NY EMAIL SUCCESSES

2015 Reactivation Emails

On 2/1/14, NYDEC moved from calendar year license to 365. Licenses purchased prior expired on 9/30/14. In 2015, emails were sent to lapsed license holders.

**Results**

- **96,071** Total Emails Sent
- **4.18%** Average Response Rate
- **4,582** Licenses Purchased

**$134,958** TOTAL REVENUE

2016 Retention Emails

Starting in May 2016, monthly emails were sent to those with an annual license expiring that month.

**May 2016 - January 2017**

- **42,188** emails

**Results**

- **50%** Avg Open Rate
- **15%** Click Through Rate
- **$73,948** Lift Revenue
- **5.5% Lift** Those receiving email were 1.5 times more likely to renew within 15 days.

**$220,452** TOTAL REVENUE

For more details, contact gregory.kozlowski@dec.ny.gov.