New York State DEC
LICENSE RENEWAL UPDATE
2017

REACTIVATION E-Mails
1 YR Lapsed Angler
May 24, 2017 - 49,000 Anglers E-Mailed
  Licenses Purchased = 3,242
  Response Rate = 6.6%
  Lift = 2.6%
  Total Revenue = $95,090
  Revenue via Lift = $37,460

June 30, 2017 - 39,977 Anglers E-Mailed
  Licenses Purchased = 2,666
  Response Rate = 6.7%
  Lift = 1.6%
  Total Revenue = $74,696
  Revenue via Lift = $17,838

RETENTION E-Mails
Renewal Reminder
56,839 E-mails sent monthly April - August
  Licenses Purchased = 10,697
  Overall Response Rate = 19%
  Overall Lift = 9%
  Total Revenue = $298,484
  Revenue via Lift = $141,387

16,605 Licenses Sold
$468,270 Total Sales