



Boat Registration Reactivation Program

August 25, 2021

Agenda

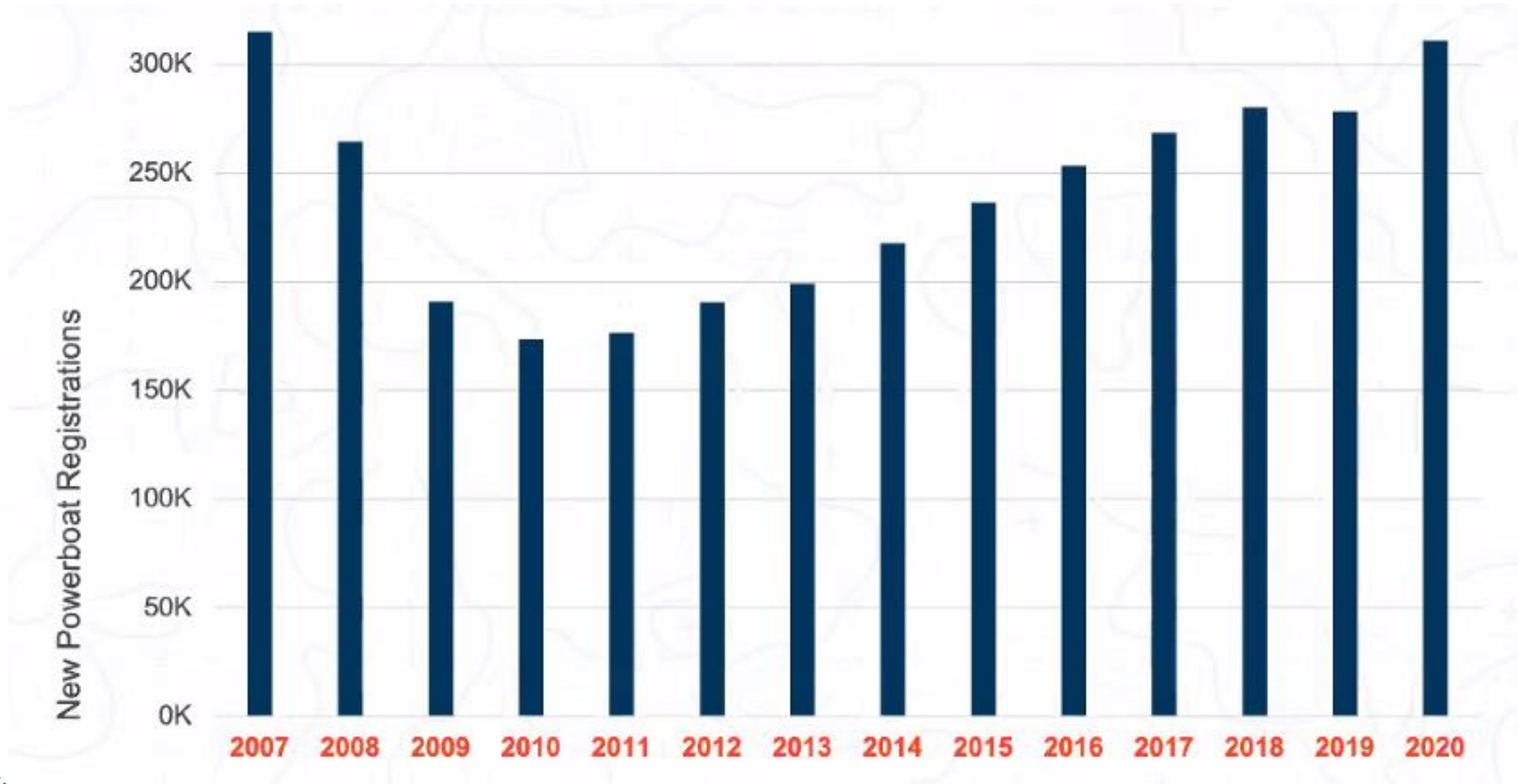
01 – Direct Mail Campaigns

02 – TX Follow-Up Emails

03 – TN Targeted Facebook Ads

04 – 2022 Boat Registration
Reactivation Program

New Boat Sales Reached 13-Year High in 2020



Source: National Marine Manufacturers Association




Direct Mail Campaigns




Direct Mail Program Overview

Your boat registration expired for the boat shown below.

 **Fee:** Please see reverse side **Renewal Number:** 1033585

Vessel No.	Manufacturer	Year	Length
1674ED	CHARLOMA	2016	10

Renew now to receive your new registration.

 David Rodgers
 RBFF
 500 Montgomery St Ste 300
 12 491 Alexandria, VA 22314-1657

North Carolina Wildlife Resources Commission
 1709 Mail Service Center
 Raleigh, NC 27699-1700

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT Change of address? Sold your boat? Please see reverse side of this form.


THE FISH ARE IN THE WATER. SHOULDN'T YOU BE RELAXING IN YOUR BOAT?



Check your state agency's website for updates on where/how to renew and for updates on any closings.

4 Easy Ways to renew your boat registration...

1. Renew online: Go to www.ncwildlife.org and click on "Renew a Vessel Registration" under "At Your Service."
2. Renew by phone: Call 1-800-628-3773, 8am - 5pm, Monday - Friday.
3. Renew by mail: Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope, payable to NCWRC.
4. Renew in person: Visit the nearest wildlife service agent. For a complete list of agents and locations, go to www.ncwildlife.org/vesselagent.

If you have already renewed your boat registration, please disregard this notice.







Boat Registration Renewal Information for Your Records

VESSEL NO.	MANUFACTURER	YEAR	LENGTH	RENEWAL NUMBER
1674ED	CHARLOMA	2016	10	1033585


RPA1-42477-136734-491-p12

Your boat registration expired for the boat shown below.

 **Fee:** Please see reverse side **Renewal Number:** 1031539

Vessel No.	Manufacturer	Year	Length
9626EC	WASTCH EMOTION	2015	13

Renew now to receive your new registration.

 Joanne Martonik
 RBFF
 500 Montgomery St Ste 300
 12 491 Alexandria, VA 22314-1657

North Carolina Wildlife Resources Commission
 1709 Mail Service Center
 Raleigh, NC 27699-1700

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT Change of address? Sold your boat? Please see reverse side of this form.


DRIFT AWAY FOR A WHILE - GO BOATING PUT YOUR BOAT BACK IN THE WATER... AND PUT MORE RELAXATION in your life.



Check your state agency's website for updates on where/how to renew and for updates on any closings.

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Boat Registration Renewal Information for Your Records

VESSEL NO.	MANUFACTURER	YEAR	LENGTH	RENEWAL NUMBER
9626EC	WASTCH EMOTION	2015	13	1031539








Direct Mail Program Results

2021 Results

-  Letters Mailed- 436,191
-  Total Registered- 39,278
-  Net Increase in Regs- 23,968
-  Avg Response Rate- 10.11%
-  Gross Program Reg Fees- \$1.49M
-  Number of States- 17

Overall Program Results

-  Letters Mailed- 5,193,622
-  Total Registered- 451,069
-  Net Increase in Regs- 250,924
-  Avg Response Rate- 9%
-  Gross Program Reg Fees \$16.7M



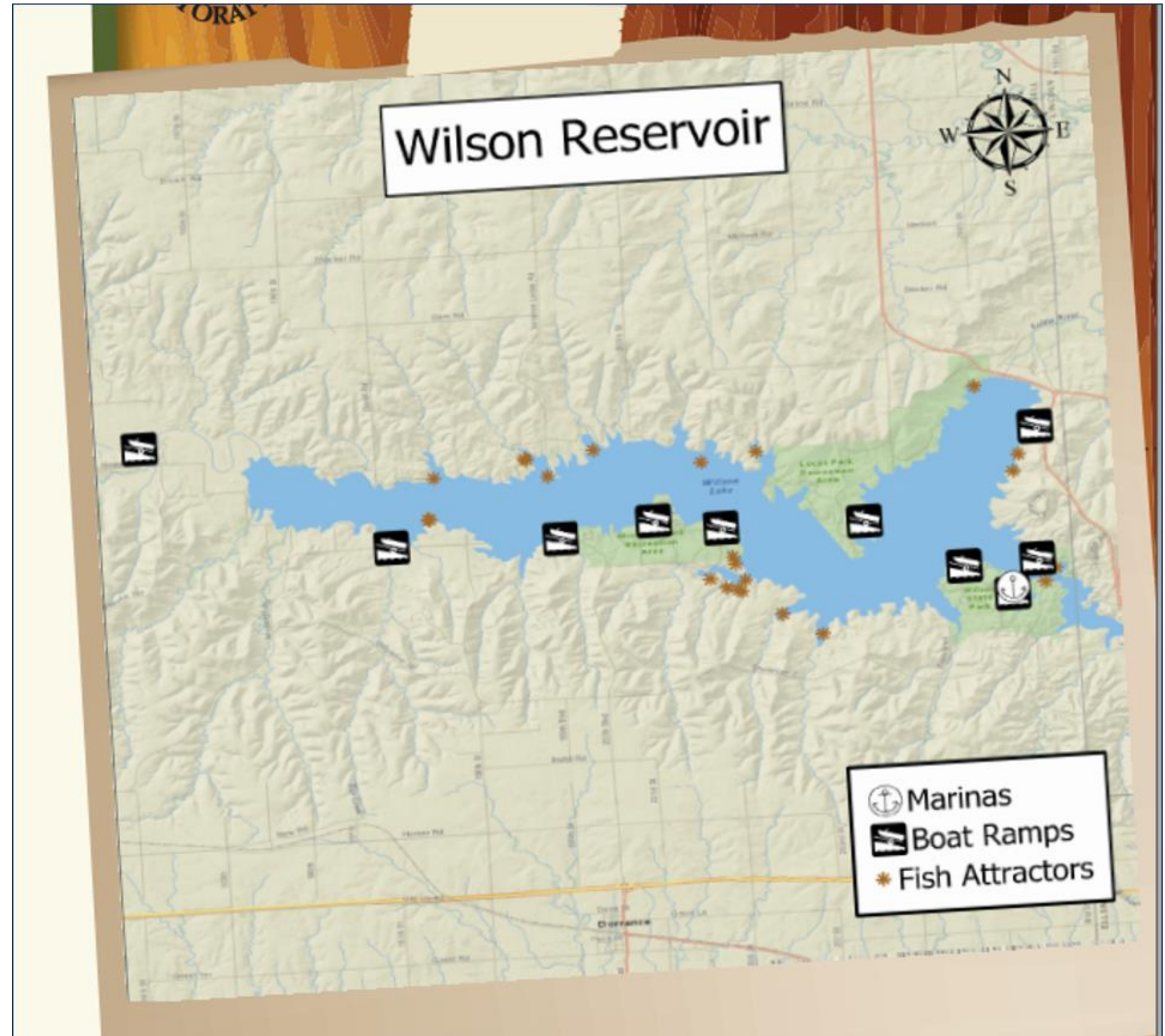
Direct Mail Campaigns Steps to Implement

1. Analyze data
2. Create/update direct mail info
3. Pull list of customers to receive letter
4. Print and mail letters
5. Process registrations
6. Evaluate
7. Update database



Direct Mail Campaigns Tips

1. Keep database updated on an ongoing basis
2. Personalize letters
3. Target audiences with different messaging/info
4. Have a clear call to action
5. Create internal/external partnerships
6. Send follow-up communications





TX Follow-Up Emails





TEXAS' RBFF BOAT REGISTRATION REACTIVATION PROGRAM

Presented By: Julie Aronow, Carly Montez

August 25, 2021

HISTORY

- Participant since 2012
- Renewal notices tailored to Texas boaters
- Program changes are easily incorporated, as needed

	Average
Total Mailed	80,503
# of Registrations	7,267
Overall Response Rate	9.03%
Lift	4.86%
Gross Program Revenue	\$336,968
Total Program Costs	\$41,303
Net Program Revenue	\$295,665
Gross Revenue Based on Lift	\$171,424
Net Revenue Based on Lift	\$130,121
ROI	315%

2021 EFFORT

Your boat registration expired for the boat shown below.

Fee Due: \$53.00

Certificate of Number	Make	Yr. Built	Length
TX 6070EW	GALAXIE	1994	18'9"

Renew now to receive your new registration. (Disregard this notice if you've already renewed.)

Julie Aronow
 TX Parks & Wildlife Dept.
 4200 Smith School Rd
 Austin, TX 78744-3218

Texas Parks & Wildlife Dept.
 Attn: Boat Titling & Registration
 4200 Smith School Rd
 Austin, TX 78744-3218

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT IMPORTANT: See reverse side of this remittance slip.

DRIFT AWAY FOR A WHILE - GO BOATING

PUT YOUR BOAT BACK IN THE WATER... AND PUT MORE RELAXATION in your life.

Check your state agency's website for updates on when/how to renew and for updates on any closings.

3 Easy Ways to renew your boat registration...

1. Renew online: Go to www.tpwd.texas.gov/boatrenewal. (This option not available for USCG documented boats.)
2. Renew by mail: Complete the required ID information on the back and return the remittance slip above, along with a check or money order for the registration fee due, in the enclosed envelope.
3. Renew in person: Visit the nearest TPWD office. For a complete list of agent and locations, go to www.tpwd.texas.gov/offices.

Questions? Call the Texas Parks and Wildlife Department at 1-800-252-8755. Boats documented through USCG must provide a copy of current documentation.

Boat Registration Renewal Information for Your Records

CERTIFICATE OF NUMBER	MAKE	SERIAL NO.	MODEL YR.	LENGTH	FEE DUE
TX 6070EW	GALAXIE	09W10087394	1994	18'9"	\$53.00

4496-150230-657-p17

MODEL YR. 1994

RENEWAL FEE \$53.00

USCG documented boats must include a copy of current documentation.

Add an extra \$5 donation to help conserve TX State Parks?
 Yes, \$5 added No

New address? Complete this section and return the form in the envelope provided.

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email Address: _____

TACHEFISHING.org

U.S. Coast Guard

Your boat registration expired for the boat shown below.

Fee Due: \$53.00

Certificate of Number	Make	Yr. Built	Length
TX 882 L2	SHALLOW SP	2004	21'5"

Renew now to receive your new registration. (Disregard this notice if you've already renewed.)

Julie Aronow
 TX Parks & Wildlife Dept.
 4200 Smith School Rd
 Austin, TX 78744-3218

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 Attn: Boat Titling & Registration
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Boat Registration Renewal Information for Your Records

CERTIFICATE OF NUMBER	MAKE	SERIAL NO.	MODEL YR.	LENGTH	FEE DUE
TX 882 L2	SHALLOW SP	0201961C404	2004	21'5"	\$53.00

4496-150230-657-p17

Information on boat camps, facilities, fishing opportunities, and everything you need to plan your next boating trip.

MODEL YR. 2004

RENEWAL FEE \$53.00

USCG documented boats must include a copy of current documentation.

Add an extra \$5 donation to help conserve TX State Parks?
 Yes, \$5 added No

New address? Complete this section and return the form in the envelope provided.

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email Address: _____

TACHEFISHING.org

Check your state agency's website for updates on when/how to renew and for updates on any closings.

Month	Flowering Fish	Where to Go
April - May	Largemouth Bass and Crappie	Spawning in shallow Fayette, Guadalupe, Lake Fork
May - June	White, Striped and Golden Bass	Deep water Rockland Channel, Wright Wetland
May - July	Crappie	White and Lewisville lakes
June - July	Freshwater Red Drum (Cattfish)	Bearings and Colorado lakes
April - September	Spotted Seatrout (Speckled Trout)	Found in all coastal bay systems on or near shallow grass flats, oyster reefs and deep channels
April - September	Red Drum (Cattfish)	Found in all coastal bay systems on or near shallow grass flats, oyster reefs and deep channels
April - September	Southern Flounder	Found in all coastal bay systems around structure like jetties and oyster reefs, and the edge of grasses and channels
April - September	Black Drum (Drum)	Found in all coastal bay systems - fish from pier, jetties and in the open bay
June - July	Red Snapper	Offshore Gulf of Mexico around natural and artificial reefs

BRRP RESULTS

- Notices mailed April 1
- Review period through May 14

	Results
Total Mailed	74,410
# of Registrations	6,628
Overall Response Rate	8.91%
Lift	5.50%
Gross Program Revenue	\$305,496
Total Program Costs	\$46,934
Net Program Revenue	\$258,562
Gross Revenue Based on Lift	\$188,649
Net Revenue Based on Lift	\$141,715
ROI	302%

EMAIL FOLLOW-UP

Boat Registration Expiration Notice

Texas Parks and Wildlife Department sent this bulletin at 04/13/2021 10:00 AM CDT

[Having trouble viewing this email? View it as a Web page.](#)



Put your boat back in the water – and put more relaxation in your life.

Come enjoy Texas's waterways! Getting on the water is safe and easy. Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, dock space and other amenities.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. The water is waiting... all that's missing is you and your boat.

3 easy ways to renew your boat registration

- **Renew online.** Your registration decals will be mailed in two business days and you can immediately print your receipt to use your boat. (This option is not available for USCG documented boats.)

[RENEW ONLINE](#)

Boating Creative

- **Renew by mail:** Return the renewal notice that you received by mail along with a check or money order for the registration fee due in the accompanying envelope.
- **Renew in person:** Visit the nearest Texas Parks and Wildlife Department Law Enforcement [office](#), which are normally open 8 a.m. to 5 p.m. Monday through Friday.

Boats documented through the USCG **must provide a copy of current documentation.*

Your boat registration expired for the boat shown below

MAKE: --	MODEL YR: --	RENEWAL FEE: \$--
LENGTH: --	TX NUMBER: --	REGISTRATION EXPIRED: --

Questions? Call the Texas Parks and Wildlife Department at 1-800-262-8755.

If you have already renewed your registration or submitted payment by mail, thank you. You may disregard this message.



Boat Registration Expiration Notice

Texas Parks and Wildlife Department sent this bulletin at 04/13/2021 10:00 AM CDT

[Having trouble viewing this email? View it as a Web page.](#)



The fish are in the water. Shouldn't you be relaxing in your boat?

With so many fish and so little time, isn't it time you get back on the water? Enjoying nature, sharing traditions.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. Plus, when you take someone fishing, you're helping share the tradition of fishing that you love so much.

3 easy ways to renew your boat registration

- **Renew online.** Your registration decals will be mailed in two business days and you can immediately print your receipt to use your boat. (This option is not available for USCG documented boats.)

[RENEW ONLINE](#)

Fishing Creative

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*Boats documented through the USCG **must** provide a copy of current documentation.*

Your boat registration expired for the boat shown below

MAKE:	MODEL YR:	RENEWAL FEE:
--	--	\$--
LENGTH:	TX NUMBER:	REGISTRATION EXPIRED:
--	--	--

Questions? Call the Texas Parks and Wildlife Department at 1-800-262-8755.

If you have already renewed your registration or submitted payment by mail, thank you. You may disregard this message.



EMAIL METRICS

- **45% open rate**

- = # of people who open the email / total emails delivered
- More than double the industry avg.

- **6.6% click rate**

- = # of people who click on an email / total emails delivered
- More than triple the industry avg.

- **72 unsubscribes**

- = # of people who unsubscribe from our emails
- 0.4% of delivered emails

RESULTS

OVERALL FINANCIAL IMPACT OF EFFORT

4,093 Additional Registrations Sold



= \$141,715 More Revenue

RESULTS BY TREATMENT TYPE

	Total in Group	Renewal Rate	Lift	Additional Registrations	Net Revenue Based on Lift	ROI
Control Group (No Contact)	8,336	3.4%	N/A	N/A	N/A	N/A
Treatment Group (Overall):	74,410	8.9%	5.50	4,093	\$141,714.74	302%
<i>Mail</i>	55,310	8.7%	5.28	2,920	\$99,683.79	286%
<i>Mail + Email</i>	19,100	9.5%	6.14	1,173	\$42,030.95	349%

CONFIRMING THE IMPACT OF EMAIL

	Total in Group	Renewal Rate	Additional Lift	Additional Registrations	Additional Revenue Based on Lift
Mail Only (Control)	2,052	5.4%	N/A	N/A	N/A
Received Follow-up Email (Apr 13)	18,494	6.6%	1.18	218	\$10,028.89

Comparing only boat owners in treatment group with email address on file.
Looking at only responses after email was sent on 4/13.

WHAT'S NEXT?

- TPWD will continue program participation in 2022
- Optimize response with free email follow-up:
 - Additional email reminder
 - A/B tests on creative, such as:
 - Subject line tests
 - Timing tests
 - CTA tests
 - Creative tests

THANKS!

Questions?

Julie.Aronow@tpwd.texas.gov

Carly.Montez@tpwd.texas.gov

TN Targeted Facebook Ads



Lapsed Boaters



Jenifer Wisniewski - Chief, Outreach and
Communications



Where to start

POSTCARD GOOD, CAN WE DO BETTER?

It is good to participate in the RBFF lapsed boater program. Is there a better way to do it so there are less people getting ads that have a registration?

DO PEOPLE FORGET TO RENEW THEIR BOAT?

Do people actually forget to renew? Isn't it like your car tag?

SEEK YOUR TARGET AUDIENCE

With Facebook, we can target individuals for inclusion. So, people with lapsed boat registrations get digital ads about renewal.



Objective/Strategy

OBJECTIVE

Pilot a social media ad campaign during spring 2021 to bring back lapsed boater registrants (as opposed to mailing a postcard).

MARKETING STRATEGY

Serve Facebook ads to lapsed boater registration customers on file. The process involves matching a name, email and address file to an individual's Facebook account. Note that Facebook's match rate to customer data lists is typically 60-70%.

Creative

Thinking of what kind of boat might be lapsed, we had 2 different ads, older boat and newer boat.

Didn't include the word expired!

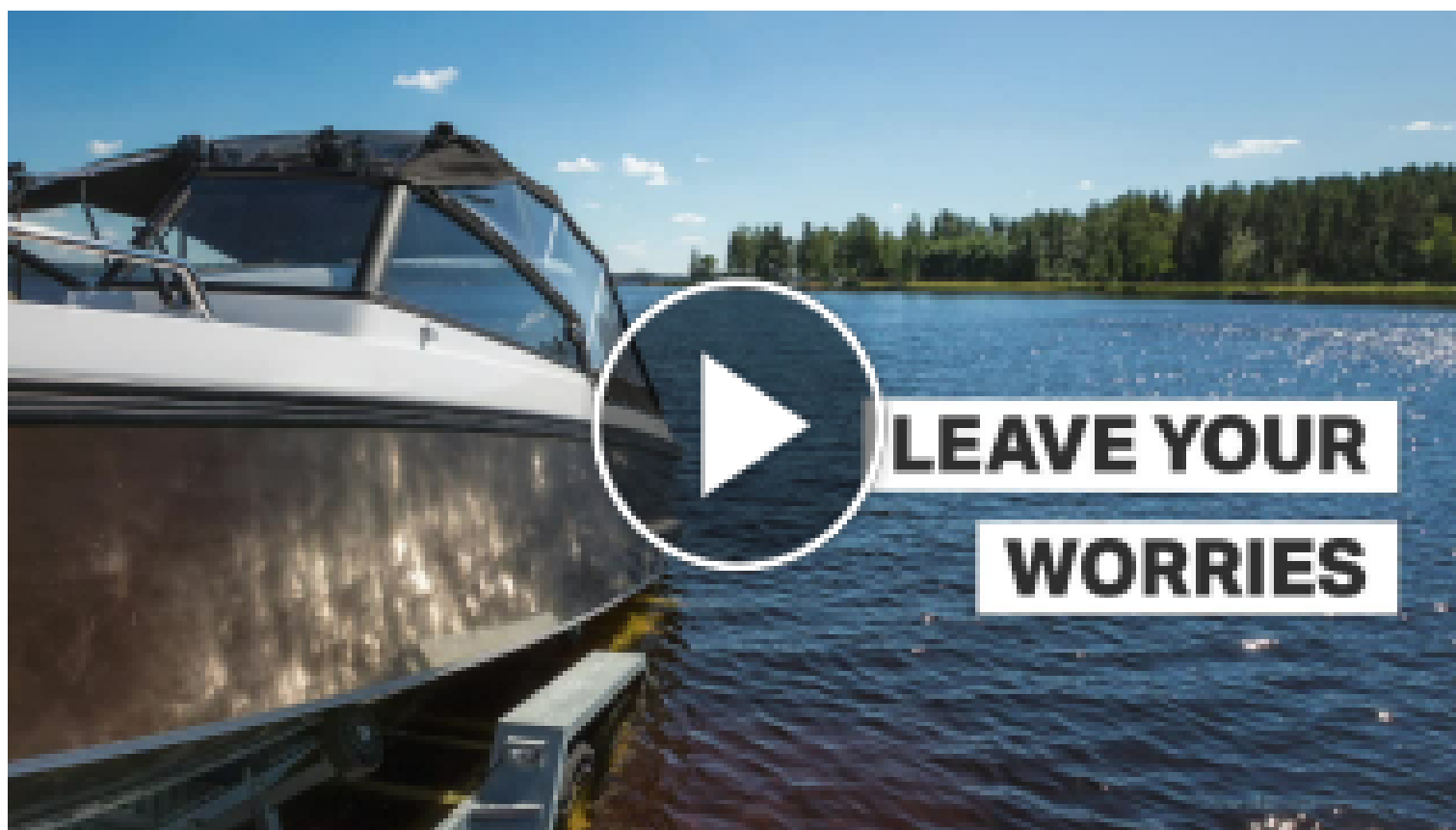




Tennessee Wildlife Resources Agency

Sponsored

Ready to get your boat back in the water this spring? Renew your registration today.



VESSEL.GOOUTDOORSTENN...
OFFICIAL TWRA
REGISTRATION

LEARN MORE

Like Comment Share



Tennessee Wildlife Resources Agency

Sponsored

Isn't it time you got back on the water? Renew your boat registration today.



VESSEL.GOOUTDOORSTENNES...
OFFICIAL TWRA
REGISTRATION

SHOP NOW

103 15 Comments 16 Shares

Like Comment Share

Overall Performance



GOOUTDOORSTENNESSEE.COM
VESSEL PERFORMANCE

Apr 21, 2021 - May 31, 2021

SOCIAL RESULTS - OVERVIEW

Overall Campaign Performance

Spend
\$17,400

Impressions
1,999,362

CPM
\$8.70

Clicks
3,220

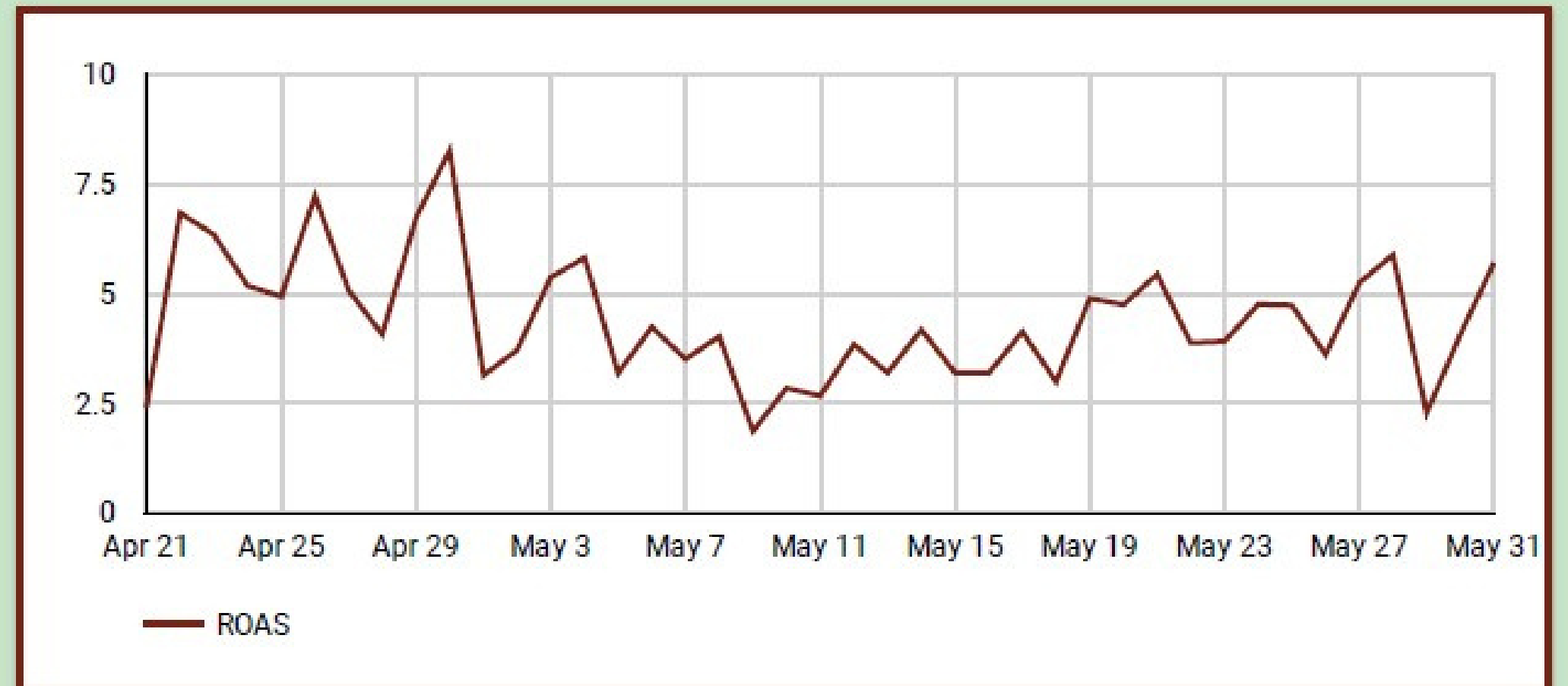
CTR
0.2%

CPC
\$5.40

Conversions
1,766

Revenue
\$77,476.14

ROAS
4.5



Prospecting (List Match)

SOCIAL RESULTS - CAMPAIGN SPECIFIC

Prospecting

Spend
\$16,595.00

Impressions
1,935,514

CPM
\$8.57

Clicks
3,054

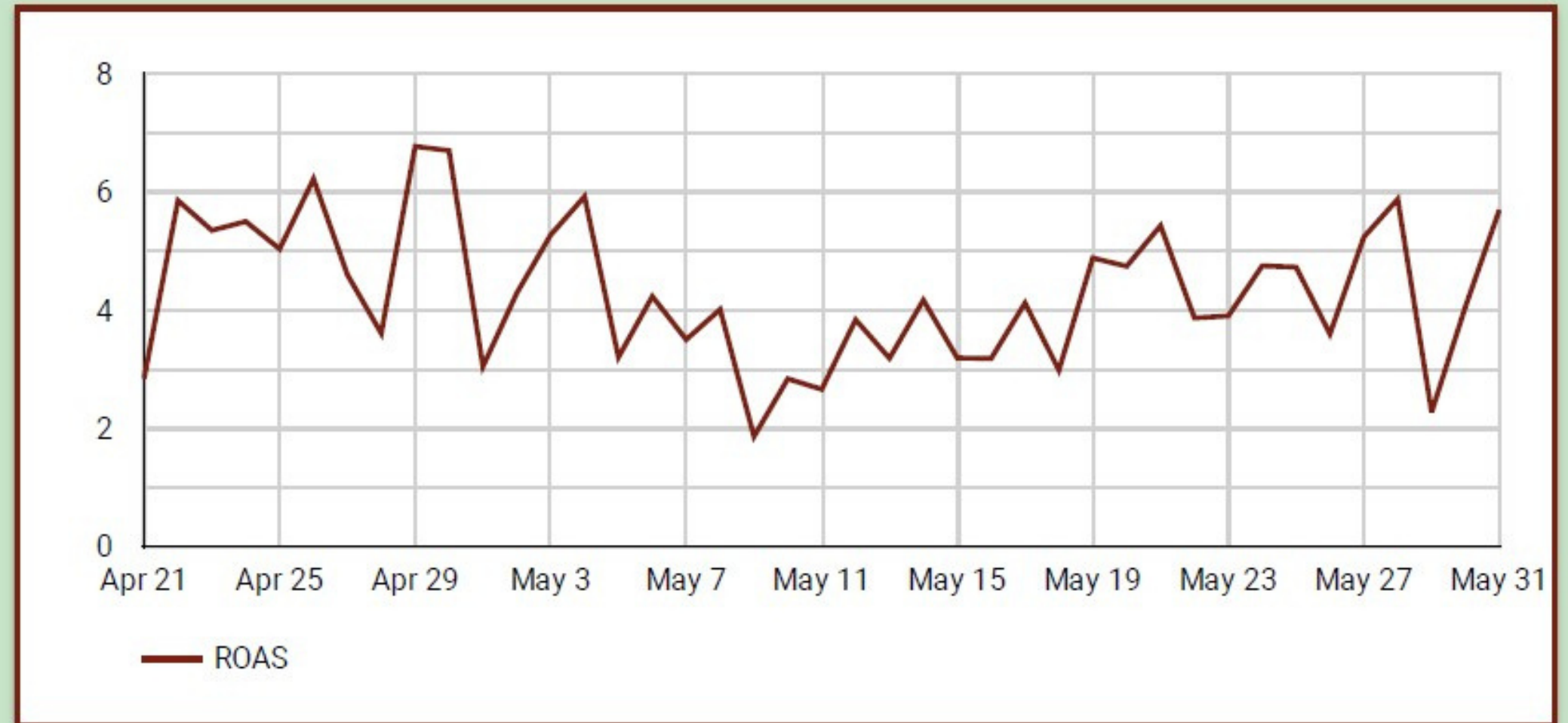
CTR
0.2%

CPC
\$5.43

Conversions
1,583

Revenue
\$71,551.90

ROAS
4.3



Spend = How much \$ spent on ads

Clicks = How many clicks on the ads

Conversions = # of Vessel-related transactions

Impressions = How many times ad was shown

CTR = Click Through Rate (Impressions / Clicks)

Revenue = \$ made from Conversions

CPM = Cost per Thousand Impressions (Spend / Impressions / 1,000)

CPC = Cost per Conversion (Spend / Conversions)

ROAS = Return on Ad Spend

Retargeting

Retargeting

Spend
\$804.57

Impressions
63,848

CPM
\$12.60

Clicks
166

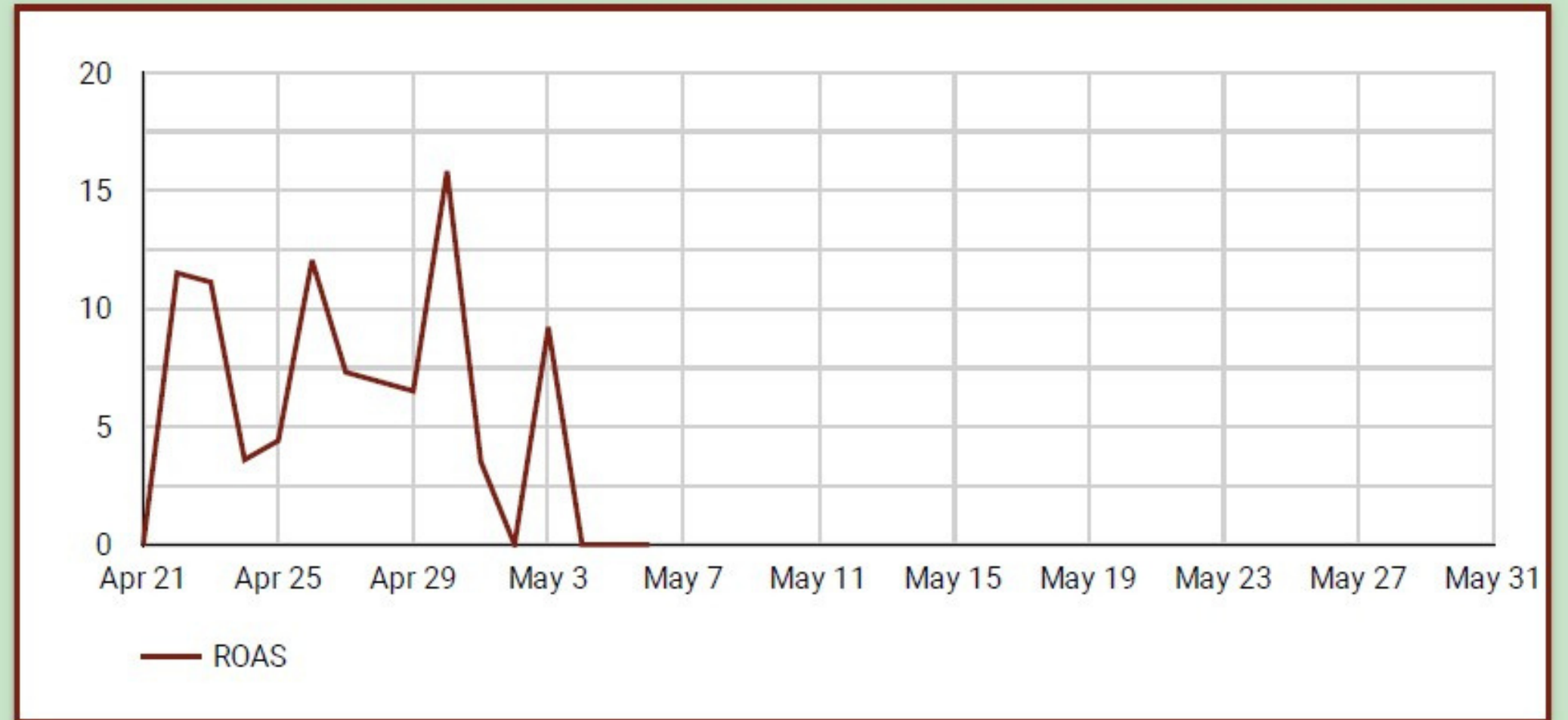
CTR
0.3%

CPC
\$4.85

Conversions
183

Revenue
\$5,924.24

ROAS
7.4



Spend = How much \$ spent on ads

Clicks = How many clicks on the ads

Conversions = # of Vessel-related transactions

Impressions = How many times ad was shown

CTR = Click Through Rate (Impressions / Clicks)

Revenue = \$ made from Conversions

CPM = Cost per Thousand Impressions (Spend / Impressions / 1,000)

CPC = Cost per Conversion (Spend / Conversions)

ROAS = Return on Ad Spend

OVERALL INSIGHTS/NOTES

■ **\$4 Return on Ad Spend is Solid!**

We were pleasantly surprised by the results only targeting users on the list of lapsed registrants. This is a particularly strong ROAS knowing that they also already received emails regarding renewal.

■ **Changes Midstream**



Upon launch we included retargeting of users who made it to the vessel registration page but did not complete a purchase. A couple weeks into the campaign there was a significant drop off in performance so we shifted budget to the main prospecting list. People either converted right away, or were not going to (sold boat?)

■ **Very successful additional social ads effort**


Something a state could replicate with ease and do with or without an ad agency's help.





Which Creative?



Tennessee Wildlife Resources Agency  Sponsored · 

Ready to get your boat back in the water this spring? Renew your registration today.




VESEL.GOOOUTDOORSTENN...
OFFICIAL TWRA REGISTRATION [LEARN MORE](#)



 Like  Comment  Share




Tennessee Wildlife Resources Agency  Sponsored · 

Isn't it time you got back on the water? Renew your boat registration today.



VESEL.GOOOUTDOORSTENNES...
OFFICIAL TWRA REGISTRATION [SHOP NOW](#)

  103 15 Comments 16 Shares

 Like  Comment  Share

Campaign name	Ad name	Impressions	Amount spent	Revenue	ROAS ▾
2021 Boat/Vessel Renewal (Relaunch) Retargeting	Vessel Leave Worries on Land	18,697	\$236.13	\$2,212.28	9.37
2021 Boat/Vessel Renewal (Relaunch) Retargeting	Vessel Put Your Boat Back in the Water	45,151	\$568.44	\$3,711.96	6.53
2021 Boat/Vessel Renewal (Relaunch) Prospecting	Vessel Leave Worries on Land	588,169	\$4,971.86	\$22,974.96	4.62
2021 Boat/Vessel Renewal (Relaunch) Prospecting	Vessel Put Your Boat Back in the Water	1,347,345	\$11,623.14	\$48,576.94	4.18



Good to Know

■ MINIMUM 2000 USER LIST NEEDED

Need at least 2000 customer records for FB matching. Not all lapsed boaters in test group are guaranteed to see the ad.

■ STRATEGY TESTED WELL AND PROVED ME WRONG

Served ads to lapsed boater registration matching name, email, and address file to a FB account. FB's match rate is 60-70%. FB matches best with at least email address at a minimum.

■ A GREAT ADDITIONAL CAMPAIGN

Used pixel based tracking for revenue. We chose not to respond to comments on these 2 ads. There was no additional staff time to generate these funds.



2022 Boat Registration Reactivation Program



Boat Registration Reactivation Program 2022 Updates



Sam A. Sample
12345 Anytown St.
Anycity, ST, 54321-1234

<FNAME>, your boat registration has expired:

HULL ID NUMBER	XXXXXXXXXX
FEE DUE	XXXXX
STATE NO.	XXXX
MAKE/YEAR	SKSJSUIS/2021

Renew now to receive your new registration.

State Game and Fish Department
12345 Anytown St.
Anycity, ST, 54321-1234

Please detach and return with payment. If you have changed your address or sold your boat, see back for details.

Check your state agency's website for updates on where/how to renew and closure updates.



3 EASY WAYS TO RENEW:

ONLINE : < www.abcxyz.com > Locate your Boat Number on this form. Click Boat Renewals and select register online.

MAIL: Return the remittance slip above with a check or money order for the registration fee due.

IN PERSON: Visit the nearest location. For a complete list of locations, visit www.abcxyz.com.

ENJOY <CUSTOM STATE'S>
WATERWAYS!





STATE N). XXXXDS

Option 1: Expiration Date XX/XX/XXXX
REG FEE \$XXX.XX
TOTAL FEE \$XXX.XX

Sold your boat? NOTICE OF SALE
Complete this section and return with the envelope provided.

STATE NO. _____ DATE SOLD _____

NAME OF BUYER _____

HULL IDENTIFICATION NUMBER _____

SELLER(S) SIGNATURE _____

Changed your address?
Complete this section and return with the envelope provided.

Address		
City	State	Zip
Phone Number		



PUT YOUR BOAT BACK IN
THE WATER AND PUT
MORE FUN IN YOUR LIFE.

Getting on the water is safe and easy! Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, dock space and other amenities.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. The water is waiting – all that's missing is you and your boat!

Boat Registration Renewal Information For Your Records:

HULL ID NUMBER	XXXXXXXXXX
STATE NO.	XXXX
MAKE/YEAR	SKSJSUIS/2021

For more information, visit <State Agency URL>

Boat Registration Reactivation Program 2022 Updates



Sam A. Sample
12345 Anytown St.
Anycity, ST, 54321-1234

<FNAME>, your boat registration has expired:

HULL ID NUMBER	XXXXXXXXXX
FEE DUE	XXXXX
STATE NO.	XXXX
MAKE/YEAR	SKJSUIS/2021

Renew now to receive your new registration.

State Game and Fish Department
12345 Anytown St.
Anycity, ST, 54321-1234

Please detach and return with payment. If you have changed your address or sold your boat, see back for details.

GET BACK ON BOARD TODAY. 3 EASY WAYS TO RENEW:

ONLINE: < www.abcxyz.com > Locate your Boat Number on this form. Click Boat Renewals and select register online.

MAIL: Return the remittance slip above with a check or money order for the registration fee due.

IN PERSON: Visit the nearest location. For a complete list of locations, visit www.abcxyz.com.

ENJOY <CUSTOM STATE'S> WATERWAYS!



STATE N). XXXXDS

Option 1: Expiration Date XX/XX/XXXX
REG FEE SXXX.XX
TOTAL FEE SXXX.XX

Sold your boat? NOTICE OF SALE
Complete this section and return with the envelope provided.

STATE NO. _____ DATE SOLD _____

NAME OF BUYER _____

HULL IDENTIFICATION NUMBER _____

SELLER(S) SIGNATURE _____

Changed your address?
Complete this section and return with the envelope provided.

Address		
City	State	Zip
Phone Number		

REGISTER YOUR BOAT WHILE THE FISH ARE BITING!



	Month	Fish	Where to go
Each year, our lakes, rivers, and streams are stocked with thousands of fish. With so many fish and so little time - isn't it time you get back on the water?	May-June	Trout	Big Lake, Woods Canyon Lake, Ashurst Lake, Kalbob Lake
	June-July	Striped Bass	Lake Pleasant, Lake Powell, Lake Mead
Your boat registration fee helps maintain our waterways and supports local conservation efforts. When you take someone fishing, you're helping share the tradition of what you love.	August-September	Largemouth Bass	Roosevelt Lake, Bartlett Lake, Saguaro Lake
	September-November	Winter Trout	Lower Salt River, Saguaro Lake, Tempe Town Lake
	December - February	Winter Crappie	Alamo Lake, Roosevelt Lake, Bartlett Lake

For your records:

HULL ID NUMBER	XXXXXXXXXX
STATE NO.	XXXX
MAKE/YEAR	SKJSUIS/2021





For more information, visit <State Agency URL>





Boat Registration Reactivation Program 2022 Updates

2022 Options

- ✓ Direct Mail Letters
- ✓ Emails
- ✓ Social Media Ads

**Please Take the
Survey!**



Thank You

Joanne Martonik
Senior State Marketing Manager
jmartonik@rbff.org



RECREATIONAL
BOATING & FISHING
FOUNDATION