ALABAMA EMAIL CAMPAIGNS

REACTIVATION - RECENTLY LAPSSED 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)
Renews Purchased Directly From Email Link:
941 people, generating $17,115

REACTIVATION - LONGER TERM LAPSSED 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)
Renews Purchased Directly From Email Link:
781 people, generating $12,951
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](#)

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