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

For questions and more information, contact Brian Clark at brian.clark@ky.gov