



**FISHBRAIN**  
 RBFF State Marketing  
 Workshop 2021





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CHIEF MARKETING OFFICER

# The World's Biggest Fishing App

- Over 10 million catches logged
- The first-choice app for anglers
- 80% of users in the US
- Founded in Stockholm, Sweden
- 75+ employees

**12**  
MILLION  
ANGLERS

**10+**  
MILLION  
CATCHES

**80%**  
USA



# The FISHBRAIN app

The most comprehensive digital tool for fishing, beloved by a community of millions



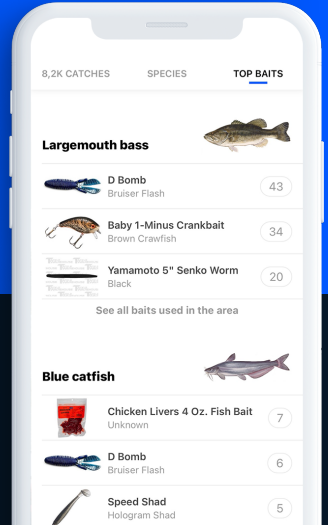
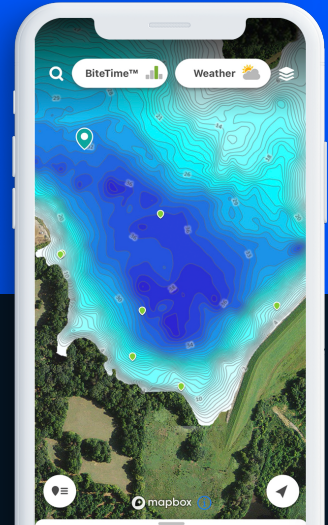
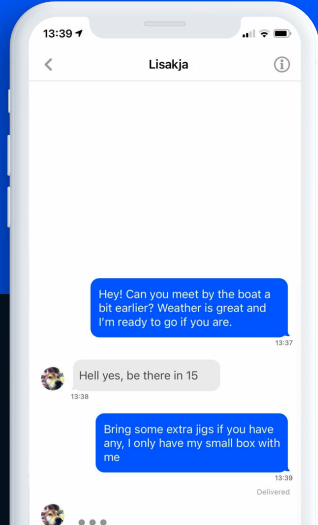
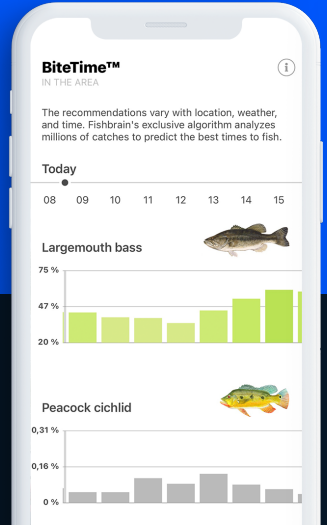
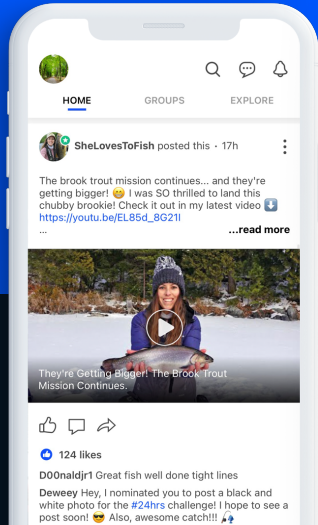
Get inspired by catches and tips from fishing buddies and pro anglers

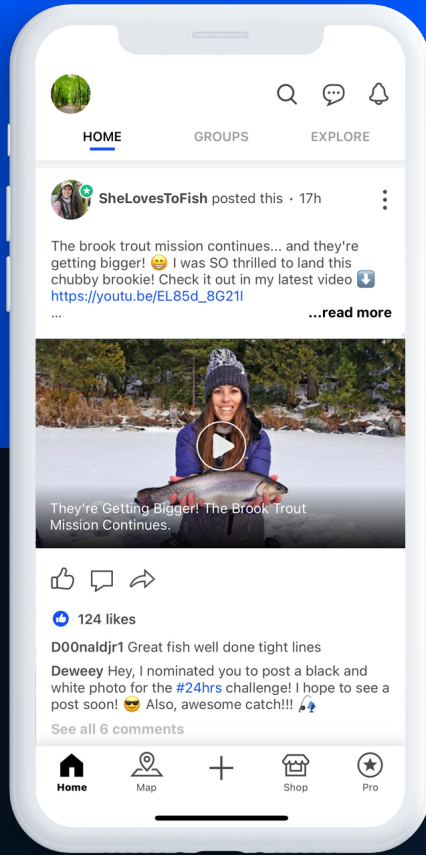
Find out when, where and how to fish to catch the dream catch using BiteTime™

Communicate with other people who love fishing

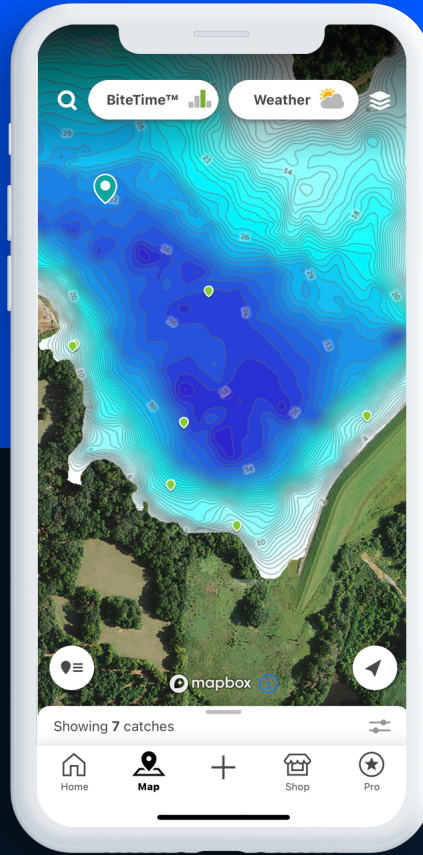
Find out places to go fishing and key information such as depth contours

Find out the most effective lures for species and waters

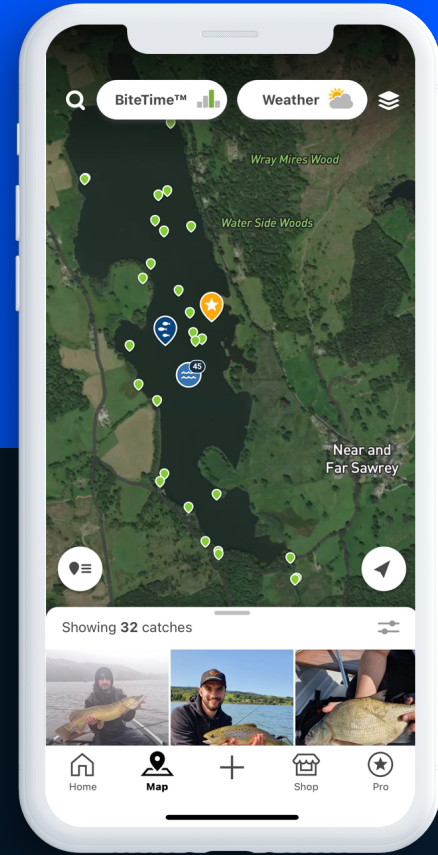




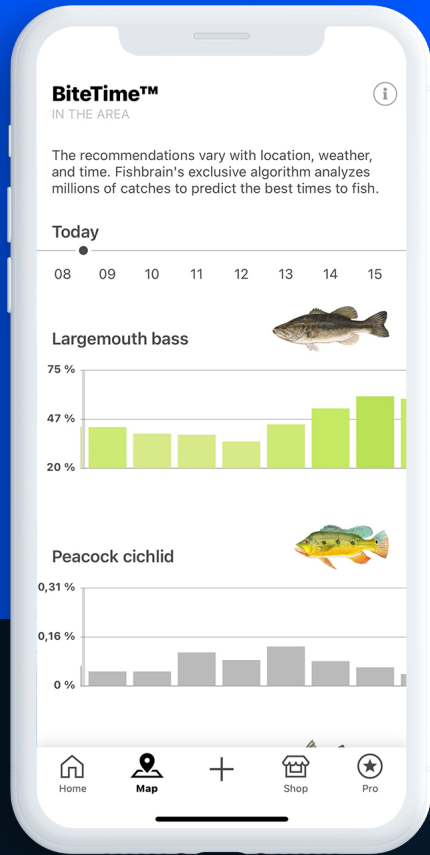
Share catches



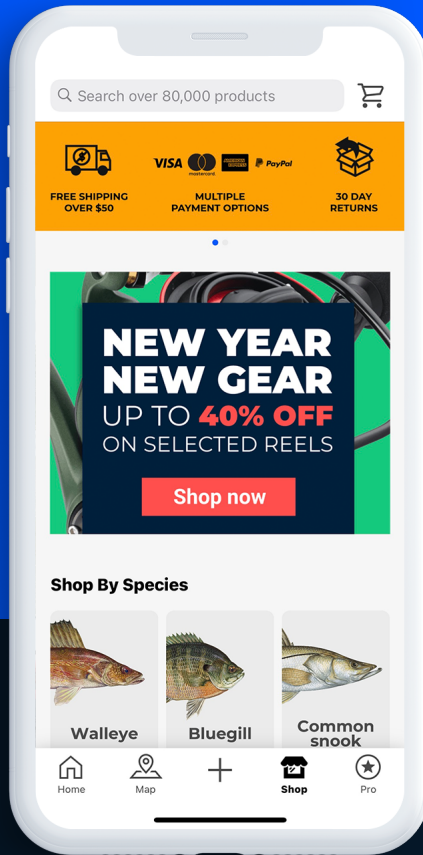
Depth maps



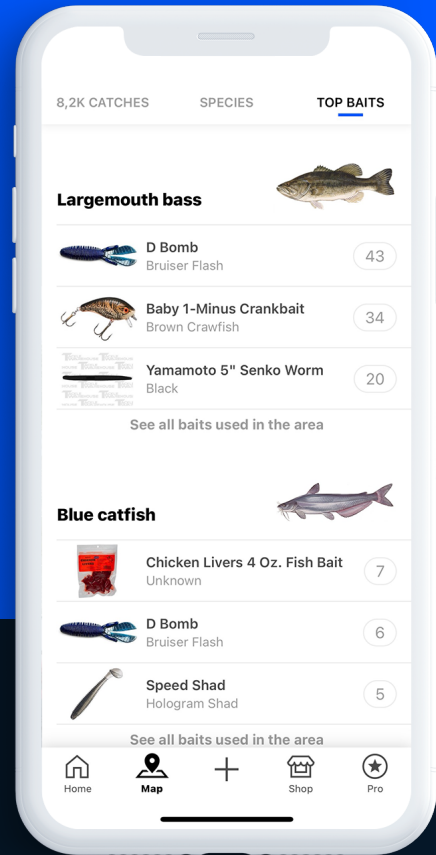
Catch locations



Fishing forecast



Gear shop

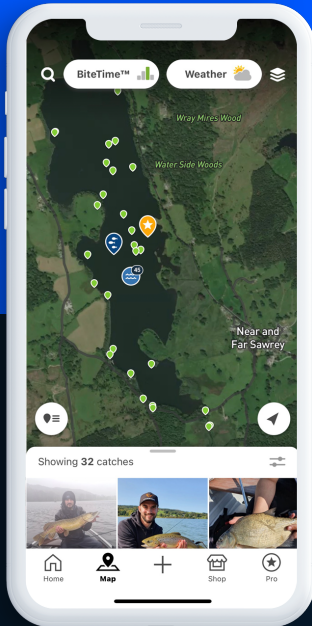


Bait guidance

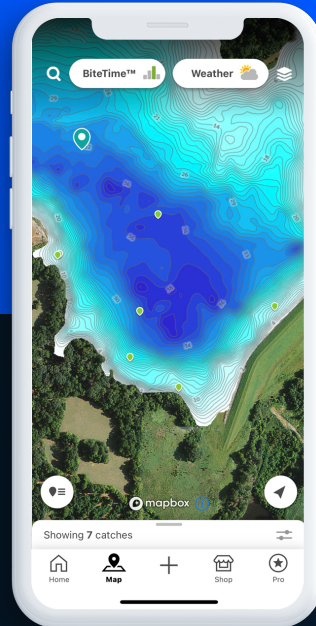
# Freemium Subscription Model

Pro subscribers get:

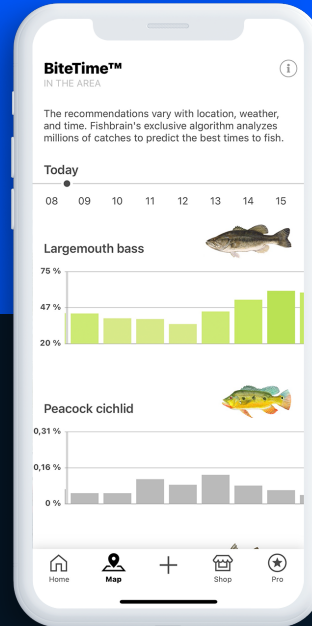
✓ Catch positions



✓ Depth Map



✓ BiteTime™



## Android Pricing

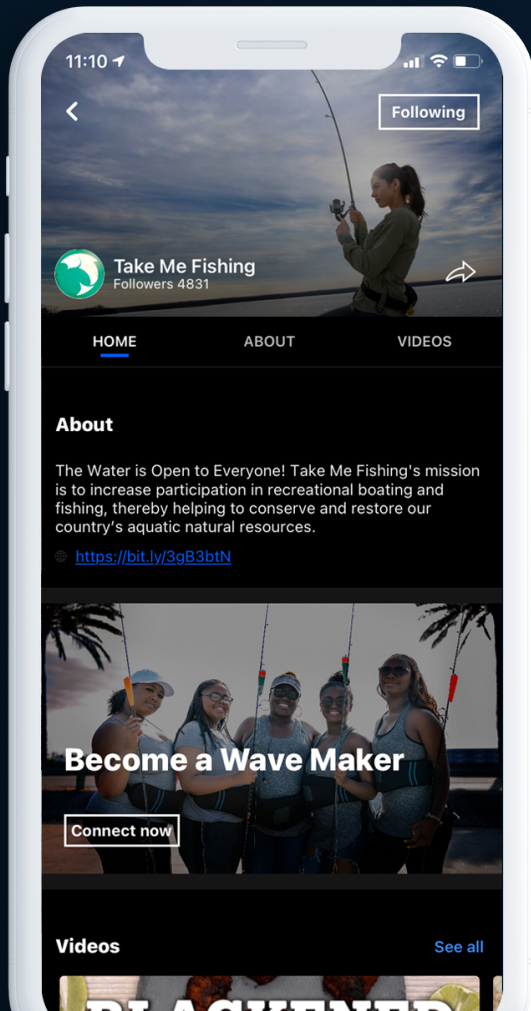
Monthly: \$7.99

Annual: \$59.99

## iOS Pricing

Monthly: \$9.99

Annual: \$74.99



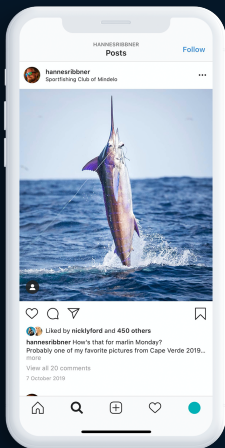
# “Vertical Social Networks”

- A social media channel like Facebook or Instagram - but only for anglers
- Share content, engage, and retain your community
- This is a trend that we see happening more and more - people are moving to communities and networks that are focused on their personal interests



# Catches

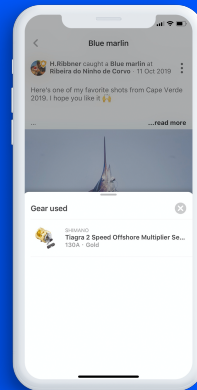
A unique feature on Fishbrain



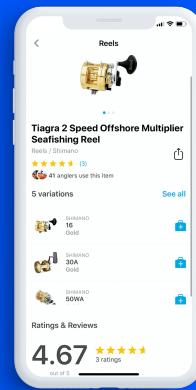
Photo



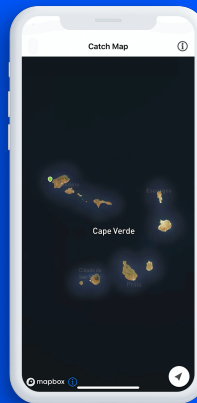
Photo



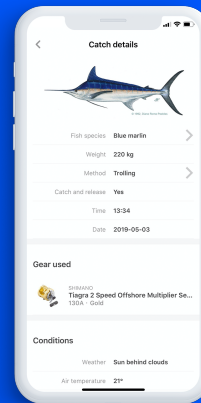
Tag gear



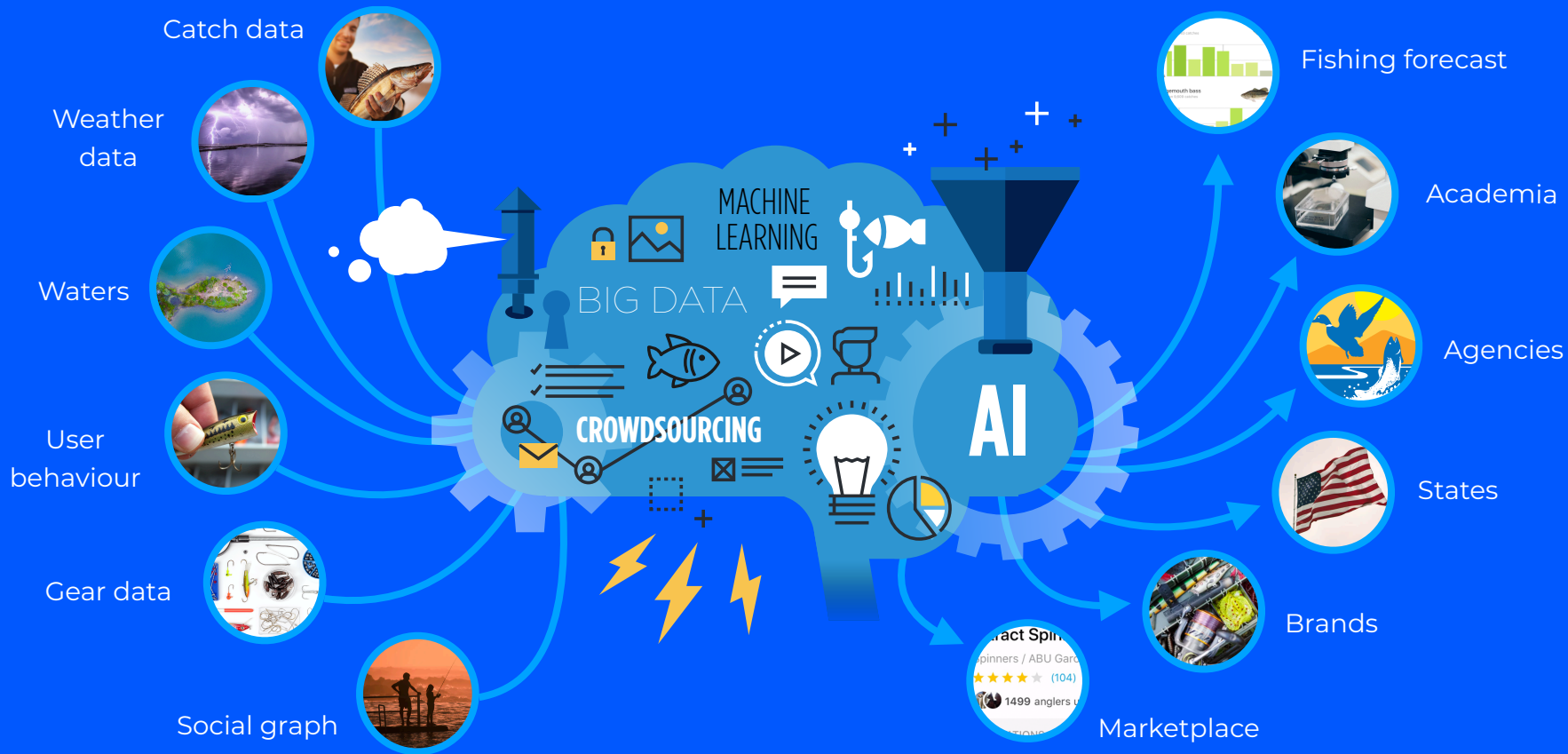
Review & add to tackle box



Tag catch position



Rich catch data





# 2020 RECAP

A strong year despite global challenges

# The Pandemic Impact

- Like everyone in the fishing industry, we were affected by the pandemic.
- We saw strong user growth (+25%) from people looking for safe leisure activities.
- We were an entry point for many people who had never fished before.
- Many people bought fishing gear through our online shop as they shifted from in-store shopping to e-commerce due to closures, restrictions, health/safety concerns.

Search

Bloomberg

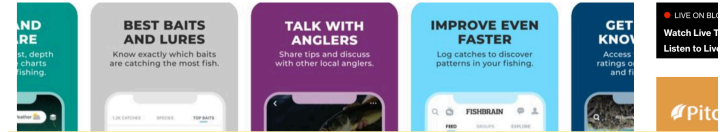
and never miss a beat on news moving markets. **Enable Notifications.**

Technology

## Fishing App Users Surge In Latest Lockdown Leisure Trend

By Niclas Rolander

16 June 2020, 17:09 CEST

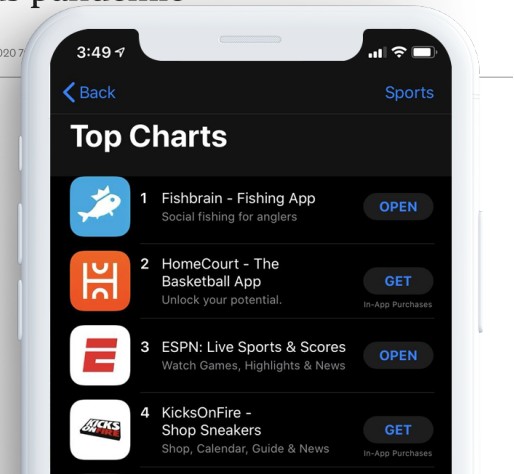


TEXAS SPORTS NATION // GENERAL

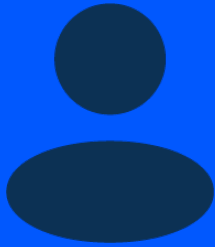
## App helps anglers find fishing spots during coronavirus pandemic

Matt Wyatt

April 1, 2020 | Updated: April 1, 2020 7



# 2020 in numbers



**2,386,115**

Joined Fishbrain



**51,600**

New catch locations



**2,450,443**

Catches logged

# 2020 in numbers



**44,200,841**

Likes given



**3,606**

Groups created

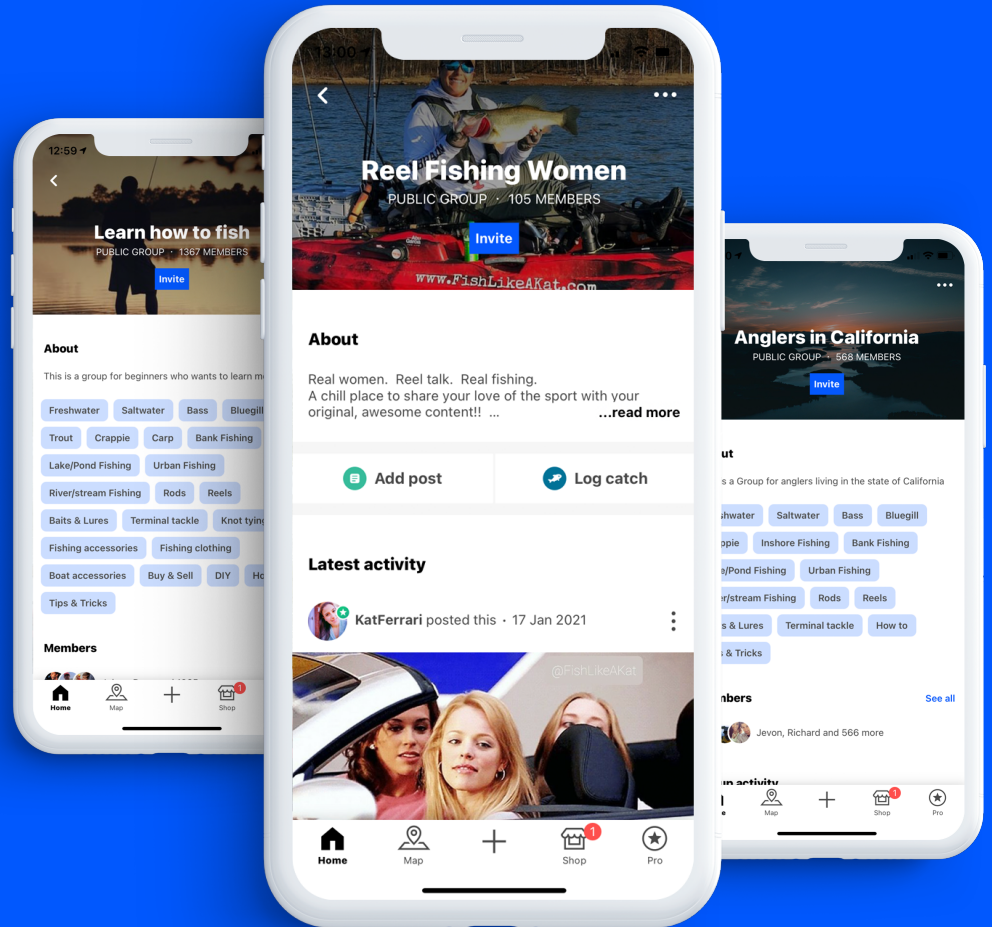


**3,402,655**

Comments posted

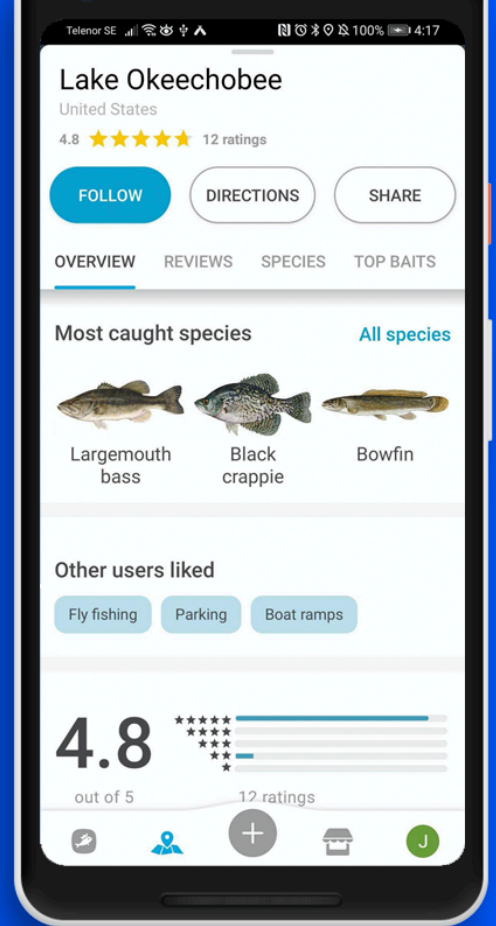
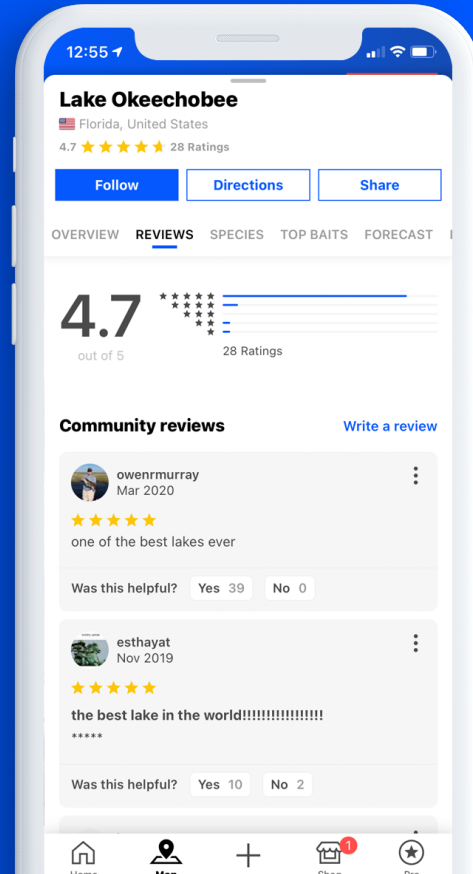
# Fishbrain Groups: a new place to connect and learn

- We launched communities where anglers can connect, learn, and share common interests
- Since launching in September, now over 5,000 groups
- Groups are both public or private - from a small group of family or friends to over 4,000 anglers
- Topics include types of fishing, different species, locations, memes

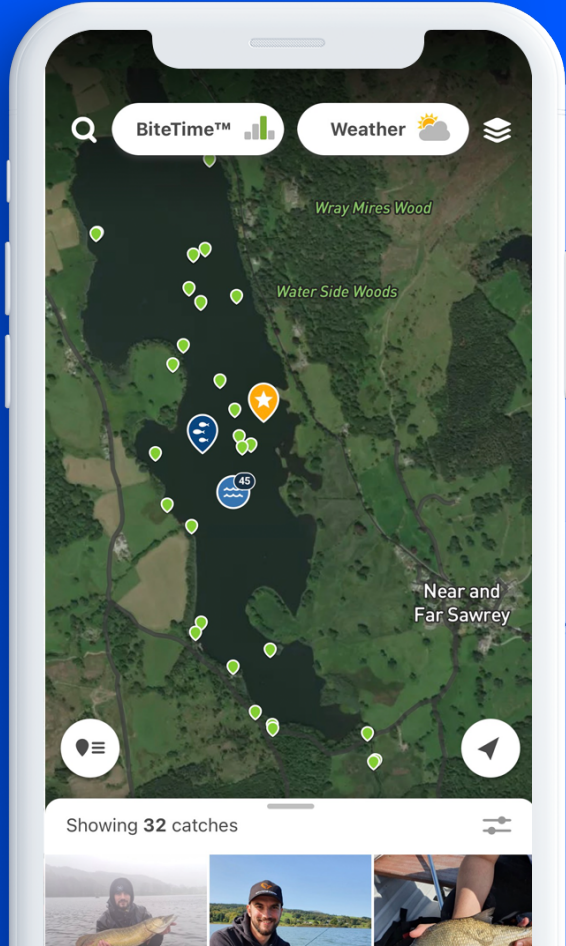


# Ratings & reviews of waters

- Ratings & Reviews of bodies of water
- Over 180K fishing reviews since launching last year
- Anglers can upvote reviews







# Waypoints



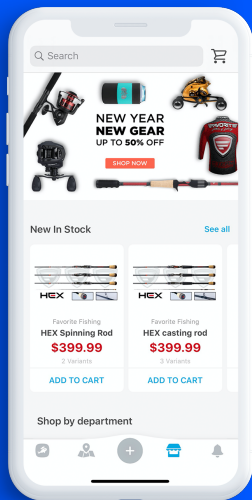
- Anglers can drop a pin/marker so they can remember a specific spot for later.
- Add a title, description, icon, photo, and then share
- Used for marking honey holes, underwater obstructions, lost lures, parking, favorite spots to stop for a snack
- Part of Fishbrain Pro (paid version)



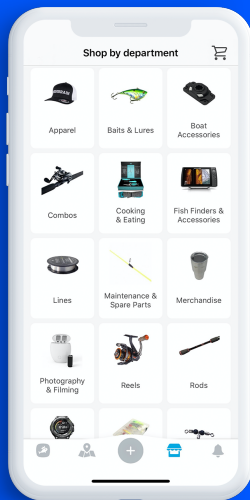
# The Fishbrain shop

Continuing to build out the marketplace for anglers to discover a range of local and international brands within the fishing industry.

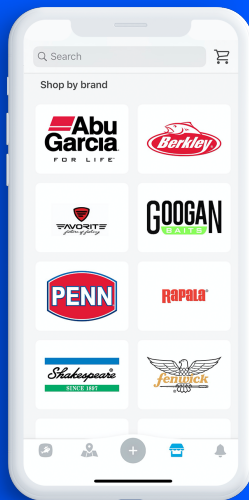
Start page



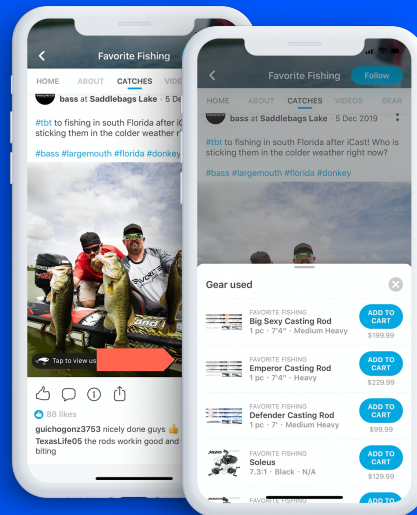
Categories



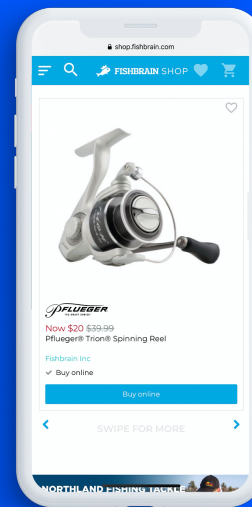
Brands



Social shopping

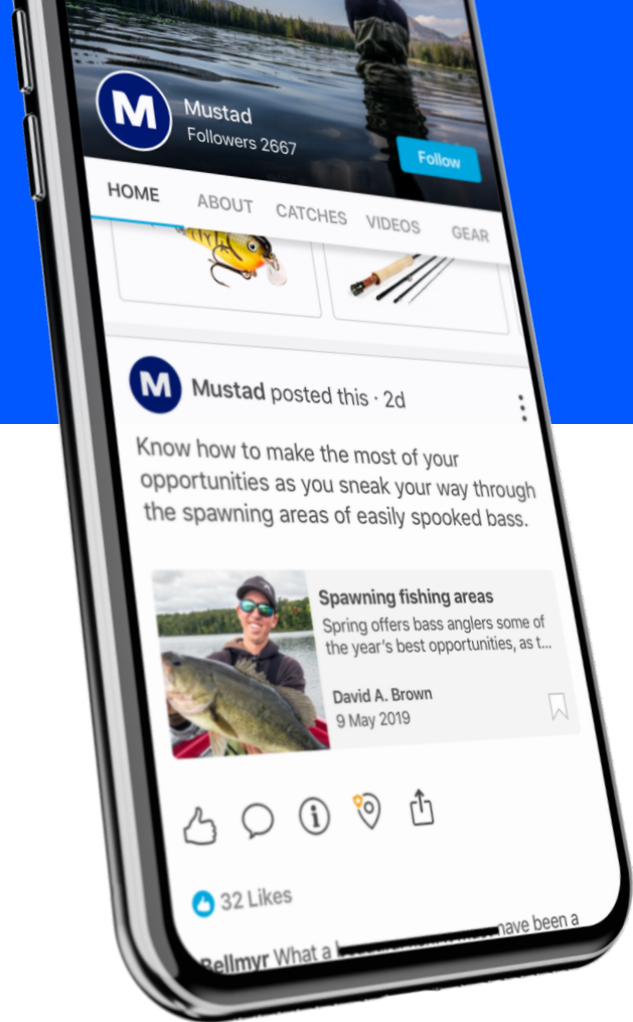


Web presence



# Adding brands on Fishbrain

- Brands and their pro-staffers can now add their content on Fishbrain
- Brands want to engage directly with anglers and Fishbrain is the best way for them to do so
- Since the launch in 2019 over 70 brands have already signed up and started adding their content
- 5 year partnership with Pure Fishing



# Fishbrain.com



FISHBRAIN

Feed Waters Features Deals Shop

Search for a fishing water...

Log In

+ SIGN UP

## Lake Okeechobee

United States / Florida / Lake Okeechobee

Lake Okeechobee is a lake in Florida, United States. The most popular species caught here are **Largemouth bass**, **Black crappie**, and **Bowfin** 1482 catches are logged on Fishbrain.

★★★★☆ 5 reviews

Get water depth of Lake Okeechobee and insights from other anglers.

Log in or Sign up to follow this water

Nearby

Reviews

Gear

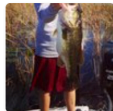
Catches

## Pahokee Breakwater Park

### Marina

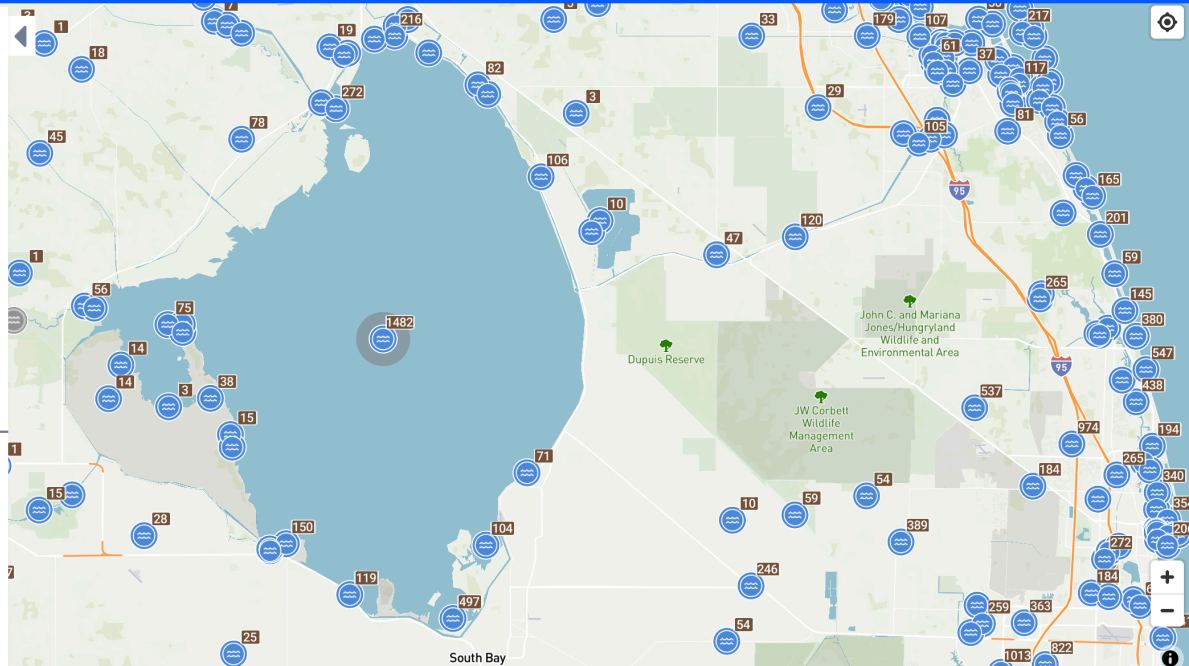
★★★★★ 1 review

71 catches logged on Fishbrain. Popular species include **Largemouth bass**, **Bluegill**, and **Black crappie**.



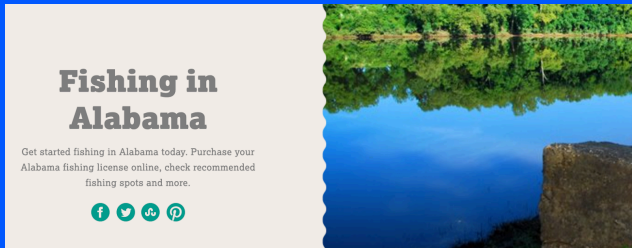
View

Follow



# TakeMeFishing.org

A long time partnership - helping anglers find places to fish and boat near them or wherever they want to visit.

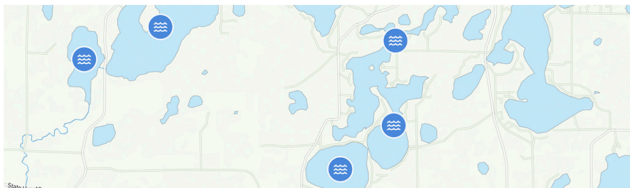


**Fishing in Alabama**

Get started fishing in Alabama today. Purchase your Alabama fishing license online, check recommended fishing spots and more.

[f](#) [t](#) [u](#) [p](#)

FIND FISHING SPOTS NEAR YOU



**Get a Florida Fishing License**

Before you go fishing in Florida, you will need a Florida fishing license. Fishing licenses come in all different types from short term or annual or saltwater fishing license to freshwater, but don't worry, you don't need to take a test to purchase a license.

[GET A FLORIDA FISHING LICENSE](#)

[f](#) [t](#) [u](#) [p](#)

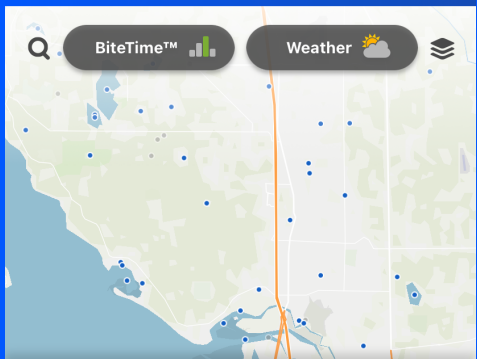
**SUBMIT POINT OF INTEREST**

**POINT OF INTEREST (POI) INFORMATION**

POI NAME

POI TYPE

DESCRIPTION (OPTIONAL)



## Snohomish River

Washington, United States

5.0 ★★★★★ 4 Ratings

[Follow](#) [Directions](#) [Share](#)

[OVERVIEW](#) [REVIEWS](#) [SPECIES](#) [TOP BAITS](#) [FORECAST](#)



Licensing & Regulations in Washington





**WHAT CAN WE DO TOGETHER?**

# Your marketing, our data

A recruitment, retention, and reactivation opportunity

- Create and moderate a Fishbrain group for your state
- Create a page on Fishbrain for your state (similar to your Instagram and Facebook page) to post, connect, engage
- Bundle a Fishbrain Pro or Shop discount in your retention activities
- ...and we can share our data for your state



# THANK YOU!

Lisa Kennelly

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