



Alabama Department of  
Conservation and Natural Resources

# ALABAMA EMAIL CAMPAIGNS

## REACTIVATION - RECENTLY LAPSED ANGLERS

To anglers that purchased in 2016 but not yet in 2017

**Emails Sent:** 52,930

**Renewals:** 8,813

**Response Rate:** 16.65% (4.51% higher than control group)

**Renewals Purchased Directly From Email Link:**

941 people, generating \$17,115



## REACTIVATION - LONGER TERM LAPSED ANGLERS

To anglers that purchased in 2012, 2013, 2014 or 2015 but  
not yet in 2016 or 2017

**5 Emails Sent During March and April, 2017**

**Emails Sent:** 80,251 individuals

**Renewals:** 1,106 including 30 lifetime licenses

**Revenue:** \$27,227



## RETENTION - MONTHLY RENEWAL REMINDERS

To anglers that purchased the same month in 2016 but  
not yet in 2017

**11 Emails Sent During March - June 2017**

**Emails Sent:** 153,771

**Renewals:** 21,002

**Avg Response Rate:** 18% (4% higher than control group)

**Renewals Purchased Directly From Email Link:**

781 people, generating \$12,951





Alabama Department of  
Conservation and Natural Resources

# ALABAMA EMAIL CAMPAIGNS

Outdoor  
**ALABAMA**

ALABAMA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

WILDLIFE AND FRESHWATER FISHERIES | STATE LANDS | MARINE RESOURCES | ALABAMA STATE PARKS

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

## IT'S TIME TO RENEW YOUR FISHING LICENSE.

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

If you have already renewed your license, *thank you*.

### Where to renew your license:

In addition to purchasing online, licenses are also available by telephone at 888-848-6887, at county courthouses and at many sporting goods retail outlets and marinas.

[PURCHASE A LICENSE ONLINE](#)

[Learn more about how and where to fish.](#)

[Sign up here to receive fishing information from ADCNR](#)



Stay Connected with the Alabama Department of Conservation & Natural Resources:

