OVERVIEW

- Email reminders went to over 50,000 lapsed anglers since 2016.
- Emails sent with different messaging:
  1. April 17, 2019 – Reminder message
  2. May 8, 2019 – Healthy message
  3. May 22, 2019 – Economic message
- Consumer did not receive additional emails after purchasing a license.
- Only cost of the campaign was staff time.

RESULTS

- 2,800 licenses sold
- 1,289 purchases on mobile
- Per email results:
  1. April 17-1,243 licenses sold; $19,916 in revenue
  2. May 8- 542 licenses sold; $8,218 in revenue
  3. May 22- 1,015 licenses sold; $14,623 in revenue

$42,757 in Revenue!