



Measuring Marketing

Nicole McSweeney, *Outreach & Marketing Coordinator*

Outline

1. Background
2. 2018 Approach
3. Target Audience
4. Ads
5. Tracking Enhancements
6. Results
7. Lessons Learned





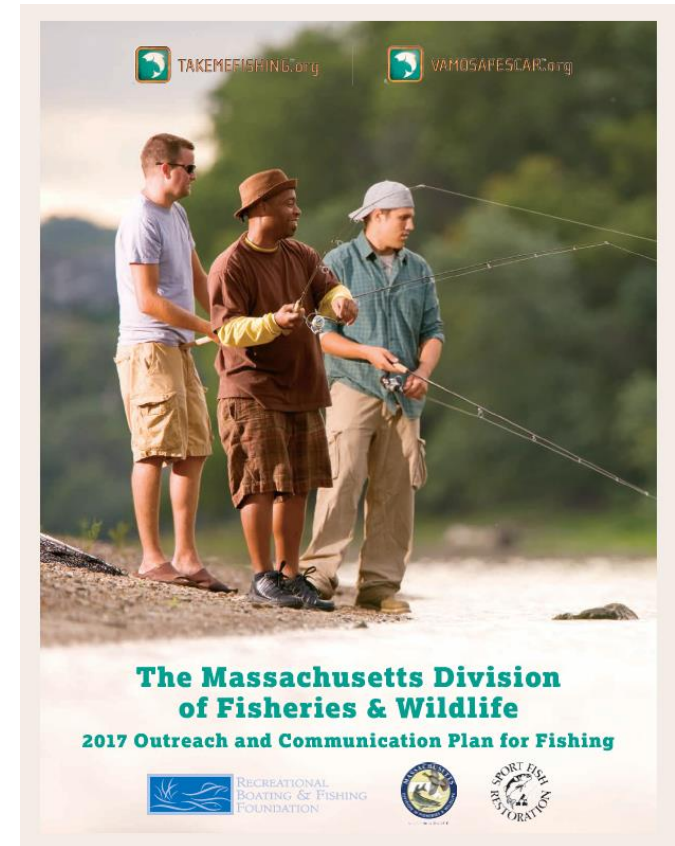
Background

2016

- License customer analysis by Southwick Associates

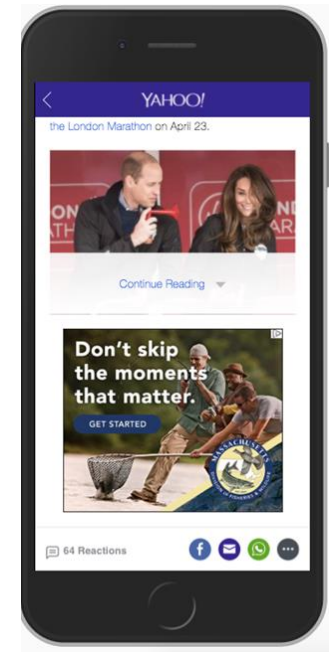
2017

- Developed Outreach and Communications Plan
- Awarded RBFF R3 Grant for spring 2017 campaign





2017 Campaign



Massachusetts Division of Fisheries & Wildlife
Sponsored

Grab your best friend and take advantage of Free Freshwater Fishing this weekend!

Free Fishing Weekend

Don't skip the moments that matter.
Freshwater fishing is ideal for beginners since it can be enjoyed from shore or boat with a simple tackle setup. It's not hard to learn to fish, it just takes a

WWW.MASS.GOV/DFWIGO-FISH [Learn More](#)

Get Started with Fishing - Div. of Fisheries and Wildlife

Ad www.mass.gov

Buying a Fishing License is the First Step for Any Angler. Learn More Online.

Massachusetts Fishing License - Div. of Fisheries and Wildlife

Ad www.mass.gov

Buy Your MA State Fishing License Online and Get Started Fishing Today.

IT'S TIME TO RENEW YOUR FISHING LICENSE!

Invest in a favorite pastime while helping to conserve Massachusetts' waterways.

Thank you for your past support of our natural resources. Your license renewal does more than grant you the freedom to fish the many beautiful lakes, rivers, and streams in Massachusetts. The revenue generated from your fishing license goes toward conserving healthy fish populations and ensuring public access to fishing opportunities.

Renew your license:

- Online at Mass.gov/MassFishHunt.
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor.

Who we are

The Massachusetts Division of Fisheries & Wildlife (MassWildlife) is responsible for the conservation, management, and restoration of fish and wildlife in the Commonwealth for the benefit and enjoyment of the public.

Connect with us

Questions? Call us at 508-389-6300 or [email us](mailto:email_us)
Visit us at Mass.gov/MassWildlife
Find a [MassWildlife office](#) near you



IT'S TIME TO RENEW YOUR FISHING LICENSE

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Massachusetts' finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, our many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Renew your license:

- Online at Mass.gov/MassFishHunt
- Or in person at a license vendor. Find one near you at Mass.gov/dfg/LicenseVendor

Questions? Call (508) 389-6300





2017 Campaign

Retention and Reactivation

Email and Postcard	Cost effective, many purchases, significant lift
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Recruitment

Banner Display & Video	High cost, many impressions, few purchases
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Facebook	Cost effective, many impressions, few purchases
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Google Search	Cost effective, many purchases
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Total: 11.8M impressions; 3,083 transactions

Who were they?

What did they buy?



Heading into 2018

- Improve user tracking and quantify sales
- Improve ability to target specific audiences
- Craft meaningful messages to each audience



Heading into 2018

- Google Analytics training (Bounteous)
- Awarded RBFF R3 Grant to improve tracking
- Hired local marketing firm
- Developed 2018 strategy
 - Evaluation of 2017 campaign, recommendations
 - New HD Coordinator provided customer trends



2018 Approach

Direct Retention and Reactivation

Email

Postcard

\$642K in revenue; \$55K in lift revenue

Digital Marketing (Recruitment, Retention, Reactivation)

Facebook and Instagram

Paid Google Search

AGENCY

- License sales analysis
- Website analytics
- Replying to comments
- Customer trends
- Fishing expertise

- Creative direction
- Messaging
- Strategy
- Analytics

MARKETING

- Ad strategy
- Ad targeting and buying
- Ad monitoring and adjustments
- Weekly reporting
- Marketing expertise



Digital Marketing

Digital Marketing (Recruitment, Retention, Reactivation)

	Budget	Timeline
Facebook and Instagram	\$18,950	10 weeks
Google Search	\$11,250	10 weeks

Who do we want to reach?

What do we want them to do?



Target Audience

Recruitment (Goal: Awareness, interest, trial)

- Massachusetts residents with outdoor interests
- Location radius for events (20 mi)
- Lookalikes

Retention and Reactivation (Goal: License purchase)

- Customers in MassFishHunt database

One barrier: Current licensing site



MASS FISH HUNT

Official licensing site of the Commonwealth of Massachusetts

Welcome to the MassFishHunt Licensing system.

Use this system to **PURCHASE** Massachusetts saltwater and freshwater fishing, hunting, and trapping licenses and associated permits and stamps; to **REPORT A HARVEST**, to **MANAGE YOUR ACCOUNT**, or to apply for and/or purchase **ANTLERLESS DEER PERMITS**.

Search by Customer ID

Are you a repeat customer and know your customer ID? If so, enter your Last Name and Customer ID and click Next.

Last Name:*

Customer ID:*

Next

Search by Personal Information (NEW Customers, please use this option)

If not, use the form below. The system will either find your existing account or help you create a NEW CUSTOMER account.

Last Name:*

Date Of Birth:*

MM/DD/YYYY

Plus at least one of the items below:

First Name:

Postal Code:

Next

Note: Asterisk (*) denotes required information.

If you do **not** wish to purchase a license and would only like to make a **Donation**, order a **Publication**, etc., please click the [Guest Customer] button below:

Guest Customer



© Copyright 2011 - Active Outdoors - Version 1.30.4.33640 [Privacy Policy](#)

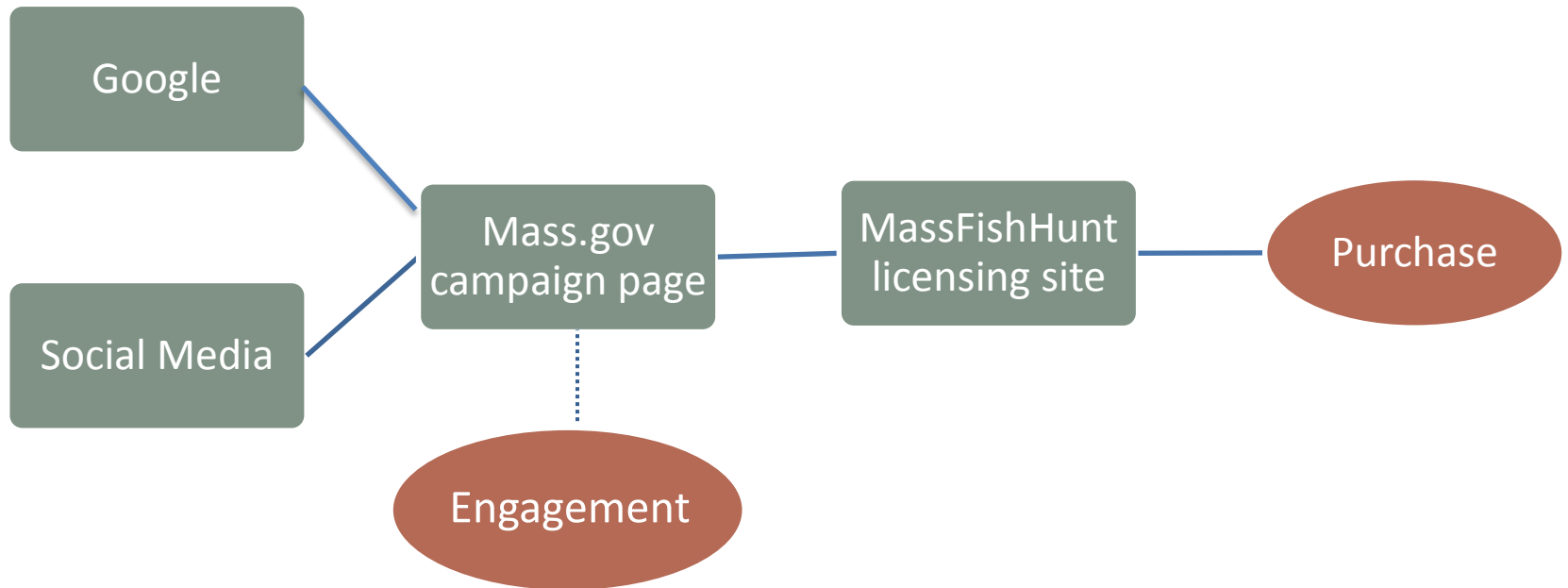
For questions regarding Hunting or Inland Fishing, please contact the Division of Fisheries & Wildlife at (617) 626-1590.

For questions regarding Recreational Saltwater Fishing, please contact the Division of Marine Fisheries at (617) 626-1520.

For Internet licensing help, please contact Active Outdoors at (888) 773-8450. (Note: License Agents should call (866) 703-1926).



Target Audience: New Anglers



New Anglers

- Sent to Mass.gov campaign pages
- Beginner in mind
- Strong call to action to buy

Get started fishing

With a few pointers and some simple equipment, you can be ready to go fishing!

[Buy your Official Massachusetts Fishing License HERE](#)

Get your fishing license today and start your adventure at one of the dozens of incredible Massachusetts fishing destinations!

[Buy your fishing license now](#)



FISHING BASICS

You need a license to fish in freshwater if you are 15 or older. [Buy your fishing license now.](#)

- [License type and fees](#)
- [Fishing regulations](#)



WHERE TO FISH

Find the perfect place for your next fishing adventure.

- [Boat ramps and fishing piers](#)
- [Trout stocked waters](#)
- [Pond maps](#)
- [Handicapped accessible fishing](#)



SHARPEN YOUR SKILLS

- [Find a fishing class near you](#)
- [Learn to fish tips and videos](#)



License fees

License type	Fee
Resident freshwater fishing	\$27.50
Resident minor freshwater fishing (age 15-17)	Free

CONTACT

MassWildlife

Phone

(508) 389-6300
8 a.m. - 4:30 p.m., M-F

Online

email Mass.Wildlife@state.ma.us

websites

[MassWildlife Homepage](#) ↗

[MassWildlife Facebook](#) ↗

[MassWildlife Instagram](#) ↗

RELATED

[Buy your fishing license](#) ↗



Target Audience: Returning Anglers





Ads




Social Media Ads


- 10 video, 2 photo ads
- Leverage RBFF content
- A/B test 2 versions of messages with each ad



Massachusetts Division of Fisheries & Wildlife

The warm weather is here – and it’s time to enjoy it! So, get your family, your fishing license, and head outdoors for fun that can’t be beat! Start catching the good times by clicking here.

 Resume Video

 Learn More
mass.gov

MASS.GOV


[Learn More](#)


Get Hooked On Fishing—It’s As Easy As Getting a License



Massachusetts Division of Fisheries & Wildlife

What can a fishing license do for you? It’s a ticket to getting your family together, making memories, and visiting the many beautiful lakes and ponds Massachusetts has to offer! Click to learn more.

 Resume Video

 Learn More
mass.gov

MASS.GOV

[Learn More](#)

This Summer, Get On The Water!



Social Media Ads

- Fun, family, memories
- Free Fishing Weekend
- Learn to Fish events
- Fishing rod giveaway
- Renew license





Incorporating Feedback

- Value of fishing license
- Where funds go





Google Search Ads

Google Search

- Keywords, pay per click
- Higher on page, message control
- Misleading competitors
- Coordinate with RBFF

Google fishing license in massachusetts

All Maps Shopping Images News More Settings Tools

About 6,890,000 results (0.62 seconds)

Massachusetts Fishing Licenses | Get Application & Cost Info
(Ad) www.recreationallicenses.org/fishing-license/massachusetts
Massachusetts Fishing License - Check Requirements & Learn How to Apply. All Types of Licenses. Fish in Your State. Fishing Made Simple. Types: Recreational, Commercial, Sport, Saltwater, Freshwater.
[New Fishing Licenses](#) Find Out How to Get Your Fishing License Today.
[Licensing Options](#) Learn About the Different Fishing License Options

The easiest way to buy a **Massachusetts fishing license** is to purchase one online via MassFishHunt from the **Massachusetts** Department of **Fish** and **Game**. A freshwater **fishing license** is required for person 15 years of age and older. A saltwater **fishing** permit is required for persons 16 years of age or older.

Saltwater Fishing Permits
Resident and Nonresident
Adult Permit \$10
Age 16 or Older Permit FREE
Persons with Disabilities age 16+ through the Age of 18 NO PERMIT REQUIRED
blog.mass.gov

[Get a Fishing License in Massachusetts | Take Me Fishing](https://www.takemefishing.org/massachusetts/fishing-license/)
<https://www.takemefishing.org/massachusetts/fishing-license/>

About this result Feedback

People also ask

- How much does it cost for a fishing license in Massachusetts? ▾
- Do you need a license to fish in Massachusetts? ▾
- How much is a Massachusetts saltwater fishing license? ▾
- How much does it cost to get a fishing license? ▾

Feedback

Buy your freshwater fishing license | Mass.gov
<https://www.mass.gov/how-to/buy-your-freshwater-fishing-license>
Use MassFishHunt, official licensing system for **Massachusetts**, to buy your freshwater **fishing** license. You need a **fishing** license before casting your line if ...

MassFishHunt: Buy Fishing or Hunting Licenses | Mass.gov
<https://www.mass.gov/massfishhunt-buy-fishing-or-hunting-licenses>
Use MassFishHunt, the official online **licensing** and harvest reporting system for **Massachusetts**, to purchase and print saltwater and freshwater **fishing**, hunting, and trapping **licenses**, permits, and stamps, report a harvest, and manage your account. You can purchase **licenses** and permits in person at select locations.
[Buy your freshwater fishing ...](#) · [Get a recreational saltwater ...](#) · [Hunting & Fishing](#)



Google Ads

- Higher quality ads → lower costs, better ad positions
 - Keywords, ad copy
 - Quality, relevant user experience
- Selecting keywords
 - Research
 - Monitor and adjust

Selecting Keywords: Google Keyword Planner

The screenshot shows the Google Ads interface. At the top, the navigation bar includes a back arrow, the Google Ads logo, and the text 'Keyword Planner'. On the right side of the navigation bar, there are icons for 'GO TO', 'REPORTS', 'TOOLS' (highlighted with a red box), a help icon, and a notification bell. Below the navigation bar, the interface is divided into five main sections: PLANNING, SHARED LIBRARY, BULK ACTIONS, MEASUREMENT, and SETUP. The 'Keyword Planner' option under the 'PLANNING' section is highlighted with a red box. Other options in the 'PLANNING' section include 'Ad Preview and Diagnosis' and 'Display Planner'. The 'SHARED LIBRARY' section includes 'Audience manager', 'Bid strategies', 'Negative keyword lists', 'Shared budgets', and 'Placement exclusion lists'. The 'BULK ACTIONS' section includes 'All bulk actions', 'Rules', 'Scripts', and 'Uploads'. The 'MEASUREMENT' section includes 'Conversions', 'Google Analytics', and 'Search attribution'. The 'SETUP' section includes 'Billing & payments', 'Business data', 'Account access', 'Linked accounts', 'Preferences', and 'Google Merchant Center'. In the top right corner, the user's account ID '924' and name 'nicole.m' are visible.

Google Ads | Keyword Planner

GO TO REPORTS TOOLS ? 924 nicole.m

PLANNING

- Keyword Planner
- Ad Preview and Diagnosis
- Display Planner

SHARED LIBRARY

- Audience manager
- Bid strategies
- Negative keyword lists
- Shared budgets
- Placement exclusion lists

BULK ACTIONS

- All bulk actions
- Rules
- Scripts
- Uploads

MEASUREMENT

- Conversions
- Google Analytics
- Search attribution

SETUP

- Billing & payments
- Business data
- Account access
- Linked accounts
- Preferences
- Google Merchant Center

Locations: Massachusetts, United States Language: English Search networks: Google

Keyword ideas fishing license [DOWNLOAD KEYWORD IDEAS](#) Last 12 months Feb 2018 - Jan 2019

Related terms to try: fish fishing games fishing kayak flying fish fishing charters ice fishing fishing rod

Found 697 keyword ideas [FILTER](#) [COLUMNS](#)

[Exclude adult ideas](#) [Add filter](#) [RESET](#)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Your search term						
<input type="checkbox"/> fishing license	100 - 1K	Low	-	\$0.50	\$0.61	
Idea						
<input type="checkbox"/> mass fishing license	1K - 10K	Low	-	\$0.54	\$0.60	In Account
<input type="checkbox"/> saltwater fishing license	100 - 1K	Low	-	\$0.09	\$0.59	
<input type="checkbox"/> walmart fishing license	100 - 1K	Low	-	\$0.40	\$1.04	
<input type="checkbox"/> fishing license near me	10 - 100	Low	-	\$0.52	\$0.55	
<input type="checkbox"/> freshwater fishing license	10 - 100	Medium	-	\$0.60	\$0.81	
<input type="checkbox"/> fishing license online	10 - 100	Medium	-	\$0.19	\$0.77	
<input type="checkbox"/> commercial fishing lice...	10 - 100	Low	-	\$0.40	\$0.50	
<input type="checkbox"/> canadian fishing license	10 - 100	Low	-	-	-	
<input type="checkbox"/> saltwater license	10 - 100	Low	-	-	-	
<input type="checkbox"/> mass saltwater license	100 - 1K	Low	-	-	-	
<input type="checkbox"/> state of maine fishing li...	10 - 100	Low	-	\$0.37	\$0.83	
<input type="checkbox"/> lifetime fishing license	10 - 100	Low	-	-	-	
<input type="checkbox"/> mass fishing license age	10 - 100	Low	-	\$0.52	\$0.52	
<input type="checkbox"/> lobster license	10 - 100	Low	-	-	-	
<input type="checkbox"/> fishing without a license	10 - 100	Low	-	-	-	



Ad Copy

- Relevant message
- “Official”
- Renew

[MassFishHunt](#)

[Official Online Licensing](#)

(Ad) ma.wildlifelicense.com

2018 Licenses Available—Purchase Your MA Fishing License And Get Fishing Today!

[Ready To Start Fishing?](#)

[2018 MA Fishing Licenses](#)

(Ad) ma.wildlifelicense.com

Online Licensing Available With The [Official Site Of The Commonwealth Of MA!](#)

[Massachusetts Fishing Licenses](#)

[The Official MA Registry](#)

(Ad) ma.wildlifelicense.com

Get Your 2018 MA Fishing License. Quick & Easy Mobile Access. Start Fishing Today!

[It's Time To Start Fishing](#)

[2018 Fishing License Renewals](#)

(Ad) ma.wildlifelicense.com

Renew Your Massachusetts Freshwater Fishing License And Start Fishing Today!

[Renew Your Fishing License](#)

[The Official MA Registry](#)

(Ad) ma.wildlifelicense.com

2018 MA Freshwater Fishing Licenses Available. Get Back To Fishing Today!



Ad Tracking and Evaluation

Who were they?

What did they buy?



Reporting Tools

Google, Facebook Ad Dashboards

- Ad engagement
- Total purchases

Google Analytics

- Web traffic,
behavior

MassFishHunt Customer Database

- Customer info
- Product and
sales info



E-commerce



Google Analytics: E-commerce Tracking

- Free tool in GA designed for commerce sites
- Aspira placed E-commerce code in license site, toggled on in GA
- Additional metrics in GA reporting
 - Revenue, transactions, products
 - Transaction ID



Tracking: UTM code

- Link extension that helps track campaigns

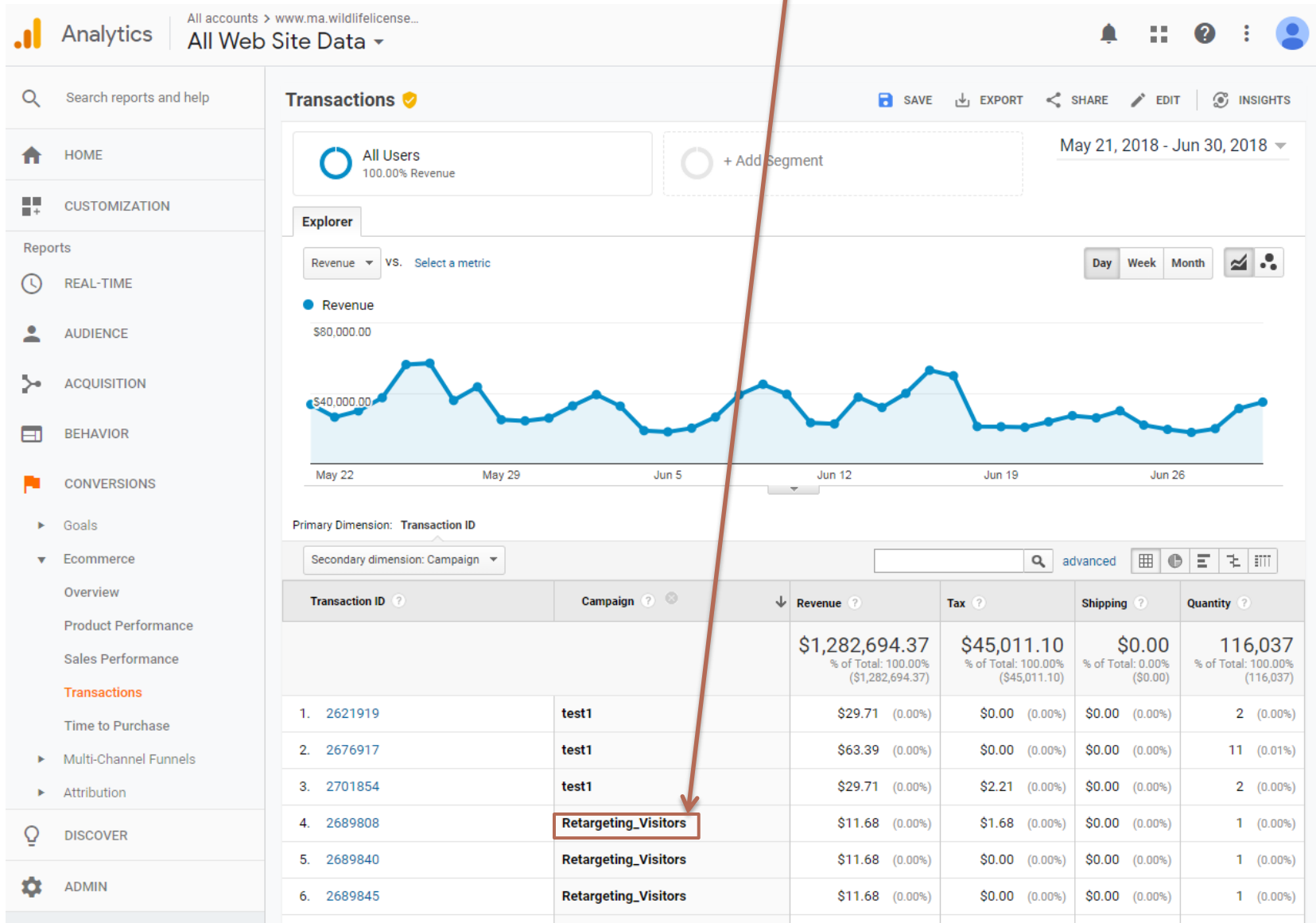
Regular link: www.mass.gov/go-fish

UTM link: www.mass.gov/go-fish?utm_source=google&utm_medium=cpc&utm_campaign=conversion

- Shows where customers came from in E-commerce reports
- Digital ads, links on campaign pages

UTM codes are tracked in Google Analytics

https://www.mass.gov/go-fish?utm_source=Google&utm_medium=CPC&utm_campaign=Retargeting_Visitors





Tracking: Transaction ID

Primary Dimension: [Source / Medium](#) Campaign

Plot Rows Secondary dimension: Transaction ID Sort Type: Default

	Campaign	Transaction ID
<input type="checkbox"/>		
<input type="checkbox"/>	1. Conversion	2666865
<input type="checkbox"/>	2. Conversion	2666877
<input type="checkbox"/>	3. Conversion	2666905
<input type="checkbox"/>	4. Conversion	2666913
<input type="checkbox"/>	5. Conversion	2666936
<input type="checkbox"/>	6. Conversion	2667017
<input type="checkbox"/>	7. Conversion	2667059

Division of Marine Fisheries **Commonwealth of Massachusetts Department of Fish & Game** **Division of Fisheries and Wildlife**

MassFishHunt Receipt

Customer ID: 1792636 **Transaction#: 2539132**

Credit Card Authorization#: 4319288
Agent: INTERNET SALES (10000)

NICOLE MCSWEENEY
35 MAIN STREET
BOSTON, MA

Date Issued: 02/09/2018
Time Issued: 12:43:32 PM
Payment Method: Visa
Credit Card#: *****0004
Total Amount Paid: \$29.71

Agency	Items Purchased	Expires	Quantity	Unit Price	Total Paid
DFW	Resident (Citizen) Fishing	12/31/2018	1	\$22.50	\$22.50
	Wildlands Stamp, resident	12/31/2018	1	\$5.00	\$5.00

Subtotal	\$27.50
Agent Commission	\$0.00
Admin. Handling Charge (\$1.34)*	\$1.34
Convenience Fee (3%)*	\$0.87
Total Amount Paid	\$29.71



Making the Connection

E-Commerce

Transaction ID

Campaign Source



Customer Database

Transaction ID

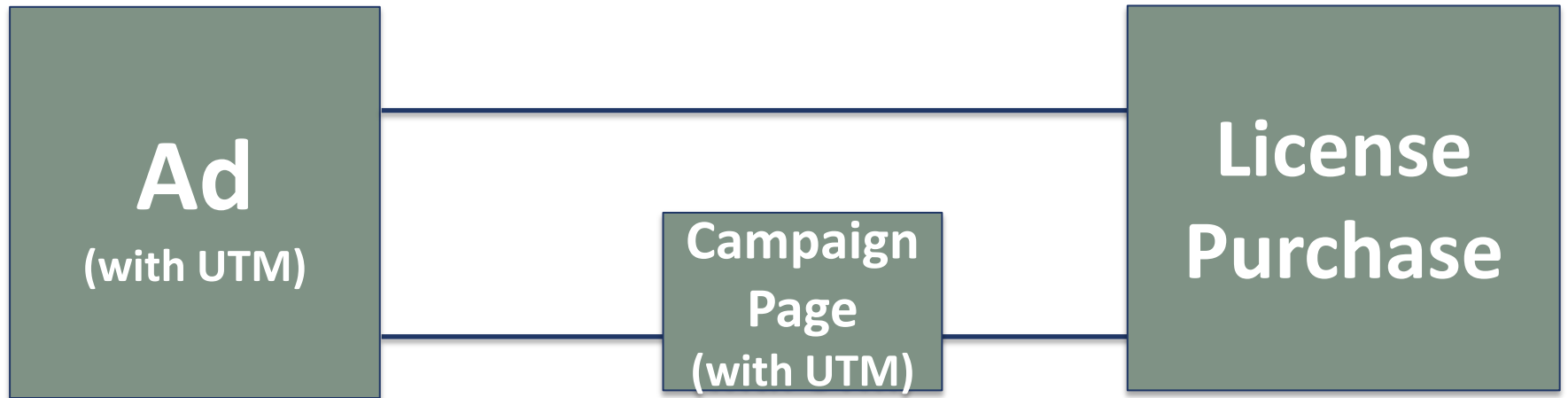
Unique Customer ID

Group results by campaign:

- Age, gender, location
- Customer avidity (lapsed v. new)
- Products



Tracking: Direct transactions





Tracking: Direct transactions

- Clicked ad, immediately purchased in one session
- Rich transaction details
 - Customer, revenue, products recorded in GA
- Unique transaction, attributed to only one ad



Tracking: Conversion window





Tracking: Conversion window

- Tracking pixels
 - FB: 7 days after view, 28 days after click
 - Google: 30 days after click
- Tally of purchases
 - No customer or product details in e-commerce
- FB and Google dashboards can both take credit



Results



Results: Transactions

Direct

- **Google:** 8,702
- **Social media:** 377

TOTAL: 9,079 transactions

Conversion window

- **Google:** 14,826
- **Social media:** 9,614

TOTAL: 14,826 — 24,440 transactions



Revenue

Direct

- **Google:** \$179,096 (8,702 transactions)
- **Social media:** \$10,165 (377 transactions)

\$189,261

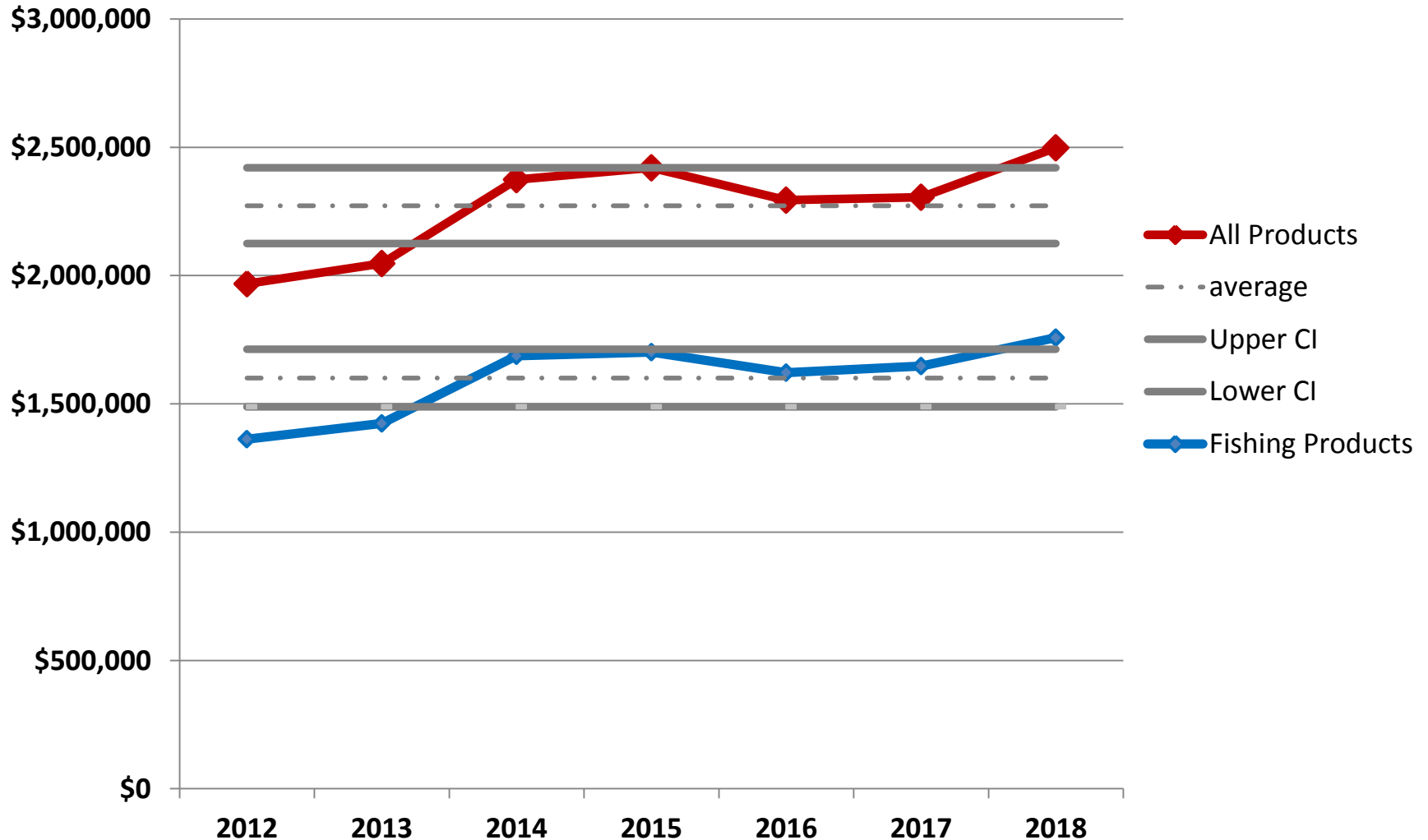
Conversion window

- 14,826 — 24,440 transactions

\$305,119 — \$564,313

Sales During Campaign Period

(May 1-July 31)





Results: Highlights

Social Media:

- 2.54M ad views, 438K people reached
- 67K clicks to website
- ↓ cost per landing page view 74% from 2017

Google Search:

- 25K clicks to website
- 60% of clicks purchased
- ↓ cost per click 30% from 2017



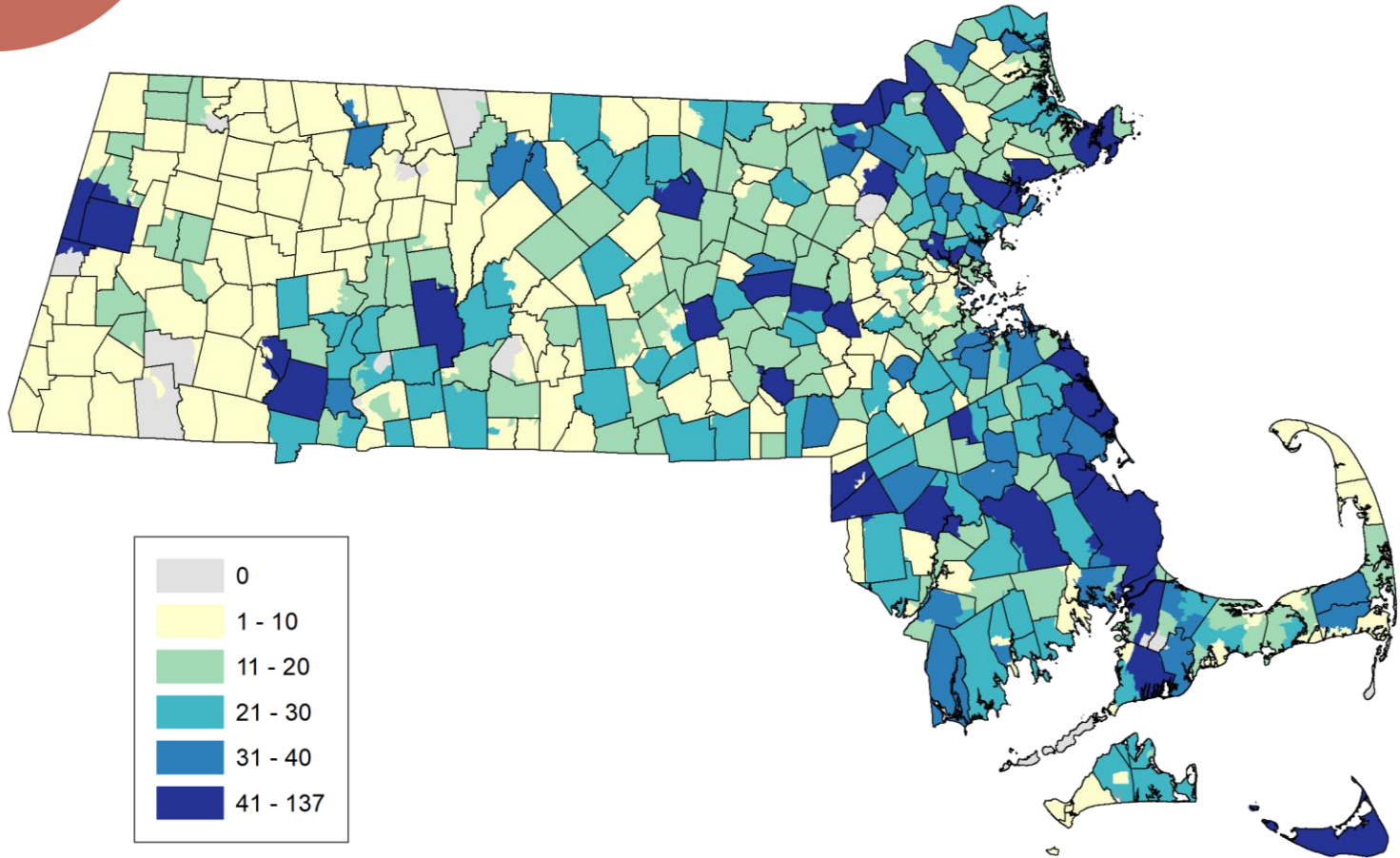
Direct Transactions: Demographics

	Age	% Residents	% Female
Typical MA Angler	46	85%	15%
Google Search	44	84%	14%
Social Media	49	99%	12%

31% of customers who purchased from ads about learn to fish events were women



Direct Transactions: Location





Direct Transactions: Avidity

	New	Active	Lapsed
Google Search	24%	57%	19%
Social Media	13%	60%	27%



Conversion Rate by Device

Device	Conversion rate	Users
Desktop	62%	10,971
Tablet	37%	1,780
Mobile	27%	18,140

Lessons Learned

- Use customer data to target audiences
- Develop ads with audience and goal in mind
- Test, monitor, and adapt in real-time
- Dedicated staff
- Update privacy policy
- Quantify return on investment

Resources

- Bounteous training (Google Analytics, Ads, Tag Manager)
 - Google Academy
- Google Keyword Planner, Ubersuggest
- Case study and report on RBFF's website

Thank you to our partners!



RECREATIONAL
BOATING & FISHING
FOUNDATION



Mass.gov



Cabela's



MASSWILDLIFE

Questions?

Nicole.McSweeney@mass.gov

Google Search Targeting

Conversions Campaign

Retargeting A

Retargeting B

[ma fishing license]
 massachusetts fishing license
 fishing spots in ma
 fishing in ma
 fishing in Massachusetts
 "mass +fishing +license"
 "+fishing +ma"
 "+massachusetts +fishing"
 "+freshwater +fishing +license +ma"
 ma fishing license cost
 Massachusetts freshwater fishing license
 fishing license
 [mass gov fishing license]
 [massachusetts fishing license]
 "mass fishing"
 mass fishing license
 buy fishing license
 ma fishing license renewal
 ma fishing license
 [mass fishing license]
 ma freshwater fishing license
 Massachusetts fishing season

fishing spots
 fishing season
 buy fishing license
 freshwater licenses
 Fishing license
 ma freshwater fishing license
 fishing equipment
 "+fish"
 massachusetts fishing license
 "fishing licenses"
 Massachusetts fishing season
 "fishing"
 "+freshwater +fishing +license +ma"
 "+fishing"
 mass fishing
 ma fishing license cost
 license to fish
 Fishing in Massachusetts
 ma fishing license renewal
 western MA fishing spots
 places to fish
 buy a fishing license
 fishing ma
 "fishing license"
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 massachusetts fishing
 freshwater fishing
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 Massachusetts freshwater fishing license
 "+fishing +ma"
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 Mass freshwater fishing
 "+massachusetts +fishing"
 mass fishing license
 freshwater fishing license ma
 mass gov fishing license

fishing spots
 "+massachusetts +fishing"
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 "+freshwater +fishing +license +ma"
 buy a fishing license
 Fishing in Massachusetts
 fishing season
 massachusetts fishing
 "fishing licenses"
 fishing equipment
 "fishing"
 fishing spots in ma
 Massachusetts freshwater fishing license
 "fishing license"
 fishing in ma
 mass gov fishing license
 freshwater fishing
 "massachusetts fishing"
 get a fishing license
 "+fishing +ma"
 Fishing license
 "+mass +fishing +license"
 mass fishing
 ma fishing license cost
 buy fishing license
 Massachusetts fishing

<https://youtu.be/85v8WutFufM>

<https://youtu.be/dX5HJydZ87A>