

# TN Wildlife Resources Agency

## AFWA Multi-State Conservation Grant



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



TAKEMEFISHING.org



### Overview

By leveraging geofencing ad strategies that have been previously successful and extending the concept to boat ramps and water access points, the Tennessee Wildlife Resources Agency (TWRA) were able to reach more people about buying licenses and why they should do so.

TWRA leveraged Facebook's Digital Ad Platform to serve ads to adults age 18+ whose mobile device was within the geofenced area of one or more of TWRA's over 250 selected locations from May to August 2020. This was combined with TWRA's up to date current license holder list to exclude current license holders from seeing the ads. The combination of highly specific location activity, combined with excluding current license holders, left TWRA with highly qualified users who are engaging in the outdoors, specifically on the water, and do not have a fishing license.

By leveraging pixel tracking for view-through conversions and UTM tagging for direct clickthrough conversions, they were able to track the success of the campaign's spend. Whether or not the targeted consumers got their license and fished right there and then, or get back out at a later time, the goal is to make fishing licenses top of mind among people who are in the right place to cast a line.

### Results

The Boat Ramp Geofencing campaign targeted adults age 18+ who recently visited a boat ramp in TN **and** do not hold a current fishing license.

The campaign saw a 5.3 Return on Ad Spend which TWRA deemed very successful. With record setting outdoor participants this year, this campaign was timed perfectly to reach those that were going out on the water that may have not known they needed to have a fishing license. TWRA believes this campaign not only brought awareness to those who may not have known better but also to those that needed the extra nudge to purchase.

From May to August, 2020, this campaign saw:

- \$49,138.70 on geofencing Facebook ads
- 10,503,156 impressions
- 6,579 transactions
- \$260,525.28 of revenue!

### Partners

- Brandt Information Services
- Association for Fish & Wildlife Agencies
- Recreational Boating & Fishing Foundation

### Support

"Geofencing boat ramps is a great way to target people getting out on the water with no fishing license. This project proves this to be true and we will continue using geofencing technology in order to accomplish R3." Said Bobby Wilson, TWRA Executive Director. "Creatively targeting the right groups of people is a great way to make your marketing dollars more effective."



Example of a Geofencing Facebook Ad

## Benefits

Using funding from AFWA multistate grants amplified TWRA's dollars so they could accomplish more with this campaign.

TWRA boat ramps were very busy this year due to COVID so that allowed them to reach a whole lot of people; many of which were new to fishing.

Next time, TWRA will do some A/B testing on photos to find what performs best. They lacked the photo resources currently to do it this year.

In addition to the geofencing campaign funded by this grant, TWRA spent an additional \$94,000 on its evergreen digital advertising during the months of May – August 2020. This included Facebook Ad Platform, Display Ads, and Search Ads. The impressions, transactions, and revenue from the non-geofenced ads are not included in the above reporting. Users who were served the geofenced ads most likely later received additional digital ads from TWRA's evergreen digital advertising that featured a similar look and feel as the geofenced ads to maintain brand consistency.

If an agency didn't have any other digital tactics going on, the ROI for this effort would be even higher!

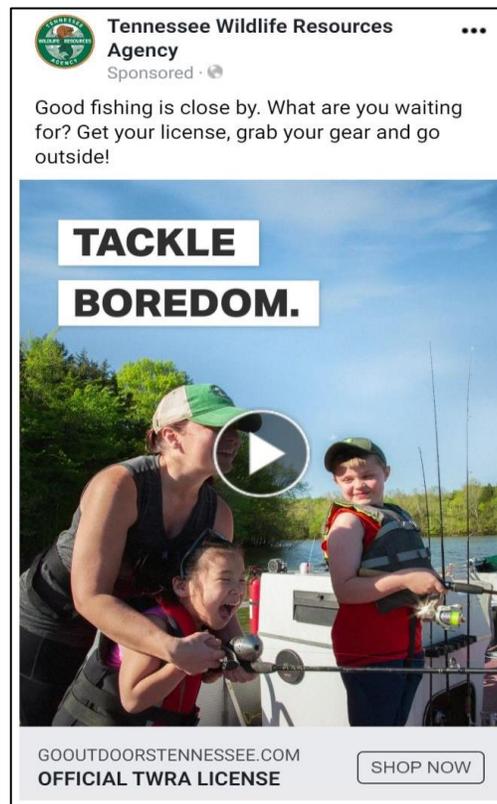
## Methodology

TWRA's licensing vendor and marketing agency, Brandt Information Services coordinated the campaign execution. Brandt leveraged its preexisting advertising partner to develop ad creative, place ads, and monitor digital ad performance. This allowed for licensing system revenue tracking and accurate customer lists for exclusion lists and look-a-like audiences within the ad platforms.

The TWRA team wanted to expand on their successful campaigns across the state without need for in-person event/booth attendance.

Upon receiving approval of grant funding, TWRA sent list of locations to geofence to Brandt. They captured new boat fishing photos specifically for this campaign and Brandt drafted mockups and accompanied text for ads.

Ad performance was checked daily with key statistics reported weekly.



Example of a Geofencing Facebook Ad

## Future Plans/Lessons Learned

The campaign was pretty straightforward with TWRA's pre-existing relationship with Brandt managing digital advertising campaigns on behalf of the agency including a tactical geofencing trial within the past year.

The hardest part was coming up with the right video/photo. TWRA scoured their preexisting photo library for Tennessee specific fishing on a boat assets, and came up short. The final visual used is a TWRA employee's family that was willing to allow us to use their images.

Geofencing locations across the state to find highly qualified users will be part of TWRA's ongoing digital advertising and marketing automation strategies moving forward. They are focused on capturing more imagery this year to have more assets available to diversify digital ads in 2021.

TWRA will probably adjust the timing slightly to start in April and end in July. Within their campaign timeframe from May to August, August was a pretty weak month with only \$2.70 returned for every \$1 spent.

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