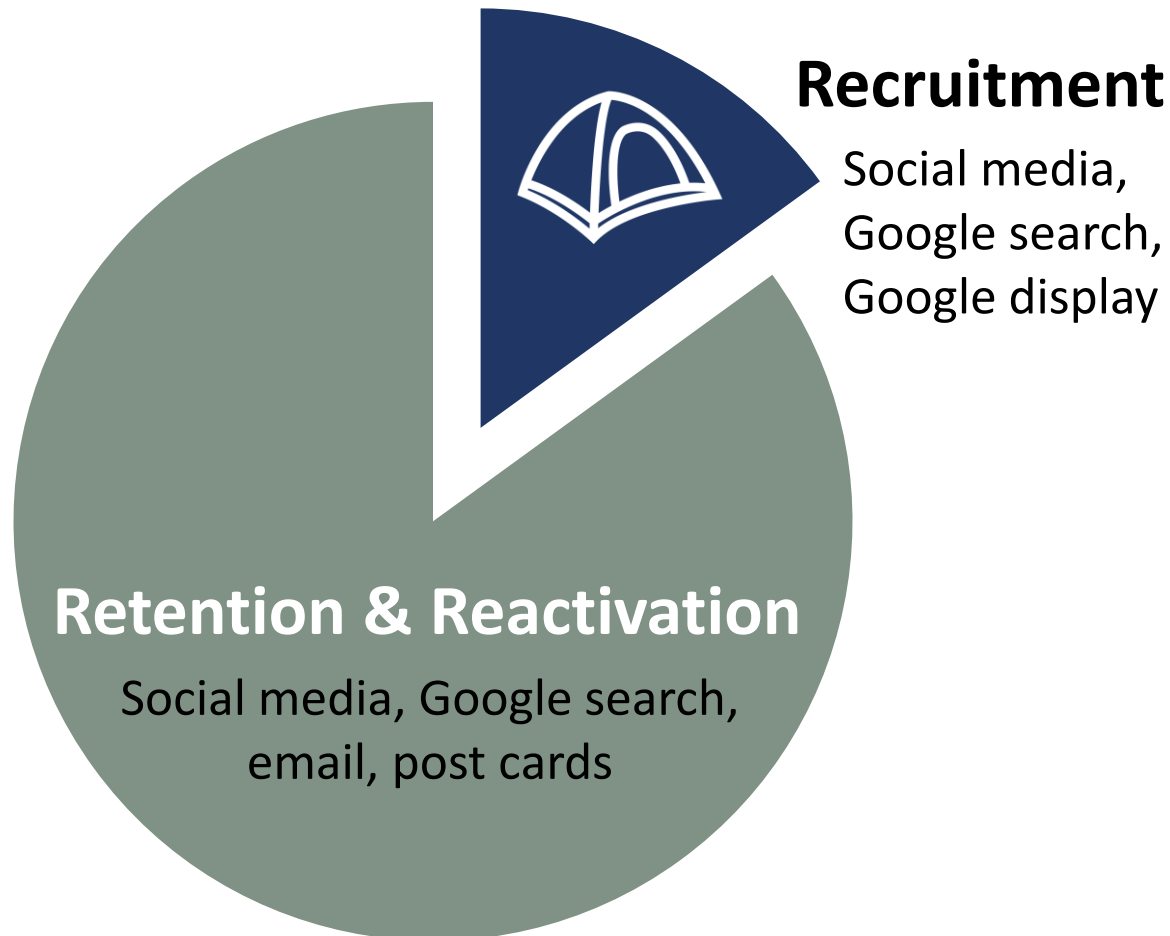
## Recruiting new anglers with digital ads

Emily Stolarski, *Communications Coordinator*

1. Campaign Development
2. Ad Types and Audiences
3. Results



# 2019 Campaign





# Why camping?

- Top outdoor crossover activity for fishing
- 24% of all fishing trips are part of a larger event like camping or hiking<sup>1</sup>
- 47% of campers say that fishing is one of their favorite leisure activities<sup>2</sup>

1 Recreational Boating and Fishing Foundation/Outdoor Foundation. 2018. *Special Report on Fishing*.

2 Coleman Company, Inc. and the Outdoor Foundation, 2017. *2017 American Camper Report*.



# Campaign Development

- Marketing firm
- Massachusetts Department of Conservation and Recreation
- MassWildlife Fisheries staff



# Top 10 campsites for fishing in Massachusetts

Escape to nature this summer.

Plan a day trip or camp overnight at one of these amazing waterfront getaways! Fish, hike, or just relax by the water. Remember, if you're 15 or over, you need a fishing license. [Buy your fishing license online.](#)

## Western Massachusetts

### 1. Clarksburg State Park in Clarksburg



With over 365 acres of hardwood forest surrounding Mauser's Pond, Clarksburg State Park is the perfect spot for camping, hiking, canoeing, kayaking, and fishing! Take advantage of 9.5 miles of foot trails surrounding the pond to look for wildlife, like moose or otters. There are 45 well-spaced and wooded campsites located near the pond. A cartop boat ramp is available for launching non-motorized boats. Ideal for beginner anglers, Mauser's Pond is a 49-acre, shallow, man-made pond offering great warmwater fishing opportunities. Just outside Clarksburg State Park, anglers will find excellent trout fishing opportunities along the North Branch of the Hoosic River, which is stocked with trout annually. [Learn more about visiting Clarksburg State Park.](#)

[Click here to buy your fishing license.](#)

### 5. Beartown State Forest in Monterey



This 12,000 acre forest is the perfect place to visit, no matter the season! Swim, fish, or boat in Benedict Pond. A gravel boat ramp is available to launch cartop boats, canoes, and small electric crafts. Shore fishing access is excellent from many areas of the shore for largemouth bass, yellow perch, and golden shiners. Talk a walk along the 1.5 mile loop around Benedict Pond and look for wildlife including deer, bobcats, and even bears. [Learn more about visiting Beartown State Forest.](#)

[Click here to buy your fishing license.](#)

[Link](#)

# Ads and Audiences



Camping crossover ads ran from June 17 – July 21, 2019  
All ads drove traffic to our Top 10 Campsites for Fishing list

**Campaign Goal:**  
**Increase awareness and interest in fishing**



# Social Media

- Facebook/Instagram
- 3 audiences
- Each audience served customized messages and images

# Massachusetts Outdoor Generalists

- Aged 25 +
- Live in Massachusetts
- Interests in outdoor recreation, backpacking, wilderness, REI, camping, campsites, campfires, Cabela's, and tents

# Massachusetts Outdoor Generalists



Massachusetts Division of  
Fisheries & Wildlife

Sponsored · 🌐



Plan a day trip or spend the night under the stars at one of these top camping destinations. From the coast to the Berkshires, your escape to nature is closer than you think!



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)



Massachusetts Division of  
Fisheries & Wildlife

Sponsored · 🌐



Pitch a tent. Cast a line. Escape to nature at our favorite waterfront getaways!



MASS.GOV

**10 Best Camping Areas for  
Fishing**

[LEARN MORE](#)

# Massachusetts Outdoor Generalists



Massachusetts Division of  
Fisheries & Wildlife

Sponsored · 🌐

...

We found the best campsites for fishing from the coast to the Berkshires! Enjoy relaxing by the water at these top destinations.



MASS.GOV

**Top 10 Campsites for  
Fishing in Massachusetts**

[LEARN MORE](#)



Massachusetts Division of  
Fisheries & Wildlife

Sponsored · 🌐

...

Your escape to nature is closer than you think! Plan a day trip or camp overnight at one of these amazing waterfront getaways.



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)



# Massachusetts Outdoor Families

- 30–50 year olds
- Live in Massachusetts
- Interests in backpacking, campfires, camping, campsites, hiking, outdoors, family, fatherhood, motherhood, parenting, nature, and outdoor recreation

# Massachusetts Outdoor Families



Massachusetts Division of  
Fisheries & Wildlife

...

Sponsored · 🌐

Sometimes a memorable family trip is about getting back to the basics—a tent, s'mores, and a fishing pole! Plan your next family getaway at one of these top campsites.



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)



Massachusetts Division of  
Fisheries & Wildlife

...

Sponsored · 🌐

Give the kids something to talk about. Make summer vacation unforgettable at one of these family-friendly campsites. Don't forget to pack the s'mores and your fishing rod!



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)

# Massachusetts Outdoor Families



**Massachusetts Division of  
Fisheries & Wildlife**

...

Sponsored · 🌐

Make your next family trip an adventure! Just grab your tent, fishing rod, and s'more supplies. With great campsites across the state, your escape to nature is closer than you think!



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)



**Massachusetts Division of  
Fisheries & Wildlife**

...

Sponsored · 🌐

Who said summer travel has to break the bank? Unplug and reconnect at one of these family-friendly campsites perfect for fishing!



MASS.GOV

**10 Best Camping Areas for  
Fishing in Massachusetts**

[LEARN MORE](#)

# Boston Young Adults

- 23-40 year olds
- Boston area zip codes
- Interests in hiking, backpacking, camping, outdoors, nature, and outdoor recreation



# Boston Young Adults



**Massachusetts Division of  
Fisheries & Wildlife**

Sponsored ·

Pitch a tent. Cast a line. Escape to nature at our favorite waterfront getaways!



MASS.GOV

**10 Best Camping Areas for  
Fishing**

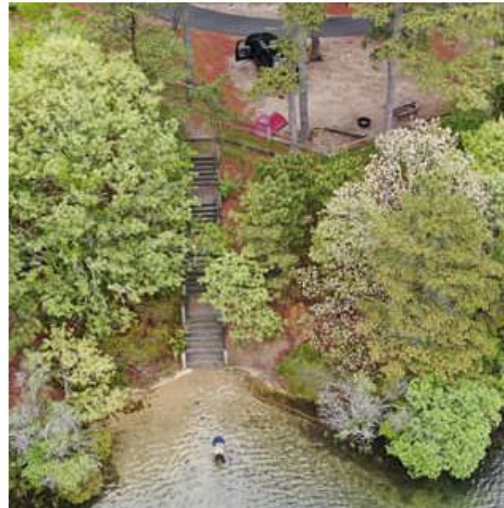
[LEARN MORE](#)



**Massachusetts Division of  
Fisheries & Wildlife**

Sponsored ·

Would you believe us if we said you can find great camping and fishing just outside the city?  
Your escape to nature is closer than you think.



MASS.GOV

**Top 10 Massachusetts  
Campsites for Fishing**

[LEARN MORE](#)



**Massachusetts Division of  
Fisheries & Wildlife**

Sponsored ·

Would you believe us if we said you can find great camping and fishing just outside the city?  
Your escape to nature is closer than you think.



MASS.GOV

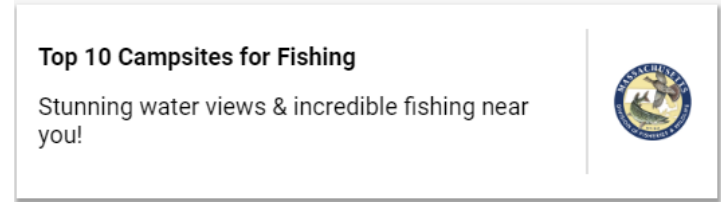
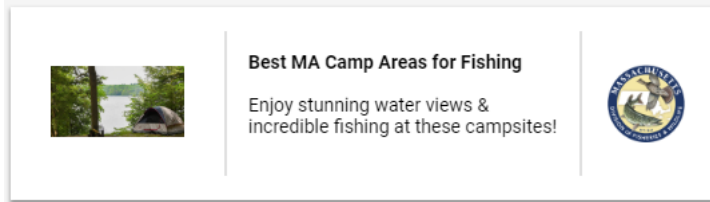
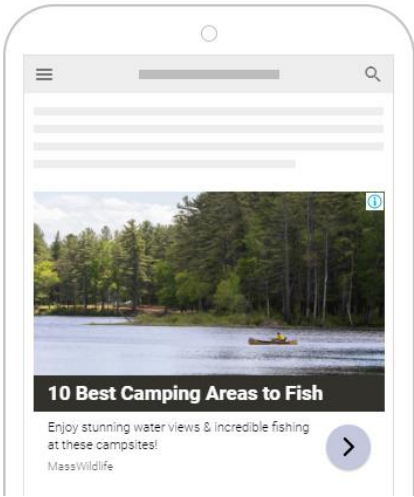
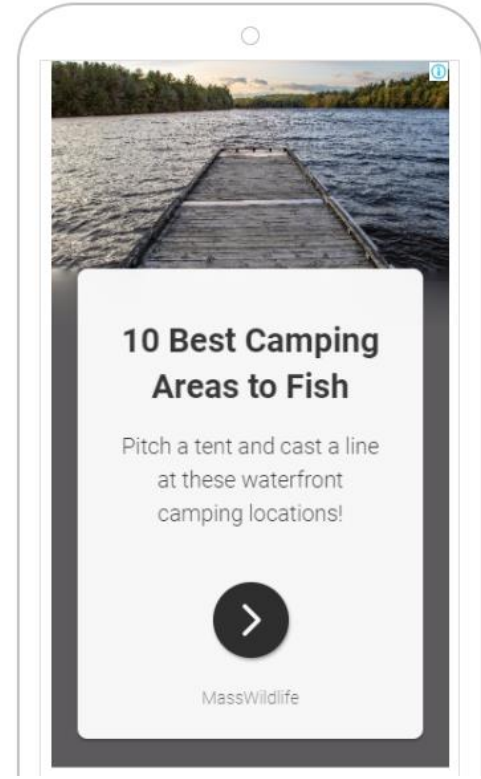
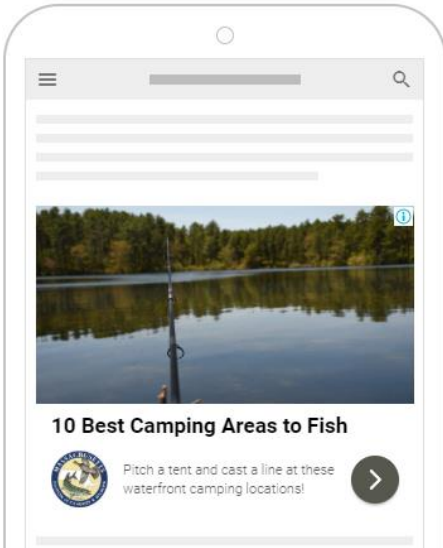
**10 Best Camping Areas for  
Fishing**

[LEARN MORE](#)

# Google Display



**Audience:** People living in Massachusetts with an interest or affinity for outdoor activities, outdoor recreational equipment, or camping/hiking equipment.



# Google Search

Top 10 MA Camping Areas | Best Campsites for Fishing | Escape to Nature

Ad [www.mass.gov](http://www.mass.gov)

Camp, fish, and relax at top destinations in Massachusetts. Day trip or camp overnight. Your escape to nature is closer than you think!

Camp, Fish, Relax | Top 10 Camp Sites for Fishing | Summer Outdoor Adventure

Ad [www.mass.gov](http://www.mass.gov)

Enjoy relaxing by the water at these top destinations for camping and fishing. Plan your next summer weekend getaway now!

Best MA Waterfront Camping | Plan Your Next Camping Trip | Find Summer Outdoor Adventure

Ad [www.mass.gov](http://www.mass.gov)

Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts. Enjoy fishing and beautiful water views at these top camp sites across MA.

Top 10 Fishing & Camping Areas | Best MA Waterfront Camping

Ad [www.mass.gov](http://www.mass.gov)

Plan a day trip or camp overnight. Fish, camp, relax. Visit top sites in Massachusetts. Enjoy fishing and beautiful water views at these top camp sites across MA.



# Google Search

## Keyword list:

- Camping near a lake
- Campgrounds in MA
- Camping near me
- MA camping areas
- State parks near me
- Waterfront camping
- Campsite reservation

Negative keywords: buying a tent, camping gear, etc.



# Results

# Results: Social Media

**1.6M**

Impressions

**693K**

Reach

**33K**

Link clicks

**1.8%**

CTR

Average CTR across all industries for Facebook ads is 0.9%

# Results: Google Search

**74K**

Impressions

**4.3K**

Link clicks

**1.4**

Ave. position

**5.7%**

CTR

Average CTR across all industries for Google paid search is 1.91%



# Results: Google Display

**3.76M**

Impressions

**34K**

Link clicks

**0.89%**

CTR

average CTR across all industries for the Google display network is 0.35%

# Overall Engagement

Average time spent on landing page:

- Social media 7:48
- Google search 5:13
- Google display 7:35

# License Sales

- 1,123 Facebook
- 67 Google Search
- 353 Google Display



# Organic and Earned Media



## Top 10 Massachusetts Campsites for Fishing Announced

Looking for the perfect summer getaway that won't break the bank? Just pack your tent, fishing poles, and s'more supplies and head to one of the best campsites for fishing in Massachusetts! MassWildlife and DCR have teamed up to help you get outdoors this summer by finding the top 10 waterfront campsites across Massachusetts. These campsites were selected because they offer great fishing, beautiful scenery, easy shore fishing access, and family-friendly amenities. With locations statewide, your escape to nature is closer than you think!

### Top 10 State Campgrounds for Fishing

- Myles Standish State Forest in Carver
- Nickerson State Park in Brewster
- Harold Parker State Forest in Andover
- Lake Dennison Recreation Area in Winchendon
- Wells State Park in Sturbridge
- Mohawk Trail State Forest in Charlemont
- DAR State Forest in Goshen
- Tolland State Forest in Otis
- Beartown State Forest in Monterey
- Clarksburg State Park in Clarksburg


[Click here for photos of the campsites and details on visiting each property.](#)

Plan a day trip or camp overnight at one of these incredible sites. Enjoy fishing, hiking, wildlife watching, or just relaxing by the water. Remember, freshwater fishing is free to those under 18 and over 70. [Learn more about who needs a fishing license and how to purchase one here.](#)






# Partnership Perks



Where do you want to explore?



Help Center | Get Campground Software

Rent GearDiscover ▼FavoritesSign In


## DAR State Forest, MA


State Parks (SP)


FIND A CAMPSITE

Home > DAR State Forest

### DAR State Forest, Massachusetts - Camping & Reservations

 Find First Available Date

 Add to Favorites

 **New!** Do you enjoy fishing? Check out the [10 best places for you to camp in 2020!](#)

OVERVIEW

CAMPSITES

#### SELECT DATES

Arrival Date → Departure Date

#### FLEXIBILITY

Not Flexible2 Weeks4 Weeks

#### SITE TYPE

Any Type of Site ▼

[Reset Filters](#)

# What's Next?

- Continue piloting new ideas
- More curated lists
- Continue to foster partnerships



MASS**W**ILDLIFE



Continuous Improvement

# Successful Digital Marketing Efforts and Results: A Minnesota Marketing Journey

Jenifer Wical | Minnesota DNR Fish and Wildlife Marketing  
Coordinator





# Pay for Your Campaign with your Return on Investment (ROI) and Adaptive Management



Visibility



Leverage



Profit

Good Business Practices



Visibility



Leverage



Profit

Enhance  
Discovery

- Awareness
- Interest

Engage &  
Educate

- Consideration
- Purchase

Transact &  
Support

- Retention
- Advocacy

Input Points in Outdoor Recreation Adoption Model

# Take Me Fishing & MNDNR unite! Making Waves with a co-branded campaign



5/18/2020





Minnesota 3/30/2018  
Jenifer.Wical@state.mn.us

## Fishing – Existing Audiences

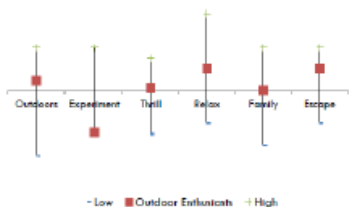
### Outdoor Enthusiasts **RETENTION**

#### QUICK FACTS

- Like To Have Fun
- Participate Alone or Maybe with Friends
- Conserve Resources for Future Generations
- Enthusiastic
- Not Likely to Try New Things

#### PROMOTE

- Show Fun with Relaxation
- Scenery & Outdoors
- Relaxed & Carefree Vibe
- Invite Back to Participate



\*An index is simply a way to look at how much above or below average a segment falls on a given question. An index of 100 means that they are average. An index of 125 means that they are 25% above average and an index of 75 means they are 25% below average.

Recreational Boating & Fishing Foundation 2/18/2011  
Market Segmentation Profile Executive Summary

Participation	Current %	Index *	Lapsed	Interested
Fresh water fishing	23%	153	31%	9%

Demographics	Mean	Index*
Married	59%	114
Age	50	104
Income	\$54,824	109
College plus	39%	104
Caucasian	86%	105
Any kids at home	37%	93
Activity Partners	%	Index
Alone	46%	110
Spouse	31%	91
Child	6%	33
Grandchild	3%	42
Other family	19%	79
Friends	33%	103
Key Activities	%	Index
Motor boating	23%	281
Jet skiing or using a wave runner	9%	252
Water skiing/water sports	10%	248
Canoeing or kayaking	15%	231
Sailing	6%	221
Fresh water fishing	33%	215
Fly Fishing	5%	176
Snow sports	9%	156
Wildlife viewing or bird watching	28%	156

#### ACTIVE SOCIAL FAMILIES



19%

Enjoy the outdoors and being active with friends and family. Get a variety of benefits from outdoor activities: fun/excitement, family bonding, relaxation. An important benefit of any outdoor activity is to post it as part of building their personal 'brand'.

#### ACTIVE SOCIAL FAMILIES



19%

Young (18-34)

\$79,300

59%

Male

60%

52%

# Defining our Market

## Outdoor Enthusiasts/Active Social

#### QUICK FACTS

Like To Have Fun  
Participate Alone or Maybe with Friends  
Conserve Resources for Future Generations  
Enthusiastic  
Not Likely to Try New Things

#### PROMOTE

Show Fun with Relaxation  
Scenery & Outdoors  
Relaxed & Carefree Vibe  
Invite Back to Participate

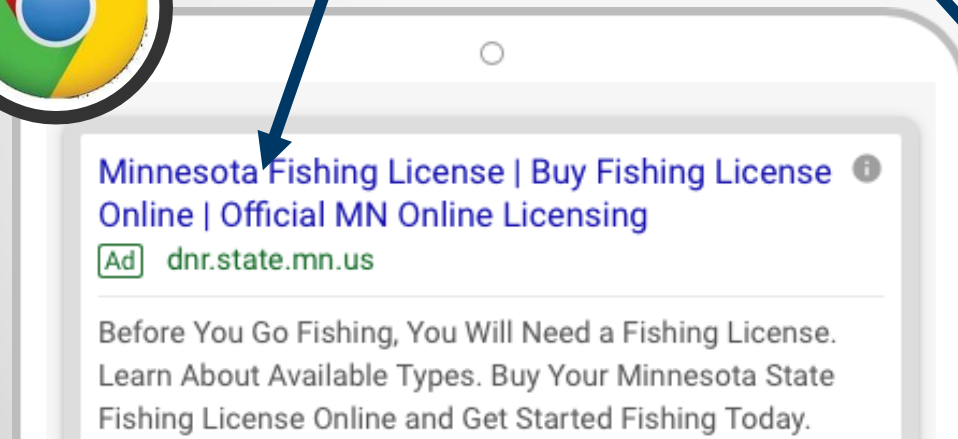
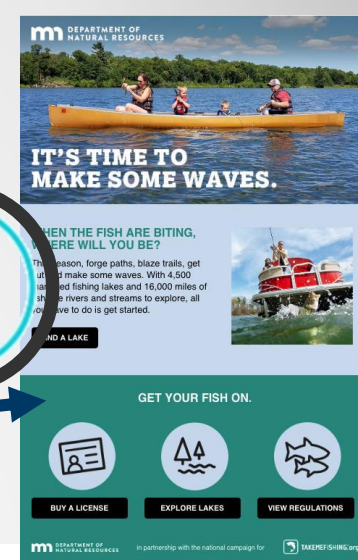


	MAY 2019					JUNE 2019					TOTAL
WEEK OF	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24		
SEARCH PPC											\$10,000
DISPLAY BANNERS											\$10,000
SOCIAL											\$23,500
EMAIL											\$6,500
TOTAL:											\$50,000

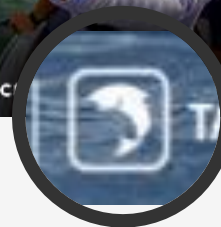
\*Search PPC started 5/1/19 and ended 6/30/19.

\*Display Banners started 5/6/19 and ended 6/30/19.

## Timeline



Budget \$10,000



Budget \$10,000



Budget \$23,500

# Co-branded assets and efforts



 **Minnesota Fishing**  
Sponsored · 

A day spent fishing is a day well spent.




DNR.STATE.MN.US  
**Buy a Minnesota Fishing License - Minnesota DNR**

LEARN MORE




**Minnesota Fishing License | Buy Fishing License Online | Official MN Online Licensing**


 [dnr.state.mn.us](https://dnr.state.mn.us)

Before You Go Fishing, You Will Need a Fishing License. Learn About Available Types. Buy Your Minnesota State Fishing License Online and Get Started Fishing Today.

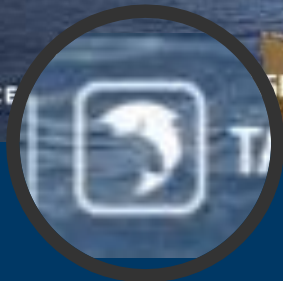
**ADVENTURES DON'T HAPPEN IN THE KIDDIE POOL.**

[Fish Minnesota >](#)

 DEPARTMENT OF NATURAL RESOURCES



[FISHING.org](https://www.fishing.org)







**Minnesota Fishing**  
 Sponsored · 🌐

Make the most of this weekend, and get out your rod and reel!



DNR.STATE.MN.US  
**Buy a Minnesota Fishing License - Minnesota DNR**

LEARN MORE

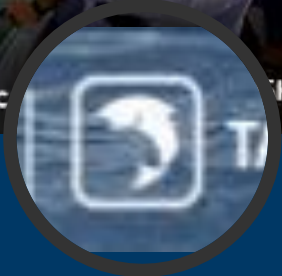



**CAST OFF LABELS AND MAKE WAVES.**


Get your Minnesota fishing license today >




 DEPARTMENT OF NATURAL RESOURCES  
 FISHING.org





 DEPARTMENT OF NATURAL RESOURCES




**IT'S TIME TO MAKE SOME WAVES.**


**WHEN THE FISH ARE BITING, WHERE WILL YOU BE?**  
 This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 16,000 miles of fishable rivers and streams to explore, all you have to do is get started.





FIND A LAKE

**GET YOUR FISH ON.**



 BUY A LICENSE


 EXPLORE LAKES


 VIEW REGULATIONS


 DEPARTMENT OF NATURAL RESOURCES

in partnership with the national campaign for


 TAKEMEFISHING.org

# One Digital Tactic Paid \$ for our Campaign

Spent  
\$60K

=

Made  
\$321K +  
and  
\$1.6M

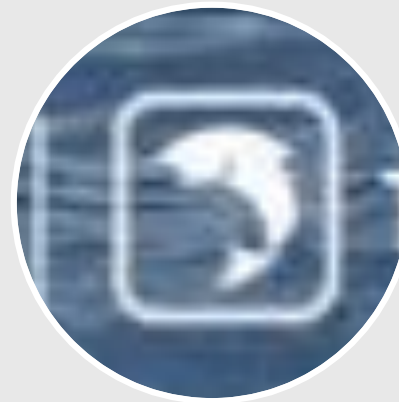


# Total Tactic Outcomes



**6M impressions & 65K clicks** to DNR website

\$60,000 investment\*



Display Ads created **6,992 license sales** (estimated revenue **\$115K**)

\$10,000 investment



Paid Search

**\$321,361 in revenue**

\$10,000 investment



Paid social (Facebook)  
**9,666 people engaged**

\$23,500 investment



\$6,500 investment





# Summary

	MAY 2019				JUNE 2019					TOTAL
WEEK OF	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	
SEARCH PPC										\$10,000
DISPLAY BANNERS										\$10,000
SOCIAL										\$23,500
EMAIL										\$6,500
TOTAL:										\$50,000

\*Search PPC started 5/1/19 and ended 6/30/19.

\*Display Banners started 5/6/19 and ended 6/30/19.



Minnesota Fishing License | Buy Fishing License Online | Official MN Online Licensing

Ad dnr.state.mn.us

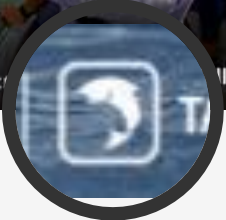
Before You Go Fishing, You Will Need a Fishing License. Learn About Available Types. Buy Your Minnesota State Fishing License Online and Get Started Fishing Today.

CAST OFF LABELS AND MAKE WAVES.

Get your Minnesota fishing license today >



m DEPARTMENT OF NATURAL RESOURCES MINN.org

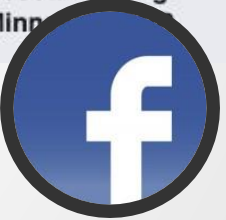


Minnesota Fishing Sponsored

Make the most of this weekend, and get out your rod and reel!



DNR.STATE.MN.US Buy a Minnesota Fishing License - Minn LEARN MORE



\$321,361 in revenue

6,992 license sales

9,666 people engaged

	MAY 2019				JUNE 2019					TOTAL
WEEK OF	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	
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EMAIL										\$6,500
TOTAL:										\$50,000


\*Search PPC started 5/1/19 and ended 6/30/19.

\*Display Banners started 5/6/19 and ended 6/30/19.

Paid list 325,000 delivered  
Almost 53K opens (16.3%)  
CTR 2.22%



## Summary Cont.




**IT'S TIME TO MAKE SOME WAVES.**


**WHEN THE FISH ARE BITING, WHERE WILL YOU BE?**

This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 16,000 miles of fishable rivers and streams to explore, all you have to do is get started.


[FIND A LAKE](#)




**GET YOUR FISH ON.**





[BUY A LICENSE](#)



[EXPLORE LAKES](#)

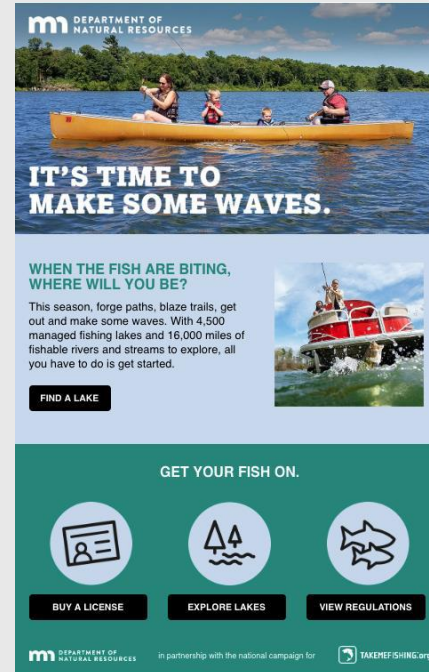


[VIEW REGULATIONS](#)

 in partnership with the national campaign for 



**increase online sales by 49% and revenue by \$1.6M during campaign timeframe**



**13.5% increase in returning (lapsed) customer**



**increase online sales for individual resident license purchases by 85.5%**

# PIXEL obstacles



Involves internal and external support



Layers needed for tracking ROI, electronic license vendor, media vendors, DNR IT and partnership lead



Did increase sales during campaign timeframe, may have softened a decline. Did have a very positive ROI.

\*Year-end sales still down overall





## Third Party Cookie Use

Through its advertising partners, DNR also uses pixel tracking on limited pages on the DNR website at various times during the year. Pixel tracking is a persistent cookie that remains after your internet browsing session. This type of tracking does not collect personal information about you but is used to customize and personalize information to you for the purpose of recruitment, retention, and reactivation of the audience for recreational hunting and fishing in Minnesota. For example, you may see subsequent advertising from the DNR as you visit other websites based on your visit to our website and in an effort to encourage users to revisit the DNR website for an opportunity to purchase a fishing or hunting license. Pixel tracking is only triggered by visiting a limited number of pages on the DNR website that are related to recreational hunting and fishing.



Visibility



Leverage



Profit

Enhance  
Discovery

- Awareness
- Interest

Engage &  
Educate

- Consideration
- Purchase

Transact &  
Support

- Retention
- Advocacy

Input Points in Outdoor Recreation Adoption Model





Thank you!

[Jenifer.Wical@state.mn.us](mailto:Jenifer.Wical@state.mn.us)



500 Lafayette Road  
St. Paul, MN 55155-4040  
888-646-6367 or 651-296-6157  
mndnr.gov

The Minnesota DNR prohibits discrimination in its programs and services based on race, color, creed, religion, national origin, sex, public assistance status, age, sexual orientation or disability. Persons with disabilities may request reasonable modifications to access or participate in DNR programs and services by contacting the DNR ADA Title II Coordinator at [info.dnr@state.mn.us](mailto:info.dnr@state.mn.us) or 651-296-6157. Discrimination inquiries should be sent to Minnesota DNR, 500 Lafayette Road, St. Paul, MN 55155-4049; or Office of Civil Rights, U.S. Department of the Interior, 1849 C. Street NW, Washington, D.C. 20240.

©2017, State of Minnesota, Department of Natural Resources

# Geofencing Experiment Accomplishing R3

Jenifer Wisniewski

Tennessee Wildlife Resources  
Agency

AD  
PLACEMENT

RESULTS &  
NEXT STEPS

GRANT

AGENCY  
PARTICIPATION



Grants due now for 2020!

## RBFF R3 GRANT 2019

How can we capitalize on expos?  
GEOFENCING!  
How do we know if it will work?  
Let's experiment!

What is a  
Geofence?

Budget Category	Total Project Budget	Grant Budget Requested	Matching Funds Provided Cash	Additional In-Kind Support
Creative Ad Development	\$2,000	\$1,000	\$1,000	
Ad placement	\$11,600	\$11,600		
Booth setup and staffing	\$3,750	\$250		\$3,500 staff time
Current Digital Ad Strategies	\$290,000	\$0	\$250,000	Staff time estimate (TWRA and Brandt) to manage campaign \$40,000
TOTAL	\$305,550	\$12,850	\$251,000	\$43,500

# et's experiment!

Budget Category	Total Project Budget	Grant Budget Requested	Matching Funds Provided Cash	Additional In-Kind Support
Creative Ad Development	\$2,000	\$1,000	\$1,000	
Ad placement	\$11,600	\$11,600		
Booth setup and staffing	\$3,750	\$250		\$3,500 staff time
Current Digital Ad Strategies	\$290,000	\$0	\$250,000	Staff time estimate (TWRA and Brandt) to manage campaign \$40,000
TOTAL	\$305,550	\$12,850	\$251,000	\$43,500



# The Process of Geofencing



User With Mobile Device  
Enters Geofenced Location.



GPS Technology Captures  
Mobile Device ID of User



User opens up browser or  
App on their mobile device



User Begins Seeing Ads From  
The Point They Enter Geofence  
& For Up To 30 Days After They  
Leave The Geofence



Ads are displayed on **Apps & Websites (Over 600,000 Apps)** Ads  
can Be Seen On Mobile, Desktop &  
Tablet Devices



# Geofencing Experiment Accomplishing R3

Jenifer Wisniewski

Tennessee Wildlife Resources  
Agency


AD  
PLACEMENT

RESULTS &  
NEXT STEPS

GRANT

AGENCY  
PARTICIPATION





Tried 2 kinds of events

Wilderness  
Wildlife  
Festival

Nashville  
Farmers  
Market

## NASHVILLE FARMER'S MARKET

Weekends in May it attracts  
~10,000 people

Foodie angle  
Local sourced  
Very close places to go fishing

Had a booth and fried local  
catfish and gave it away along  
with info about local fishing  
Fried up 60 pounds each  
Saturday







## Wilderness Wildlife Festival

Pigeon Forge, TN May 7 – May 11, 2019 attracting ~10,000 people

Outdoorsy people (photographers, artists, hikers)  
Like Wildlife and value the agency  
Would they purchase a license to support wildlife?

Had an informational booth



# Geofencing Experiment Accomplishing R3

Jenifer Wisniewski

Tennessee Wildlife Resources  
Agency

AD  
PLACEMENT

RESULTS &  
NEXT STEPS

GRANT

AGENCY  
PARTICIPATION





## AD PLACEMENT

Custom Ads Built for each event

Served up to people at either one  
for 30 days following

Ads showed to people  
with no account or  
longer than 18 months  
lapsed





# Nashville Farmer's Market

Impressions - 1,137,142

Conversions - 6,484

Total Revenue - \$205,706

Ad Spend - \$8,750

Return on Ad Spend - \$23.51



# Wilderness Wildlife Festival

Impressions - 290,460

Conversions - 2,330

Revenue - \$51,857

Ad Spend - \$2,050

ROAS - \$25.30



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## R3 SUCCESS!

With WSFR \$\$\$, we returned \$335,000 to TN Total

The total money invested was \$12,850

**Recruited or reactivated 8,814 people**

Geofencing	Impressions	Total Conversions	Total Revenue	Ad Spend	ROAS
Nashville Farmers Market	1,137,142	6,484	\$205,706	\$8,750	23.51
Pigeon Forge Wilderness Wildlife Week	290,460	2,330	\$51,857	\$2,050	25.30
<b>TOTAL</b>	<b>1,427,602</b>	<b>8,814</b>	<b>\$257,563</b>	<b>\$10,800</b>	<b>23.85</b>

Try New Things

Continue Current Efforts



The total money invested was \$12,8

**Recruited or reactivated 8,814 people**

Geofencing	Impressions	Total Conversions	Total Revenue	Ad Spend	ROAS
Nashville Farmers Market	1,137,142	6,484	\$205,706	\$8,750	23.51
Pigeon Forge Wilderness Wildlife Week	290,460	2,330	\$51,857	\$2,050	25.30
<b>TOTAL</b>	<b>1,427,602</b>	<b>8,814</b>	<b>\$257,563</b>	<b>\$10,800</b>	<b>23.85</b>



## Keep Up the Good Work!

- Keep doing geofencing to accomplish R3
- Targeted messages
- Add more expos and farmer's markets
- Don't have to have a booth to be effective!



## New Ideas

- Geotargeting even more!
- Boat ramps
- Marinas
- Sporting Goods stores
- Reservoirs
- WMAs and other public lands

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