

MN R3 Household Geo-fencing



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org

RBFF State R3 Program Grants



DEPARTMENT OF
NATURAL RESOURCES

Overview

Minnesota Department of Natural Resources (MN DNR) implemented an additional layer to their digital advertising tactics to reach new/lapsed customers with geo-fencing. They targeted audiences by behavioral key demographics: foodies, organic, sustainable, local, DIY, and parks.

Digital advertising geo-fencing is a standard placement tactic used in commercial markets, allowing brands to speak directly with their target customers. This grant allowed MN DNR to test layering digital tactics for promotional campaigns through household geo-fencing based on key demographics noted above.

The audience that fell in the target group above, with location services turn on their phone, during the specified timeframes of May and June were served ads through household geo-fencing around their homes. Using these parameters and digital data within the household, the digital ads were delivered to electronic devices (mobile and PC's) both while the target audience was at their specific home address and away from home.

MN DNR invested the \$4,000 R3 grant funds for ad placement with their vendor. MN DNR contributed an in-kind match of \$50,000 in supportive www.mnbound.com/getitlocal campaign efforts.

The geo-fencing campaign ran from 5/18/20 through 6/30/20.

Results

A total of 565,000 impressions served against a guaranteed goal of 500,000.

Nearly 1,000 total clicks were driven by the campaign!

The project created a 0.17% Click-thru Rate! This campaign performed at 3-4x better than average when compared to the vendor's benchmark average of .03-.05%.

Creative Performance Comparison:

1. Top Performing Creative Group was Group B with a "License" message; driving 338 clicks
2. Top Performing Ad Overall was from Group B with a "License" message. Size was 728x90 and had a .26% Click-thru Rate

Partners

- Minnesota Star Tribune
- Laura Schara, MN Bound
- Recreational Boating & Fishing Foundation

Support

"Lessons we learned from our new media outreach efforts will continue to help us grow our ability to market outdoor recreation opportunities to more Minnesotans." Dave Olfelt, Division Director, Fish and Wildlife

Creative Group B- "License" message was the **top performing creative group**



Creative Group B- "License" message; size 728 x 90 was the **top performing ad overall**



Benefits

- Increase reach to potential new audiences
- Created supportive and additional digital marketing
- Each new digital tactic broadens learning in-house

Methodology

MN DNR used Household Geographic Targeting in Minnesota pinpointing adults 25+ women for topics of fishing, foodies, organic, sustainable, local, and do it yourself.

The campaign served three targeted ads with messaging on how to fish, get your fishing license, and find a wild protein recipe.

Tracking was placed only on one URL (www.mnbound.com/getitlocal). Due to an oversight, tracking was not added on the other two sites MN DNR had identified for the vendor- mndnr.gov/gofishing and mndnr.gov/licenses.

Lessons Learned

- Tracking stats did not trigger for the vendor with less than 2,500 unique clicks
- Tracking was only placed on one landing page mnbound.com/getitlocal although initial planning had been for two additional URL's.
 - This made people land and have to search for relevant content shown in the ad
 - It is important to reconnect with vendors to make sure correct URLs are used at the launch of the campaign.
- It was interesting to learn about household fencing versus just an event location.
- This campaign confirmed for MN DNR that the, 'get your license' is the best call-to-action.

Future Plans

- A relaunch of the effort, using successful "license creative" ad can simplify efforts and target audiences better moving forward
- MN DNR plans to identify increased funding for the next geo-fencing campaign.
- Continued learning for layers needed to track DNR IT and lead partnership outcomes

Creative Group A- "Learn how" message



Creative Group C – "Recipe" message

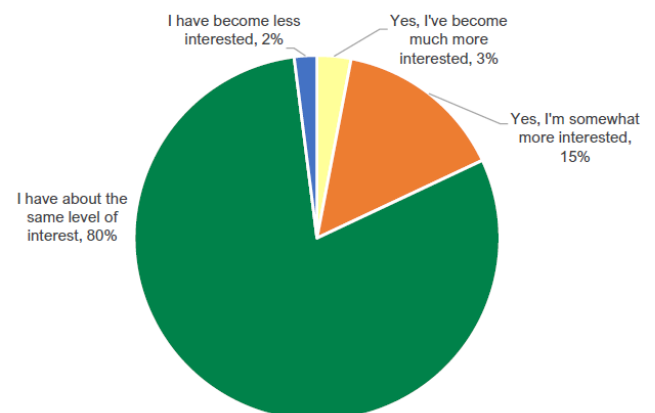


Additional Info

The vendor included a survey with the objective to gauge audience sentiment to fishing in MN and determine how the pandemic has changed people's attitudes about fishing. Date: 8/5/2020. N = 854

- 18% of those who are somewhat/ver interested in fishing indicated they've become more interested since the pandemic
- 80% have about the same level of interest

Has Your Interest In Fishing Changed Since The Pandemic?



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