



KY Reactivation Emails

PURPOSE

- Reactivate lapsed anglers
- Promote sales & participation
- Provide current fishing information to consumers

OVERVIEW

- Emails sent to anglers who purchased in previous five years but not in the 2018 license year
- Emails sent: 151,000
- Two messages sent prior to:
 - Father's Day
 - Independence Day
- Emails contained:
 - Link to renew license
 - Holiday/gift reference
 - License year message
 - Links to key info- where to, tips, etc.

RESULTS

- Average open rate: 30%
- Click-throughs: 3%
- Conversion rate: 3%
- Total license sales: 7,203
- Generated **\$218,000** in revenue!

LEARNINGS

- Reinforced positive experience with email marketing
- Be more consistent with lapsed customer emails
- Further research images & content to refine messages



[Renew your Kentucky Fishing License](#) now. Prime summer fishing time is here...don't miss out!

Get dad a Fishing License for Father's Day. Fishing licenses are great gifts that keep on giving!

2018-19 Kentucky fishing licenses are valid through February 28, 2019, so you'll have many months of enjoyment ahead with your license purchases.



Below are some links to help you [find places to fish](#) and enjoy your time on the water:

- [Fishing in Neighborhoods \(FINs\) Lakes](#) in towns/cities
- [Fishing Forecast & Tips](#) gives in-depth info on fishing in Kentucky's water bodies
- [Kentucky Fishing & Boating Guide](#) covers current fishing and boating regulations
- Our [Recreational Fishing Page](#) has stocking schedules, weekly fishing reports and more!

There's much more info available at [fw.ky.gov](#) under [Fish](#) and [Boat](#). Good fishing!



Stay Connected with Kentucky Fish & Wildlife:

