

New York State DEC LICENSE RENEWAL UPDATE

2017



REACTIVATION E-Mails

1 YR Lapsed Angler

May 24, 2017 - 49,000 Anglers E-Mailed

Licenses Purchased = 3,242

Response Rate = 6.6%

Lift = 2.6%

Total Revenue = \$95,090

Revenue via Lift = \$37,460

June 30, 2017 - 39,977 Anglers E-Mailed

Licenses Purchased = 2,666

Response Rate = 6.7%

Lift = 1.6%

Total Revenue = \$74,696

Revenue via Lift = \$17,838



RETENTION E-Mails

Renewal Reminder

56,839 E-mails sent monthly April - August

Licenses Purchased = 10,697

Overall Response Rate = 19%

Overall Lift = 9%

Total Revenue = \$298,484

Revenue via Lift = \$141,387



16,605 Licenses Sold
\$468,270 Total Sales



Department of
Environmental
Conservation