



DIGITAL CAMPAIGN RESULTS

2.1.2021

AGENDA

- ❖ Background
- ❖ Marketing Goal, Strategy, Approach
- ❖ Media Strategy and Messaging
- ❖ Results

BACKGROUND

ESTABLISHING THE VISION

Best-in-class digital marketing requires a long-term commitment and is built around a test / learn / optimize approach. We began by establishing a baseline understanding of how we could leverage our own data to drive results.

- First-party data is a tremendous asset to any organization. Finding new ways to apply it offers significant upside potential.
- Supplementing our own data with third-party sources provided an even deeper understanding of our audience.
- Armed with insights into mindset, lifestyle, media consumption and more, we can inform creative and in the future be able to better prioritize marketing efforts.

1

GOAL, STRATEGY & APPROACH

MARKETING GOAL

DRIVE INCREMENTAL REVENUE & LICENSE SALES

Launch a highly-targeted digital advertising campaign with the ability to measure its effectiveness in driving incremental license sales.

CAMPAIGN SUCCESS METRICS:

- ❖ ROI/ROAS
- ❖ TOTAL SALES
- ❖ INCREMENTAL SALES LIFT

SECONDARY MEDIA KPIS:

- ❖ CLICK THRU RATE (CTR)
- ❖ COST PER IMPRESSION
- ❖ COST PER CONVERSION

MARKETING STRATEGY

DATA DRIVEN TARGETING AND MEASUREMENT

Leverage enriched customer data to improve the effectiveness of digital marketing efforts.

- ❖ Audience segmentation & prioritization
- ❖ Consumer insights & messaging
- ❖ Interception & media planning
- ❖ Customer purchase analysis

APPROACH



DETERMINE ADDRESSABLE AUDIENCE

Three-step process prioritized protection of first-party data & compliance with existing privacy policies



**1ST PARTY CRM
DATA UPLOAD**

8.2MM FILES
Uploaded to LiveRamp
(LY16 - LY20)



**MATCHED &
ANONYMIZED**

Records matched against
available digital IDs, removing
first-person identifiers

Digital IDs allow for privacy-
centric data portability



**MATCHED &
ENRICHED**

2.8MM
records matched &
appended to deepen
understanding through
18,000+ attributes



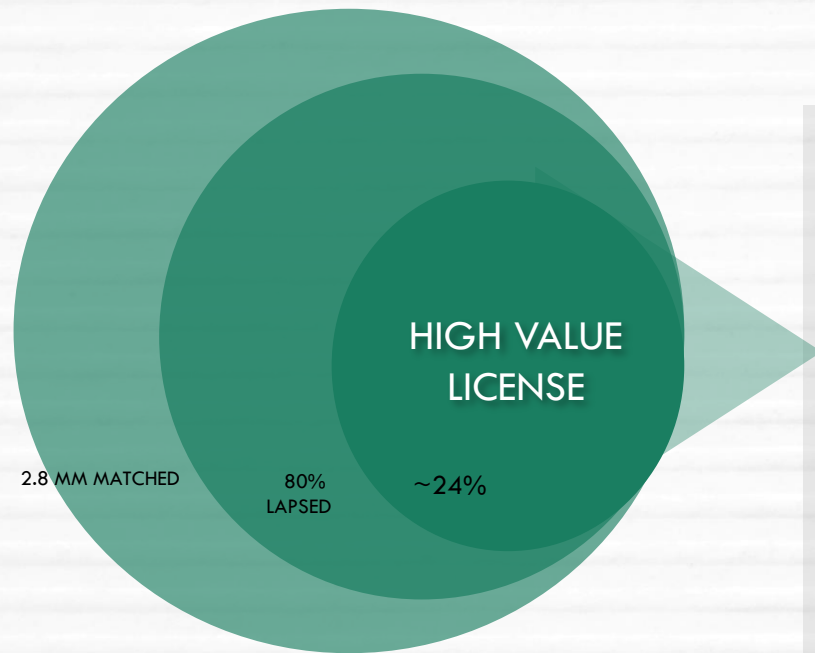
POTENTIAL AUDIENCE
2.8 MM
(35% of total)

Number of audience files decrease based on ability to match back to available IDs in each platform

NARROWING OUR FOCUS

Prioritize Highest Value License Types

Prioritize audience based on revenue potential of license types and seasonality considerations



SUPER COMBO / COMBO
Lapsed 1-year
103,000 addressable

SUPER COMBO / COMBO
Lapsed 2-year
231,000 addressable

FISH ONLY- Year from Purchase (YFP)
Lapsed 1-year
155,000 addressable

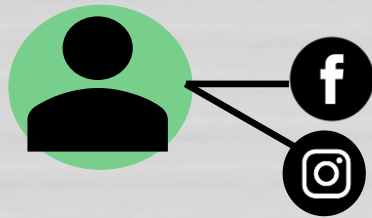
FISH ONLY – Annual
Lapsed 1-year
42,000 addressable

Combo Licenses = most bought between August and November

3 MEDIA STRATEGY & MESSAGING

MEDIA STRATEGY

Match Digital IDs across platforms, to deliver message **directly to lapsed users**



SOCIAL MEDIA
(Facebook / Instagram)

FINDING AUDIENCE
ACROSS SPECIFIC SITE

Digital IDs matched within platform

- Narrower reach
- Marketplace sets rate (supply & demand)
- Match rate near 35%

IN-FEED STATIC POSTS & CAROUSEL ADS



PROGRAMMATIC DSP
(Demand Side Platform)

FINDING AUDIENCE
ACROSS MANY SITES

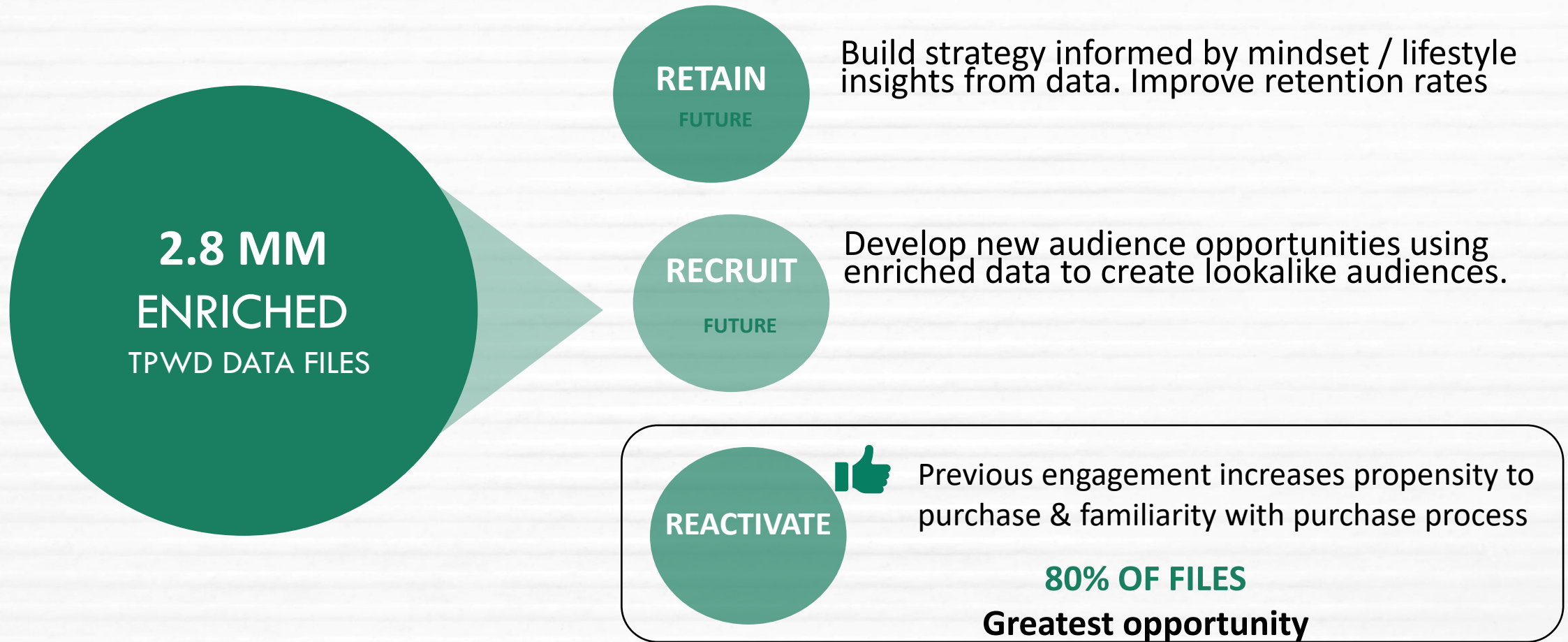
Digital IDs matched across variety of sites, within broader network

- Find efficient scale wherever digital ID browses
- Better match rates, near 70%

BANNER ADS (VARIOUS SIZES)

NARROWING OUR FOCUS

Evaluate opportunity through R3 Lens



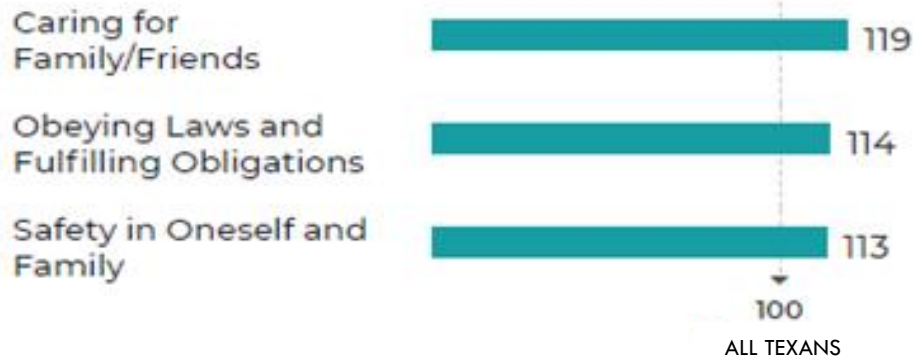
Comparing match-backs to total Texas population highlighted important differences to help guide audience profile development & messaging approach

MATCHBACKS VS. ALL TEXANS

MOTIVATIONS & LIFESTYLE HIGHLIGHTS

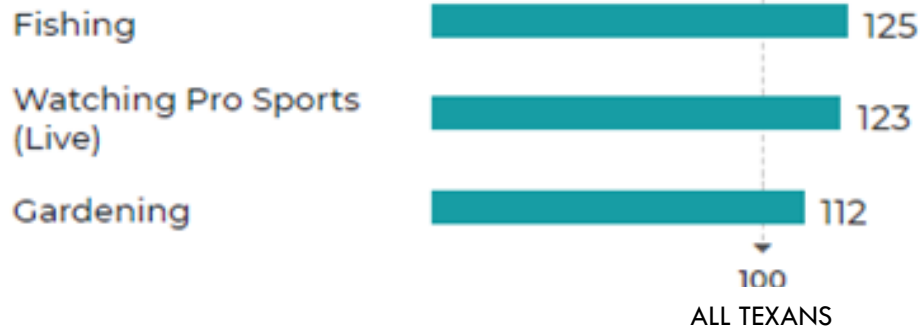
Top Personal Values

BY INDEX



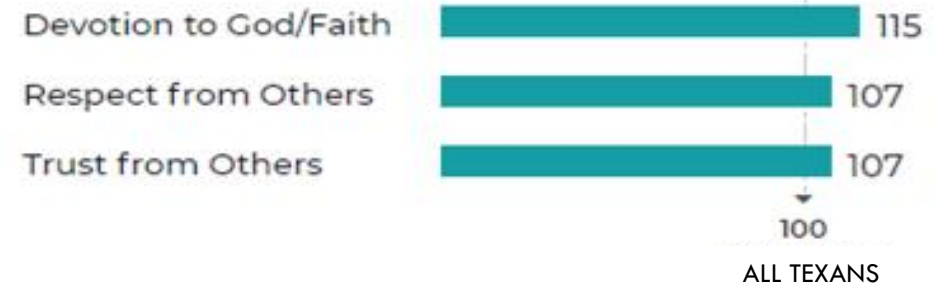
Top Hobbies

BY INDEX with minimum composition: 15%



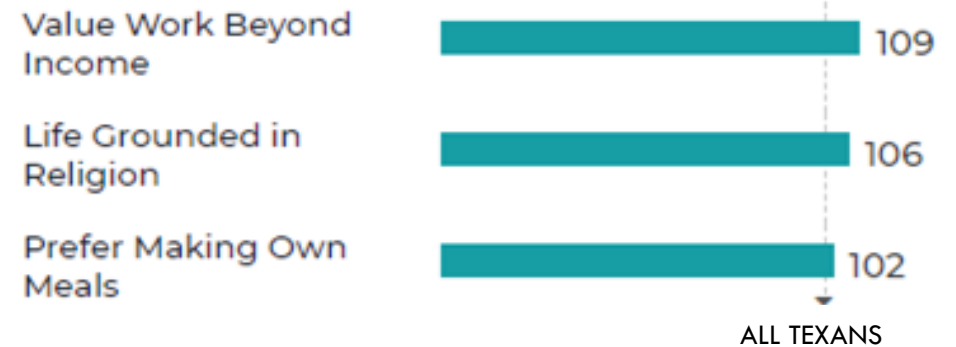
Top Psychological Drivers

BY INDEX with minimum composition: 10%



Daily Routine

BY INDEX with minimum composition: 25%



MESSAGING INSIGHT

Fundamental Anglers

FROM

FUNCTIONAL
transaction

TO

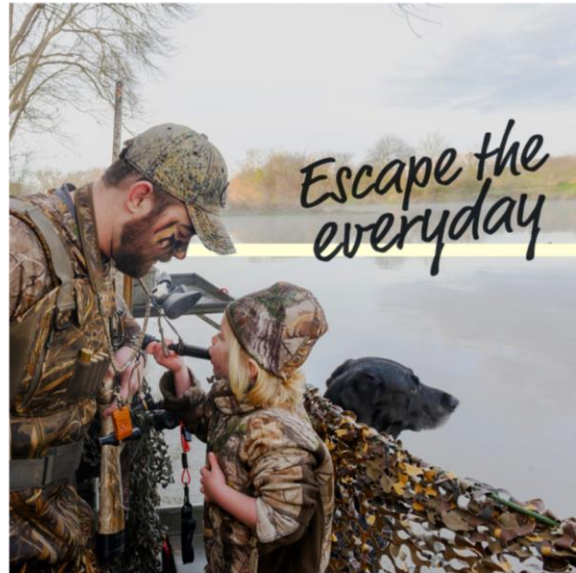
EMOTIONAL
connection

Buying a license is very functional transaction, but the symbolism of this act represents a doorway to the hearts and souls of this audience.

Outdoor activities evoke strong feelings of nostalgia and are considered memory-making opportunities.

By creating an emotional connection, we remind lapsed users of all the experiences that await, because for many of them THIS IS WHAT LIFE IS ABOUT.





Your License To
*Kickstart
your Season.*



**BUY
YOUR LICENSE
TODAY ✓**

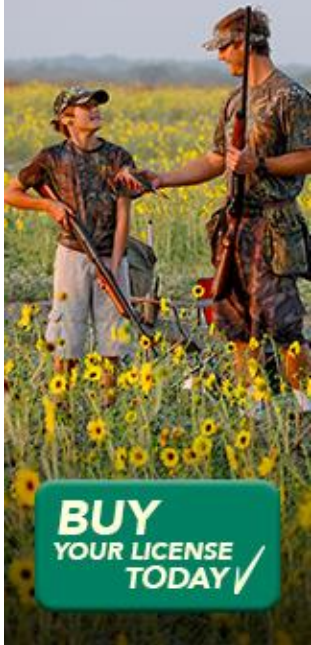
Your License To
Dream Big.



**BUY
YOUR LICENSE
TODAY ✓**



Your License To *Kickstart your Season.*



BUY
YOUR LICENSE
TODAY ✓



Your License To *Make memories Afield.*



BUY
YOUR LICENSE
TODAY ✓



Your License To *Kickstart your Season.*



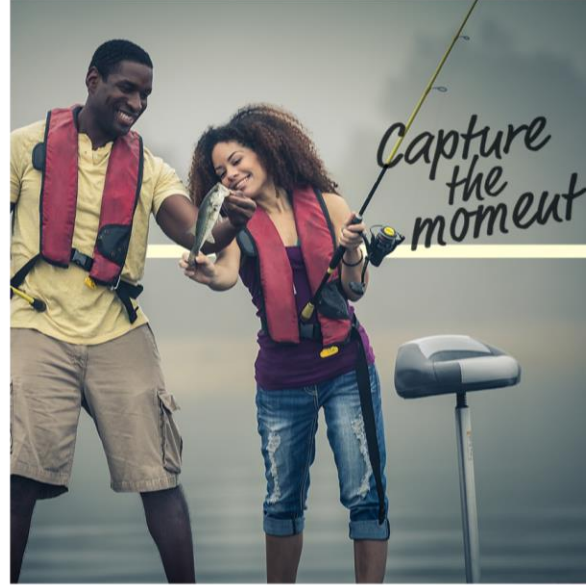
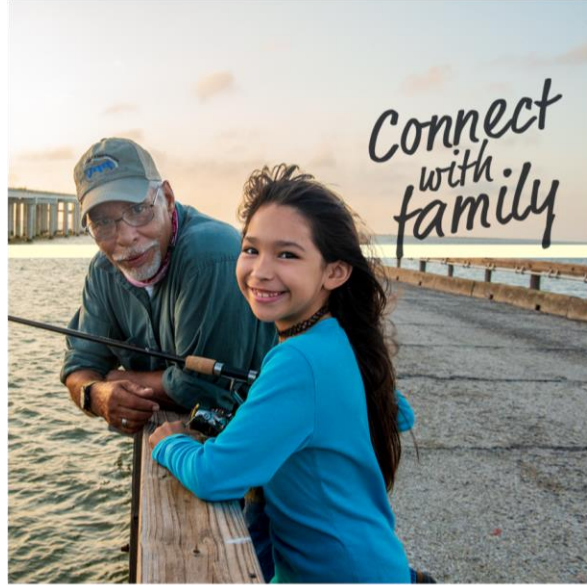
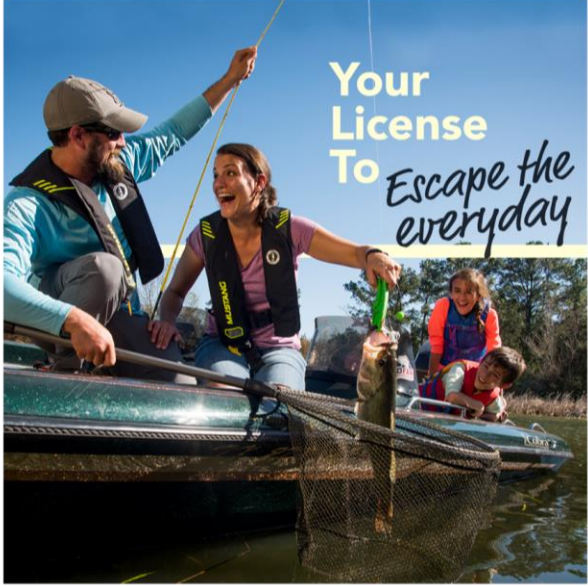
BUY
YOUR LICENSE
TODAY ✓



Your License To *Kickstart your Season.*



BUY
YOUR LICENSE
TODAY ✓





TEXAS
PARKS &
WILDLIFE

Your
License
To *Chill.*



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TODAY ✓

4 RESULTS, LIFT, ROI

RESULTS BY MEDIUM

Overview

August 28, 2020 – October 21, 2020

Tactic	Ad Spend	Impressions	CPM <i>(Total Spend per 1000 impressions)</i>	Conversions Post Click <i>(28 days after click)</i>	Conversions Post View <i>(28 days after view)</i>	Total Conversions	Conversion Rate <i>(Total conversions / impressions)</i>
Paid Social Media	\$9,774	965,097	\$10.13	33	51,968	52,001	5%
Programmatic Media (Various)	\$20,736	3,120,257	\$6.45	5	113,994	113,999	4%
TOTALS	\$30,510	4,085,354		38	165,962	166,000	

- Programmatic media buy was slightly more efficient than paid social media
 - Programmatic media delivered lower CPM (\$6.45 vs. \$10.13 for social)
 - Facebook engagement was higher, and Instagram investment was shifted early in campaign

RESULTS BY MEDIUM

Total Revenue, Return on Ad Spend, Return on Investment

Tactic	Cost Per Acquisition	Total Revenue *	Return on Ad Spend (ROAS) **	Return on Investment (ROI) ***
Paid Social Media	\$0.19	\$3,151,127	\$322.4	\$177.2
Programmatic Media (Various)	\$0.18	\$7,314,873	\$352.8	\$193.5
TOTALS	\$0.18	\$10,466,000	\$343.0	\$188.3

- Campaign overall generated **\$10,466,000**

Total Revenue = Total Conversions X Cost of License

\$68 for Combo, \$35 for resident fishing, \$47 for YFP

- Programmatic produced higher revenue, ROAS and ROI than social media
 - Programmatic contributed 70% of total revenue

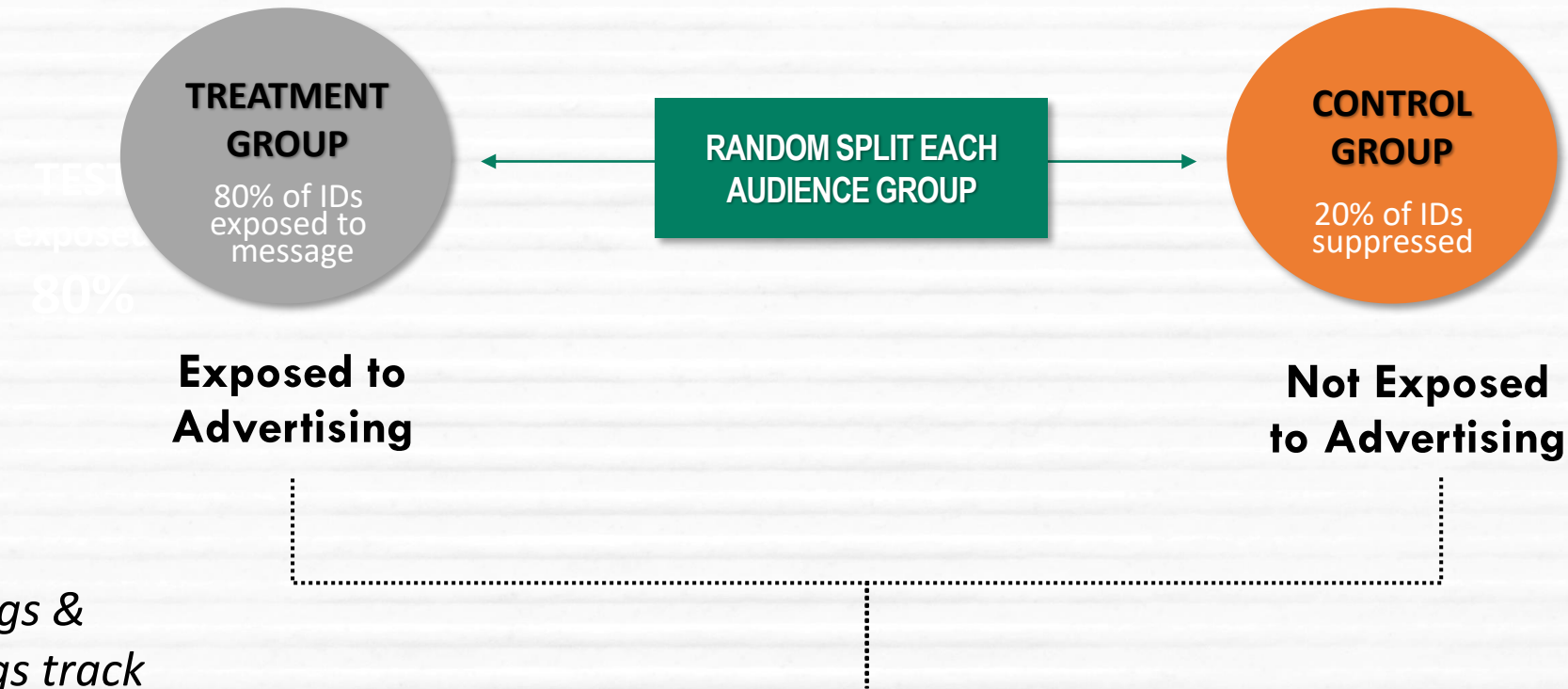
*Total Revenue = Total license sales from exposure to media campaign

** ROAS = Return on Ad Spend (Sales / media investment)

*** ROI = Return on Investment (Sales / total campaign investment of (\$55,580))

MEASURING LIFT

Treatment vs. Control



UTMs, click tags & impression tags track behavior once exposed to advertising

Sales lift attributable to campaign efforts

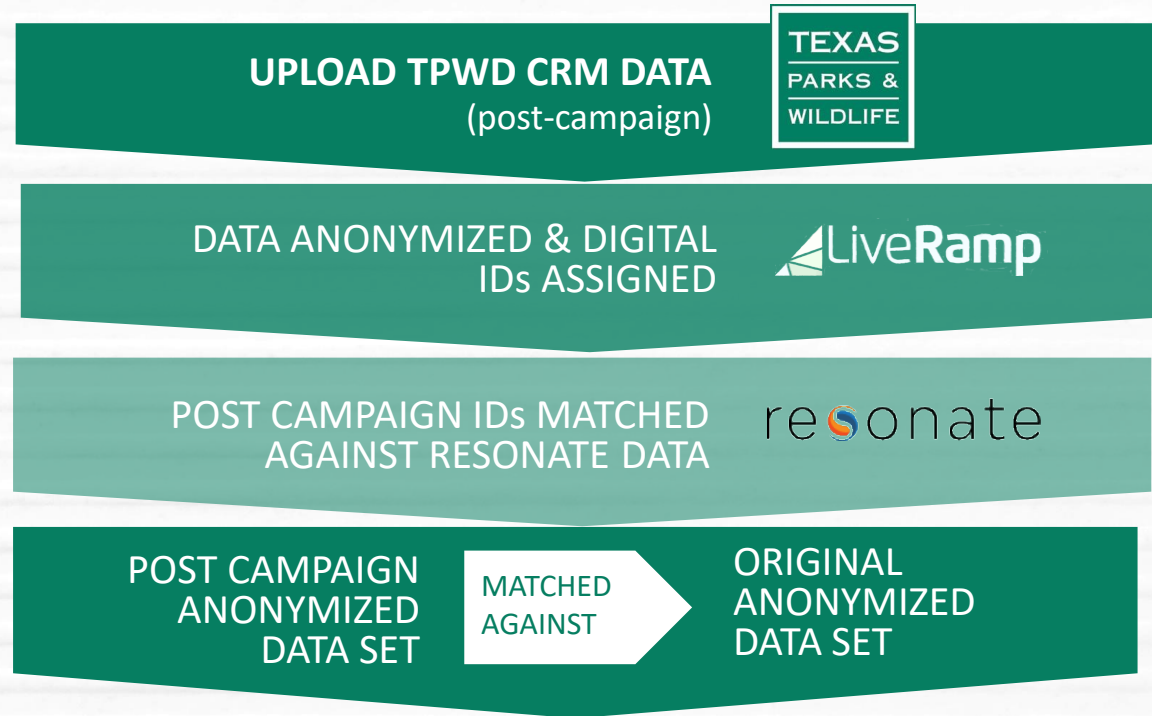
Lift = % difference in conversion rate between test and control

MEASUREMENT

Treatment vs Control

Compared pre-campaign and post-campaign CRM data to evaluate impact

- Treatment/control group to measure license purchases across all audience segments
- Directly compares LIFT based on exposure to advertising vs no ad exposure



CONVERSION RATE AND LIFT

Treatment vs. Control

	COMBO 1-YR LAPSE		COMBO 2-YR LAPSE		Resident Fishing 1-YR LAPSE		Year-from-Purchase Fishing 1-YR LAPSE	
	TREATMENT	CONTROL	TREATMENT	CONTROL	TREATMENT	CONTROL	TREATMENT	CONTROL
Audience Size	104,000	26,000	232,000	59,000	41,000	10,000	150,000	37,000
License buyers	33,000	8,000	99,000	25,000	9,000	<2,500	25,000	6,000
Conversion Rate	31.7%	30.8%	42.7%	42.4%	22.0%	N/A*	16.7%	16.2%
Lift	+0.9%		+0.3%		N/A		+0.5%	

* Resident Fishing License group likely impacted by small audience size

- **Higher conversion rates across test groups indicative of campaign impact**
- **Sales lift shows the impact directly attributable to campaign**

REVENUE AND RETURN ON INVESTMENT

Treatment vs. Control

INCREMENTAL REVENUE: \$146,226

INCREMENTAL LICENSE SALES: + 2,382 licenses

	COMBO 1-YR LAPSE	COMBO 2-YR LAPSE	Resident Fishing 1-YR LAPSE	Year-from-Purchase Fishing 1-YR LAPSE
	TREATMENT VS. CONTROL	TREATMENT VS. CONTROL	TREATMENT VS. CONTROL	TREATMENT VS. CONTROL
Lift	+0.9%	+0.3%	N/A	+0.5%
Incremental Sales (online & offline)	936	696	0	750
Incremental Revenue	\$62,648	\$47,328	\$0	\$35,320
Incremental ROAS	8.6	15.2	N/A	3.5
Incremental ROI	4.7	8.3	N/A	1.9

4 Insights and Future Opportunities

INSIGHTS AND FUTURE OPPORTUNITIES

- **Lapsed Combo License (1 & 2 year) audiences represent opportunity for continued investment**
 - Lapsed combo licenses accounted for **76% of total incremental revenue** demonstrating value of these segments for future campaigns.
- **Year-from-Purchase (YFP) fishing license audience showed positive results as well**
 - This customer segment responded very well to digital advertising and represents a greater opportunity for a spring campaign when this license type is a better value than the annual fishing license and more popular with anglers.
- **Annual Fishing Only license audience unable to measure due to smaller audience size**
 - Further parameters to determine optimal audience size should be developed to avoid challenges measuring lift.

INSIGHTS AND FUTURE OPPORTUNITIES

- **Use learning from customer data enhancement to develop strategies and messaging for future campaign**
 - Including for recruitment campaigns
- **Positive Return on Investment should give confidence to agency leadership to invest more dollars into R3**
 - There's lots more revenue potential to be realized!

THANK YOU