

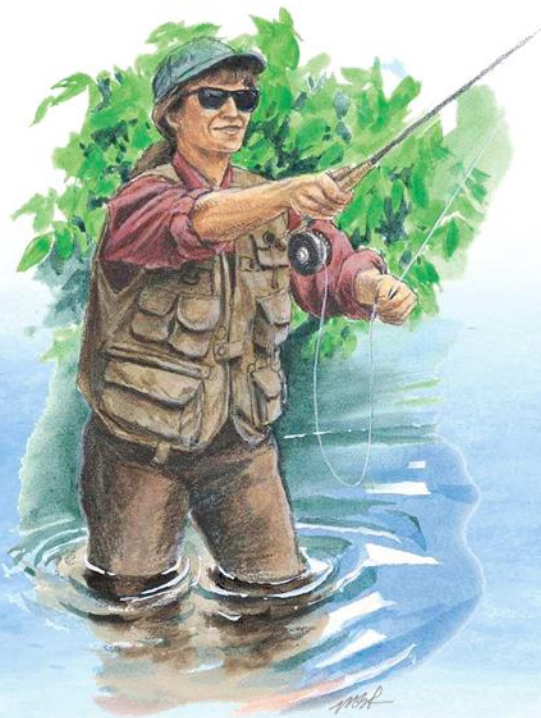


Lapsed Angler Email Reminder

Missouri Department of Conservation

Andrew Branson

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\$42,757 in Revenue!

Only cost of the campaign was staff time.

OVERVIEW



- **Email reminders went to over 50,000 lapsed anglers since 2016.**

(Residents and nonresidents)

- **Emails sent with different messaging:**

1. April 17, 2019 – Reminder message
2. May 8, 2019 – Healthy message
3. May 22, 2019 – Economic message

- **Consumer did not receive additional emails after purchasing a license.**



RESULTS

**April 17, 2019 –
Reminder
message**

1,243 licenses sold

**\$19,916 in
revenue**



Serving nature and you



READY TO GO FISHING?

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

Miles and miles of Missouri's finest lakes, rivers and streams are out there just waiting to be experienced again.

Chock-full of open space and peaceful sounds, Missouri's many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Buy your permits at:

- mdc.mo.gov/buypermits
- 1-800-392-4115
- vendors where permits are sold



**BUY
YOUR PERMIT**



March 20

RESULTS

**May 8, 2019 –
Healthy
message**

542 licenses sold

\$8,218 in revenue



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Fishing Keeps You Fit!

Nothing brings on a sense of being alive and helps to rebuild your personal reserves like a day spent discovering nature. Going fishing lets you unplug, it calms your mind and improves your ability to concentrate. Fishing keeps you fit. It can help you burn calories, increase the quality of your lifestyle, and add years to your life. Plus, fishing is simply fun!

Sunshine helps boost your mood, so what are you waiting for? Missouri's finest lakes, rivers and streams are out there just waiting to be experienced again.



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**BUY
YOUR PERMIT**



RESULTS

**May 22, 2019 –
Economic
message**

1,015 licenses sold

**\$14,623 in
revenue**



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**INVEST IN A
FAVORITE PASTIME**

Purchase Your Permit Today!

Thank you for your past support of Missouri's conservation resources. Missouri's anglers generate millions in state revenue that directly supports Missouri's economy. Your permit purchase does more than granting the freedom to fish Missouri's abundant lakes, rivers, and streams. The revenue generated from your fishing permit goes toward conserving your local fisheries today and for generations to come.

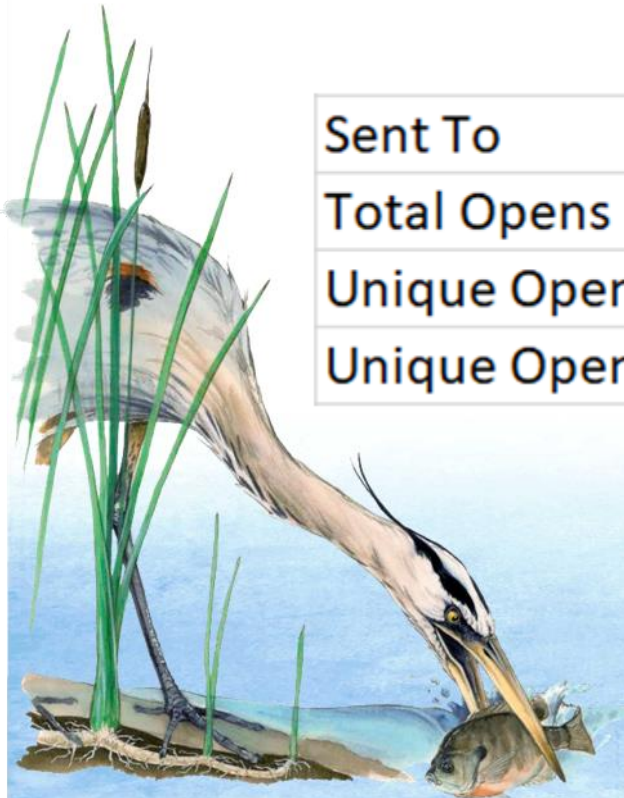
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**BUY
YOUR PERMIT**



	Initial Email	First Reminder	Final Reminder
Sent To	50,322	48,219	47,540
Total Opens	20,473	16,122	11,986
Unique Opens	12,958	10,910	8,546
Unique Open Rate	26.70%	23.10%	18.40%



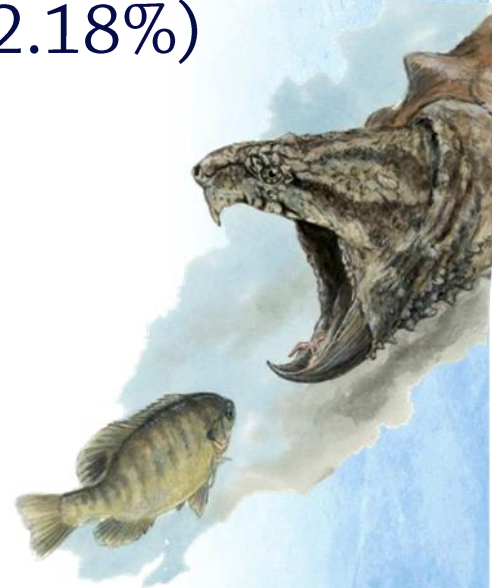
Permit Type	# Issue	\$ Sales
RES HUNTING AND FISHING	443	\$ 8,417.00
RES FISHING	1,706	\$ 20,472.00
WHITE RIVER BORDER LAKES	44	\$ 440.00
RESIDENT DAILY FISHING	14	\$ 98.00
NONRESIDENT DAILY FISHING	250	\$ 3,514.00
NON-RES FISHING	177	\$ 7,434.00
TROUT PERMIT	156	\$ 1,092.00
LIFETIME FISHING 60 & OVER	4	\$ 140.00
LIFETIME CONS PARTNER 16 - 29	1	\$ 800.00
LIFETIME CONS PARTNER 60 & OVER	5	\$ 350.00
Grand Total	2,800	\$42,757.00



2.6% of lapsed anglers purchased a permit.

5.6% if you include that some individuals purchased multiple fishing permits.

(Similar lapsed hunter campaign yielded 2.18%)



Lessons Learned

Generally happy with results.

- Results were lower for the “healthy” message.
- Come up with a better opening headline that ties in the health aspect more.





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March 20

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