



# Measuring Marketing

*Nicole McSweeney, Outreach & Marketing Coordinator*

*Mark Tisa, Director*

# Outline

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





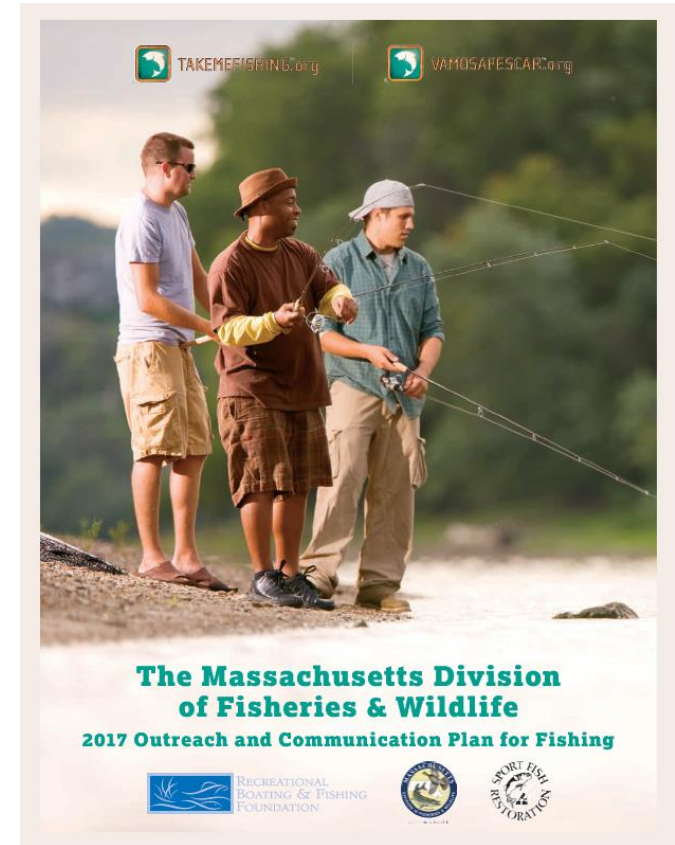
# Background

## 2016

- License customer analysis by Southwick Associates

## 2017

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





# 2017 Campaign

## 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](http://Mass.gov/MassFishHunt)
- Or in person at a license vendor. Find one near you at [Mass.gov/dfg/LicenseVendor](http://Mass.gov/dfg/LicenseVendor)

Questions? Call (508) 389-6300



## 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](http://Mass.gov/MassFishHunt).
- Or in person at a license vendor. Find one near you at [Mass.gov/dfg/LicenseVendor](http://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.

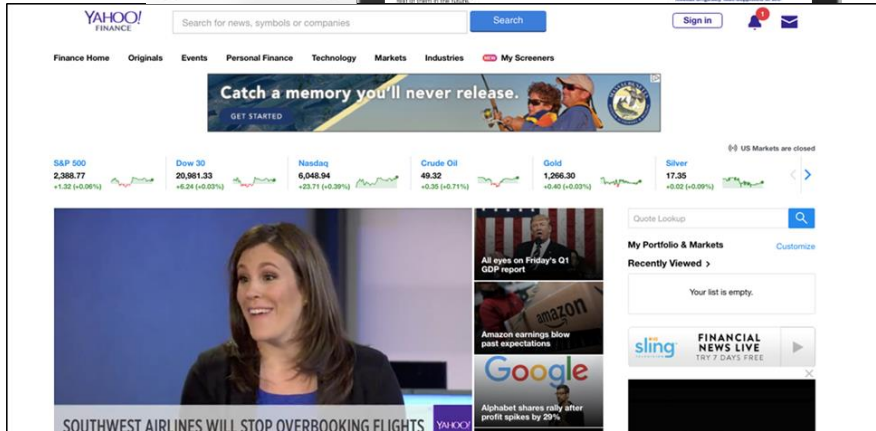
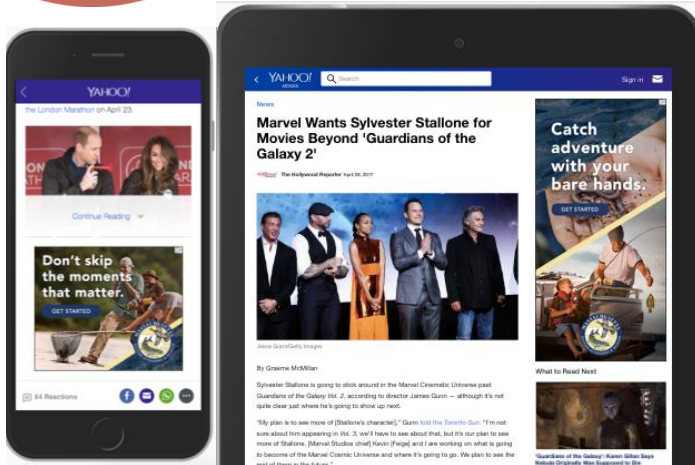
### Connect with us

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





# 2017 Campaign



Get Started with Fishing - Div. of Fisheries and Wildlife

[www.mass.gov](http://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

[www.mass.gov](http://www.mass.gov)

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



# 2017 Campaign

## Retention and Reactivation

**Email and Postcard**

Cost effective, many purchases, significant lift

## Recruitment

**Banner Display & Video**

High cost, many impressions, few purchases

**Facebook**

Cost effective, many impressions, few purchases

**Google Search**

Cost effective, many purchases

**Total: 11.8M impressions; 3,083 transactions**

**Who were they?**

**What did they buy?**



# Heading into 2018

- Improve user tracking, determine ROI
- Improve ability to target specific audiences
- Craft meaningful messages to each audience





# Heading into 2018

- Google Analytics training
- Awarded another 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



# Digital Marketing

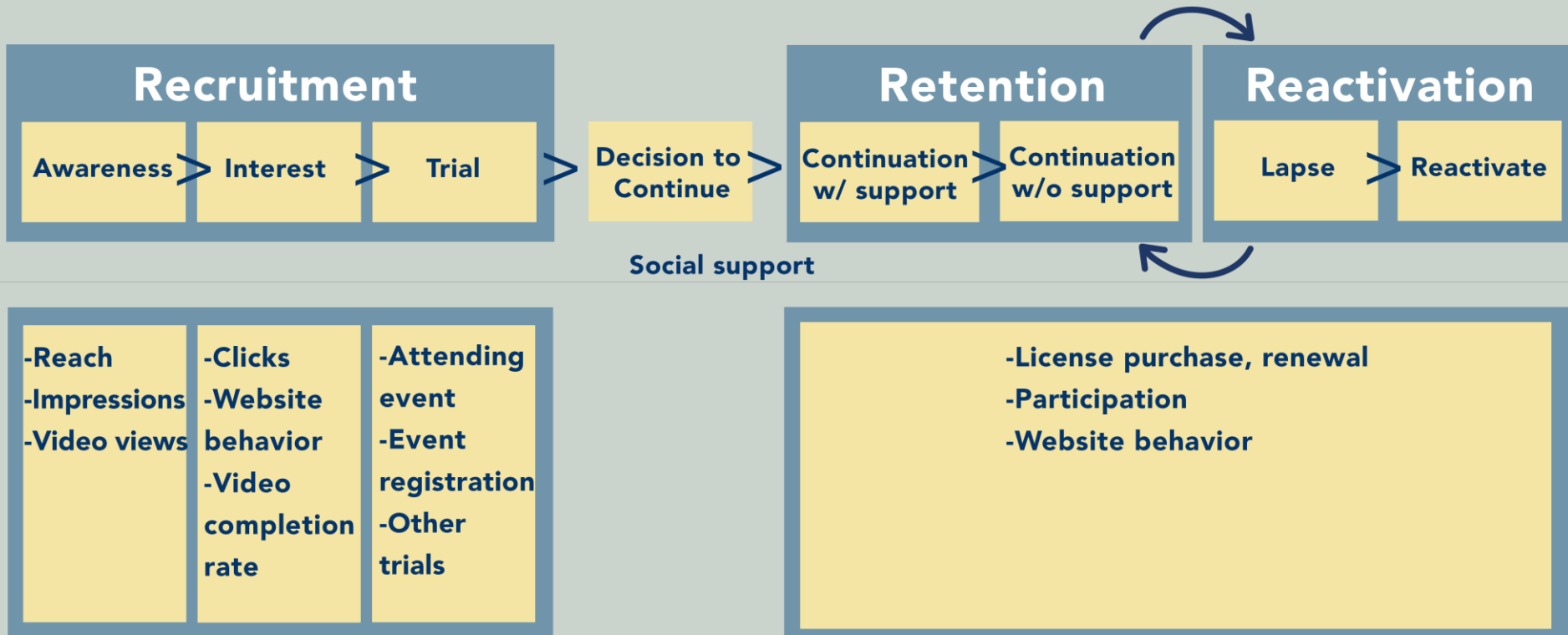
## Digital Marketing (Recruitment, Retention, Reactivation)

	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?**

# Outdoor Recreation Adoption Model





# Target Audience: Returning Anglers

**Retain, reactivate** (Goal: purchase)

- Upload customer data into Google and Facebook



# Target Audience: Returning Anglers





# Target Audience: New Anglers

**Recruit** (Goal: awareness, interest, trial)

- Massachusetts residents with outdoor interests
- People living within 20 mi of Angler Ed event
- Lookalikes





# Target Audience: Lookalikes

## Existing customers

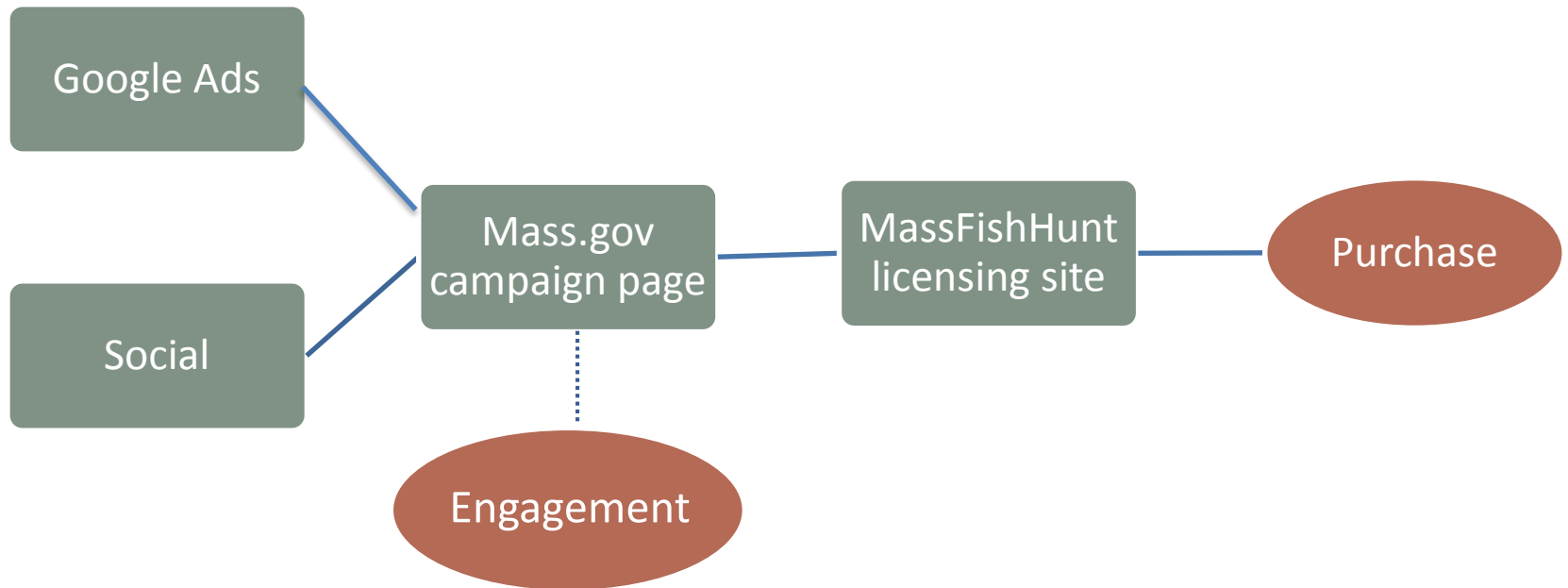
- Load existing customer data (email, DOB, zip)
- FB builds lookalike from shared interests

## Landing page viewers

- Once campaign launches, FB builds lookalike from those who click



# Target Audience: New Anglers



# New anglers

- Sent to Mass.gov campaign pages
- Beginner in mind
- Strong CTA 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](mailto:Mass.Wildlife@state.ma.us)

websites

[MassWildlife Homepage](#) ↗

[MassWildlife Facebook](#) ↗

[MassWildlife Instagram](#) ↗

### RELATED

[Buy your fishing license](#) ↗



# Ads




# Social Media Ads


- 10 video, 2 photo ads
- 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: Awareness Ads**







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ENTER TO WIN A:

*Cabela's*<sup>®</sup>

ZEBCO SPINCAST  
COMBO ROD



**GIVEAWAY**



MASSWILDLIFE



# **Social Media: Trial Ads**



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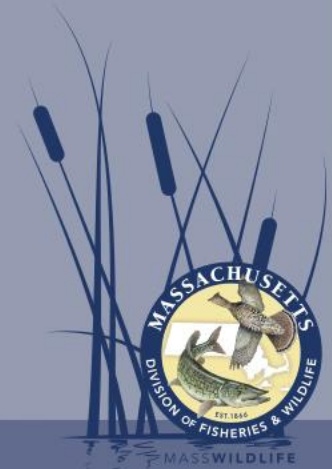
# **Social Media: Renew Ads**

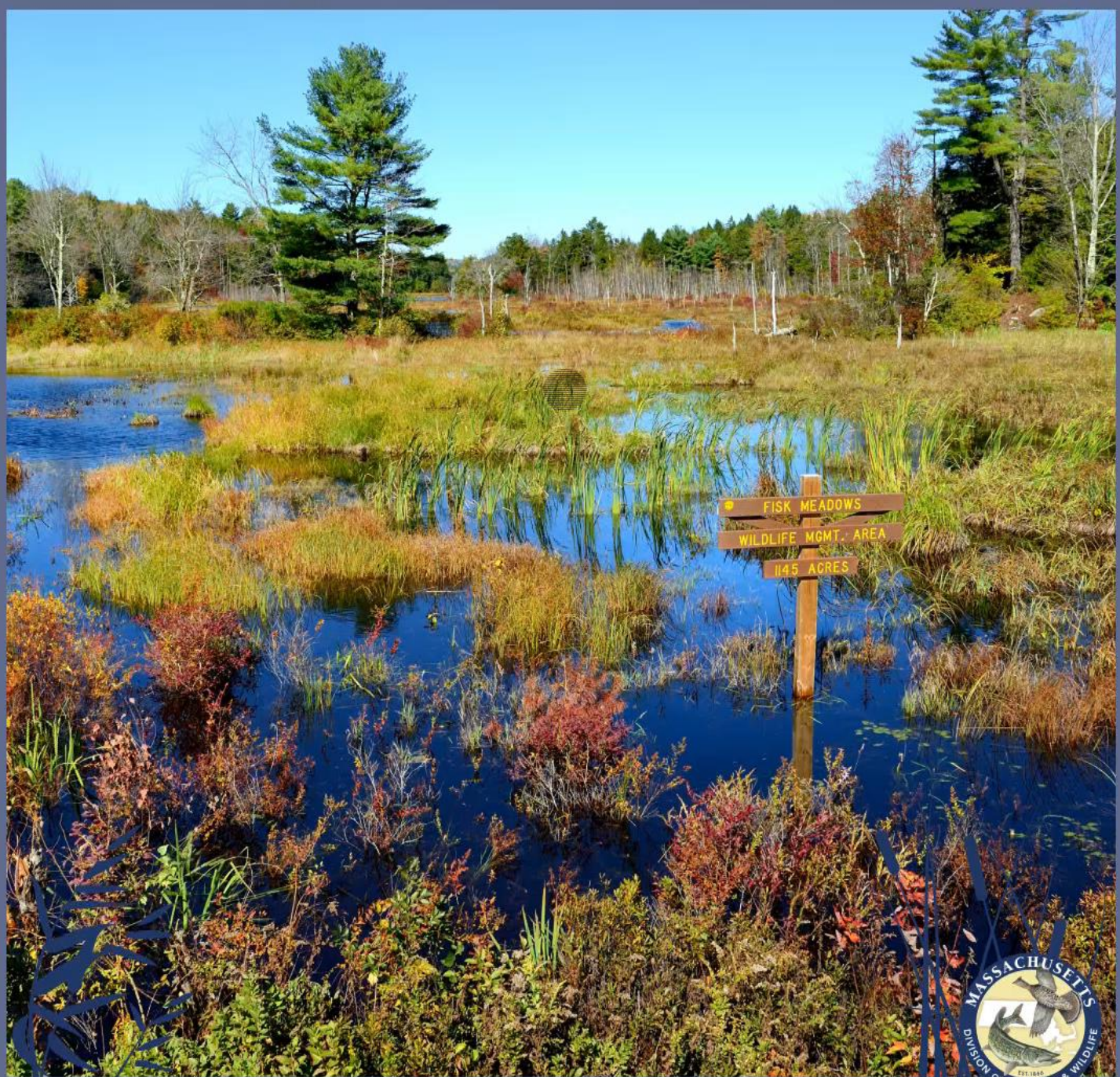




# **Social Media: Incorporating Feedback**









# Google Search Ads

# Google Search

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

The image shows a Google search interface for the query "fishing license in massachusetts". The search results are as follows:

- Search Results:**
  - Results: 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.
  - Get a Fishing License in Massachusetts | Take Me Fishing**  
https://www.takemefishing.org/massachusetts/fishing-license/
  - 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
- 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?
- Saltwater Fishing Permits:** A graphic showing permit options: Resident and Nonresident Adult Permit \$10, Age 66 or Older Permit FREE, and a note that no permit is required for persons 16 years of age or older.



# Google Ads

- Keyword planner, 2017 top keywords
- Monitor, adjust
- “Official”
- Renew message

[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

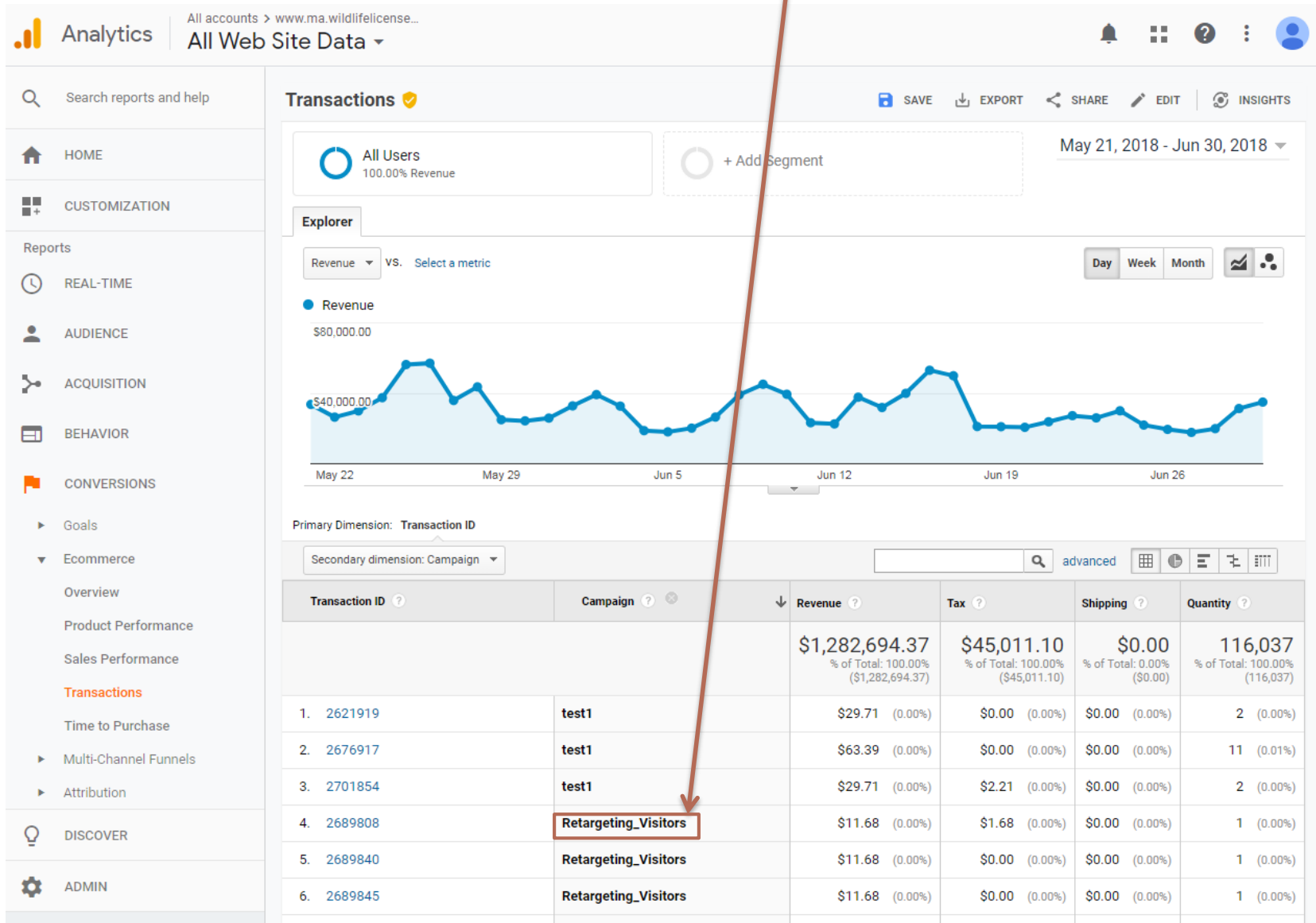
- Link extension that helps track campaigns

```
https://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](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**



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## MassFishHunt Receipt

<b>Customer ID: 1792636</b>	<b>Transaction#: 2539132</b>
<b>NICOLE MCSWEENEY</b> 35 MAIN STREET BOSTON, MA	<b>Credit Card Authorization#: 4319288</b> <b>Agent: INTERNET SALES (10000)</b> 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
<b>Total Amount Paid</b>	<b>\$29.71</b>



# Making the Connection

## E-Commerce

Transaction ID

Campaign Source



## Customer Database

Transaction ID

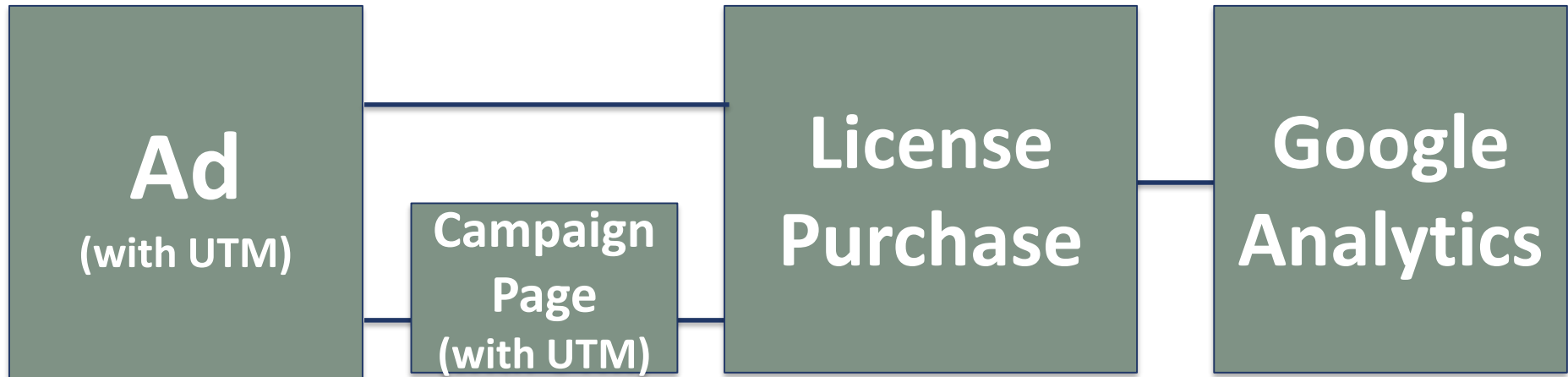
Unique Customer ID

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
- Shows in Google Analytics/E-commerce
  - Transaction ID details
- 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
- # Confirmation page visits on ad dashboard
  - Not tracked through UTM/ E-commerce
- FB and Google dashboards can both take credit



# Results



# Results: Transactions

## Direct

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

**TOTAL:** 9,079 transactions

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## 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**

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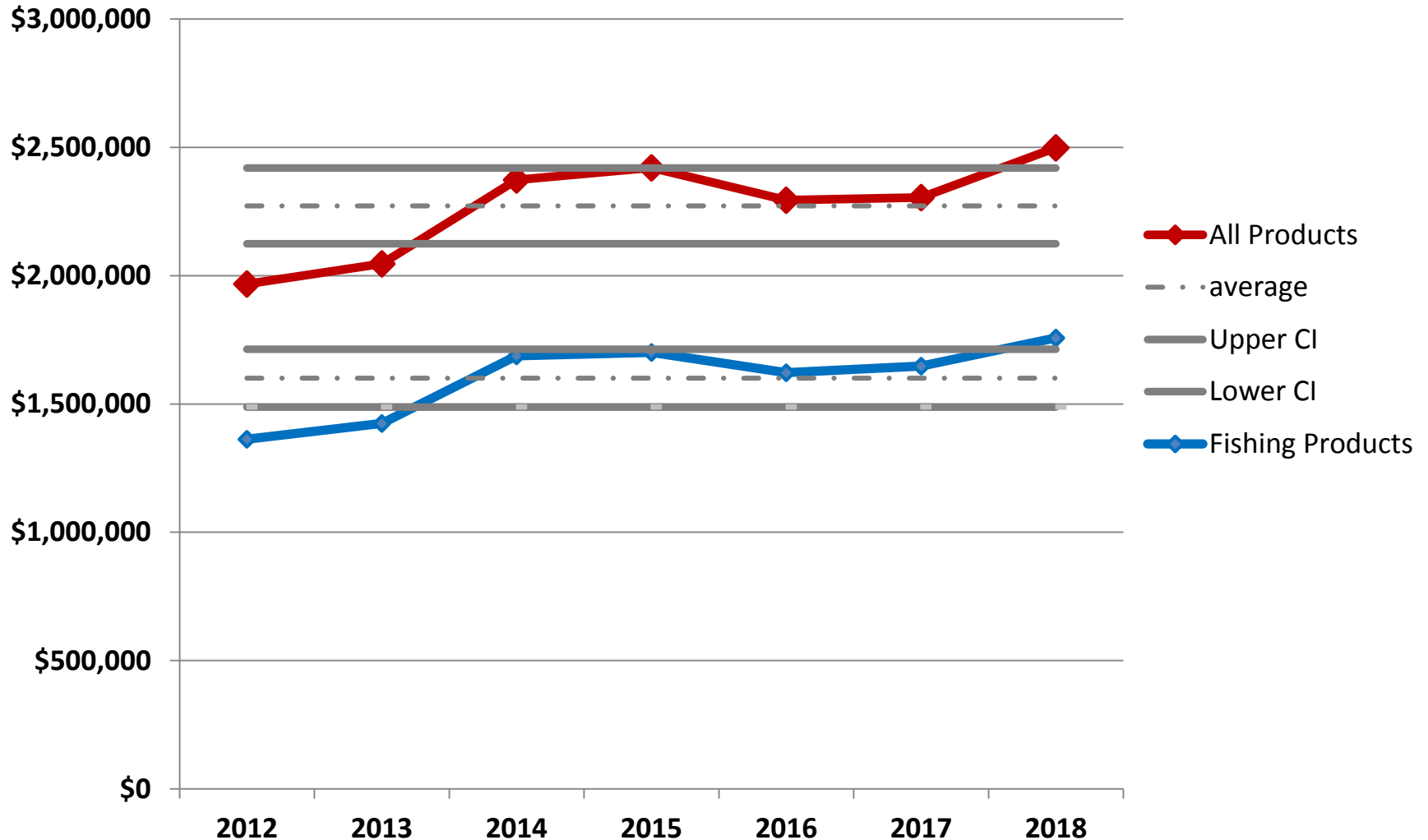
## Conversion window

- 14,826 — 24,440 transactions

**\$305,119 — \$564,313**

# Sales During Campaign Period

## (May 1-July 31)





# Results: Social Media

**2.54M**  
Impressions

**438K**  
Reach

**67K**  
Clicks

**2.62**  
CTR

Decreased cost per landing page view 74% from 2017



# Results: Google Ads

**25K**  
Clicks

**10.8**  
CTR

**2.4**  
Average  
Position

**59.6**  
Conversion  
Rate

Decreased average cost per click 30% from 2017



# Direct Transactions: Demographics

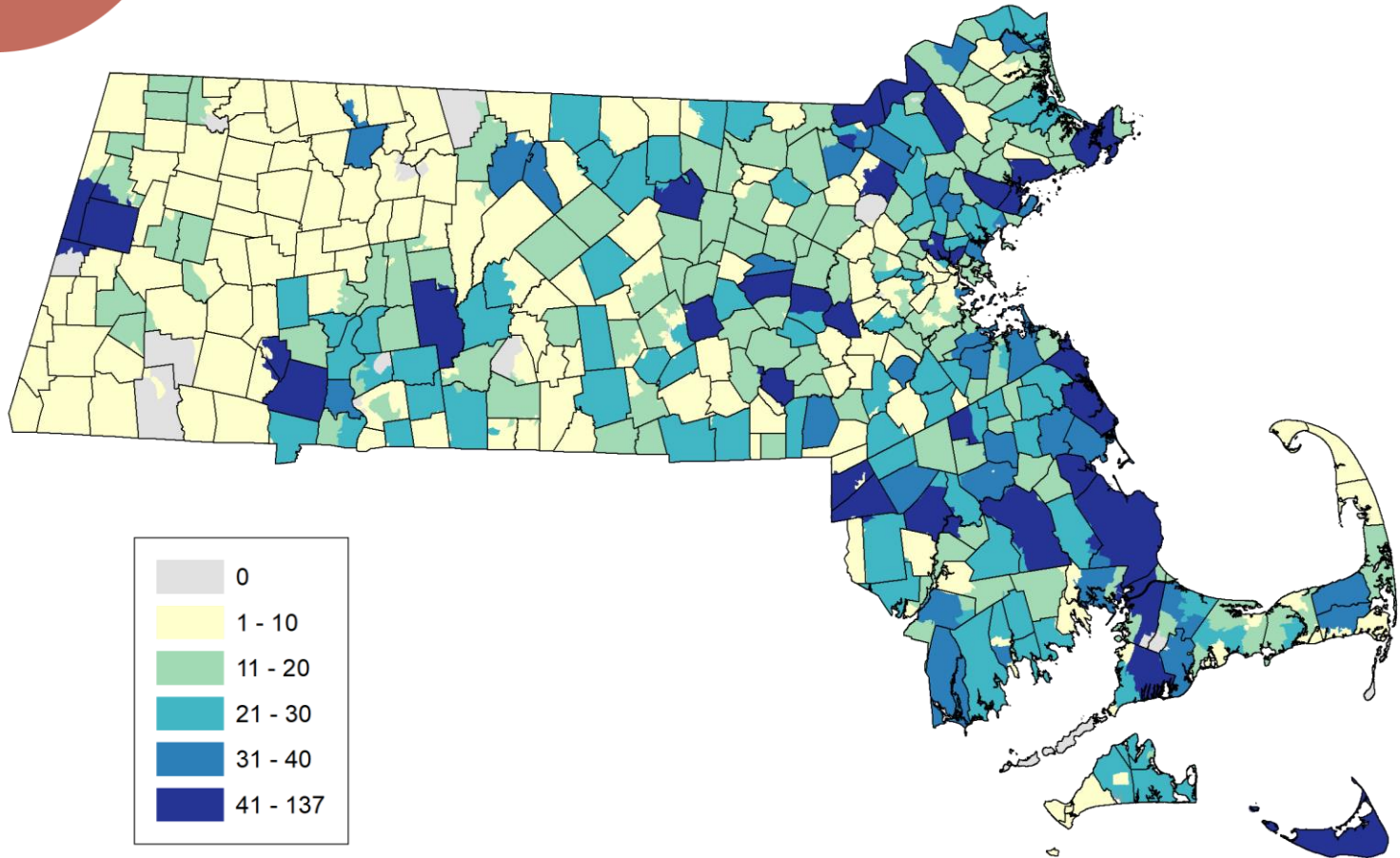
	Age	% Residents	% Female
<b>Typical MA Angler</b>	46	85%	15%
<b>Google Search</b>	44	84%	14%
<b>Social Media</b>	49	99%	12%

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
  - Ad performance, feedback, customer data
- Dedicated staff
- Update privacy policy
- Stay current on digital best practices

**Coming soon**

# New licensing homepage (January 2019)



## 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).



# MassFishHunt



## Customer Login

Last Name

Date of Birth (mm/dd/yyyy)

**NEXT**

*What's this?*

New Customer? Create an account below.

**CREATE AN ACCOUNT**

*What's this?*

## Use MassFishHunt to:

- Buy a license
- Buy permits and stamps
- Report a harvest
- Apply for Antlerless Deer Permits
- Reprint a license

Plus, you can make a donation or subscribe to Massachusetts Wildlife magazine. No account required. [Donate or subscribe now](#)

## Seasonal Information

This is paragraph is styled to appear as an alert.

This section can contain any content and be title in any manner. MA Administrators will be able to update to update this content easily through the control center interface. The area can include images, text or even special alerts. Whatever you need to convey to customers can be placed here.



Integer scelerisque sem quam, eget euismod mi euismod imperdiet. Vestibulum viverra ornare nibh ac ullamcorper. Mauris ex arcu, euismod ut augue a, ornare tempus justo. Ut malesuada nisi nec tellus ultricies fringilla. Suspendisse id turpis ultricies, molestie lectus in, sodales sem. Pellentesque feugiat,

**License types & fees**

**Where to fish and hunt**

**Learn to fish and hunt**

# Thank you to our partners!



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



Mass.gov



*Cabela's*





MASSWILDLIFE

# Questions?

[Nicole.McSweeney@mass.gov](mailto: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"  
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 Fishing in Massachusetts  
 ma fishing license renewal  
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 mass fishing license  
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 mass gov fishing license

fishing spots  
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 Fishing in Massachusetts  
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 "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