

# 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!

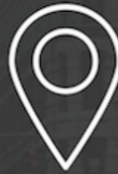
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# The Process of Geofencing



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

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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





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## 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
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## 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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