



# RETAINING NEW ANGLERS IN THE COVID ERA

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# OVERVIEW

OBJECTIVE: GENERATE LICENSE RENEWALS

POSITIVE ROI ACHIEVED

ONGOING INVESTMENT WILL RETAIN ANGLERS

*Special thanks*

*to RBFF for a 2021 State R3 Program Grant*

# BACKGROUND

43%

- First-time anglers accounted for 373,000, or 43%, of all fishing licenses purchased from Mar. to Aug. 2020.

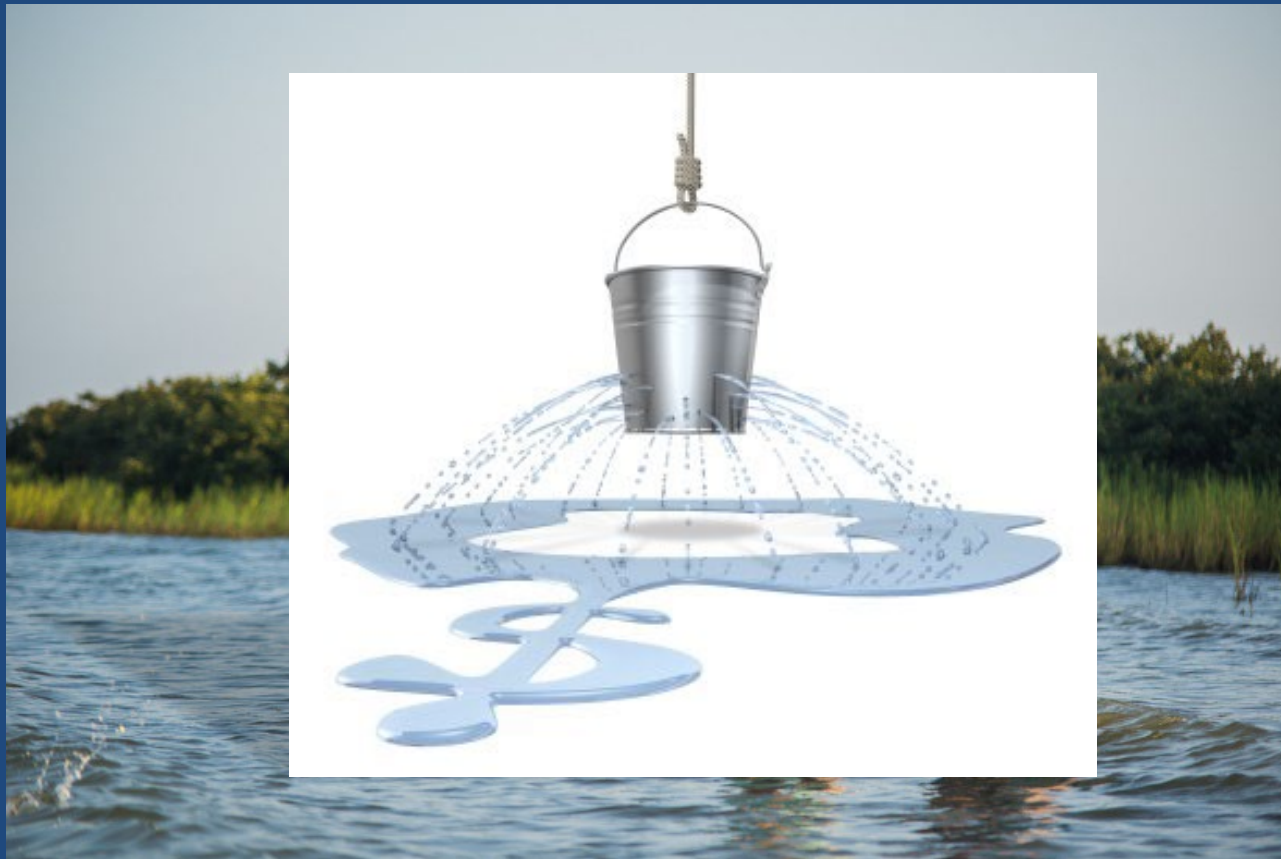
45%

- 100,000, or almost half (45%) of the customers who also provided an email address during that March – August period were first-time anglers.

Year-from-Purchase

- Many of these new “COVID anglers” bought a Year-from-Purchase (YFP) all-water fishing license.

# OBJECTIVE AND TARGET AUDIENCE



## OBJECTIVE

Generate license renewals from “COVID anglers” at higher rates than without these marketing efforts.

## TARGET AUDIENCE

First-time “COVID anglers” whose licenses had expired: those who purchased Year-from-Purchase during March-August 2020 plus the one-day fishing license buyers from the same period.

# TREATMENTS AND CONTROL

Digital Online Ads and Email

Digital Online Ads Only

Email Only

# RESULTS AND ANALYSIS

Treatment Group A: (Email Only, No Digital Advertising)

License Type	Email Recipients	License Purchases	Revenue	License Purchases by Control Group	Lift	Attributable Revenue
Year-from-Purchase	4,205	542 (12.89%)	\$25,474	7.82%	5.07%	\$16,515.75

# RESULTS AND ANALYSIS

Treatment Group B: (Digital Advertising only, No Email)

License Type	Recipients	License Purchases	Revenue	License Purchases by Control Group	Lift	Attributable Revenue
Year-from-Purchase	63,535	5,309 (8.36%)	\$249,523	7.82%	.54%	\$17,230

# RESULTS AND ANALYSIS

Treatment Group C: (Digital Advertising + Email)

License Type	Recipients	License Purchases	Revenue	License Purchases by Control Group	Lift	Attributable Revenue
Year-from-Purchase	10,313	1,335 (12.94%)	\$62,745	7.82%	5.12%	\$41,081



# RESULTS AND ANALYSIS

Control Group: Received No Campaign Advertising or Emails)

License Type	Total (Non) Recipients*	Repurchased License Without Campaign Email or Ads
Year from Purchase	6,931	542 (7.82%)
One-Day, All-Water	9,374	419 (4.47%)
Totals	23,409	1,161 (4.96%)

- \*Actual audience size = 19,995 IDs, but license purchase data indicate 23,409 “records” of which 1,161 (4.96%) renewed fishing licenses without receiving email marketing or digital advertising tied to this campaign.

# RESULTS AND ANALYSIS: SUMMARY

Digital Ads +  
Email

- **Performed the best**, followed closely by the email-only treatment group.

Digital Ads  
only

- **Performed the worst**, but still generated a positive lift and attributable revenue.

Email  
only

- **Performed 2<sup>nd</sup> best**, but still generated a positive lift and attributable revenue.

Control Group

- **All groups outperformed the control group**, which received no email or digital advertising.

**\$383,810**

**Total Revenue, All  
Treatment Groups**

**\$74,827**

**Total *Attributable*  
Revenue, All  
Treatment Groups**

# AD CAMPAIGN PARAMETERS

**Total Campaign Budget:** \$45,000

**Total Paid Media Budget (Net):** \$29,903




**Key Deliverables:** 10 Facebook Ads; an email header image; paid digital media flight

**Digital Flight Dates:** 6/14/21\* – 7/31/21


**Digital Media Objective:** Acquisitions – Conversions to purchase via online license sales system

*\*Target launch date was April 2021, but was delayed due to tracking implementation and custom audience issues*

# AD CREATIVE

 **Texas Parks and Wildlife**   
Sponsored · 

Fishing day with Dad rules! Make memories together that will last a lifetime. Renew your fishing license today.



TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

Father and daughter

 **Texas Parks and Wildlife**   
Sponsored · 

Reel in the good times by fishing with friends. Renew your license today and start planning your next adventure!



TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

Friends on boat

# AD CREATIVE

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐


Family, fishing and fun! Bring all your favorites together for a day to remember. Renew your fishing license today!




TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

family-fishing

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

This is what life is all about. Having a day to remember is as easy as dropping a line. Renew your fishing license today!




TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

father-son



# AD CREATIVE

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

A family who fishes together has fun together!  
Get outside and make some memories. Renew  
your fishing license today.



TPWD.TEXAS.GOV  
**Renew your fishing license  
today!**

[SHOP NOW](#)

father-sons-lifejackets

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

Nothing can compete with the thrill of a catch  
and a day on the water. Renew your fishing  
license today! 🎣



TPWD.TEXAS.GOV  
**Renew your fishing license  
today!**

[SHOP NOW](#)

family-thrill

# AD CREATIVE


 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

It's a twofer! Hang with friends and relax on the water. Renew your license today to keep the fun going.




TPWD.TEXAS.GOV  
**Renew your fishing license today!** [SHOP NOW](#)

twofer

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

Fishing and spending time with friends go together like bait and a hook. Get outside and renew your fishing license today!




TPWD.TEXAS.GOV  
**Renew your fishing license today!** [SHOP NOW](#)


bait-and-hook-friends



# AD CREATIVE

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐


Fresh air and good times go hand in hand. Get out of the house and stay connected with friends. Renew your fishing license!




TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

two-women

 **Texas Parks and Wildlife** ✓  
Sponsored · 🌐

Whether or not you release the fish, you keep all of the memories. Grab a friend and drop a line. Renew your fishing license today!



TPWD.TEXAS.GOV  
**Renew your fishing license today!**

[SHOP NOW](#)

friends-release



# EMAIL CREATIVE

Email was tested in combination with digital ads and as a stand-alone tactic.

Copy stressed:

- holding on to best parts of last year
- being on the water
- connecting with those who matter most



Life is opening back up, and you have more options for how you spend your time. Be sure you hold on to the best parts of this past year. Remember the fun you had on the water, connecting with the people who matter most, soaking in time outside in nature.

Last year, you discovered the joys of Texas fishing. This year, make it a tradition.

[Renew Your Fishing License](#)

Licenses can be purchased [online](#), at a [license retailer](#) or by calling (800) 895-4248.

If you have already purchased or renewed your license, [thank you](#) for your support!

## HOT TIP

When you [buy your license online](#), you can fish right away for anything except red drum! Your emailed receipt can be your license, or you can access your license in the free [Outdoor Annual mobile app](#).

# AD CAMPAIGN RESULTS: 6/14/21 – 7/31/21



\$29,903  
Total Ad Spend



2,836,815 \*\*  
Impressions



5,048  
Clicks



0.18%  
Click Rate  
= Clicks / Impressions



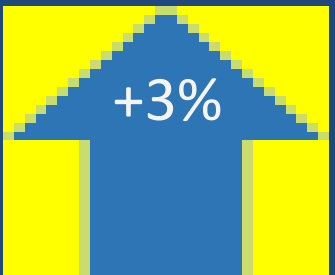
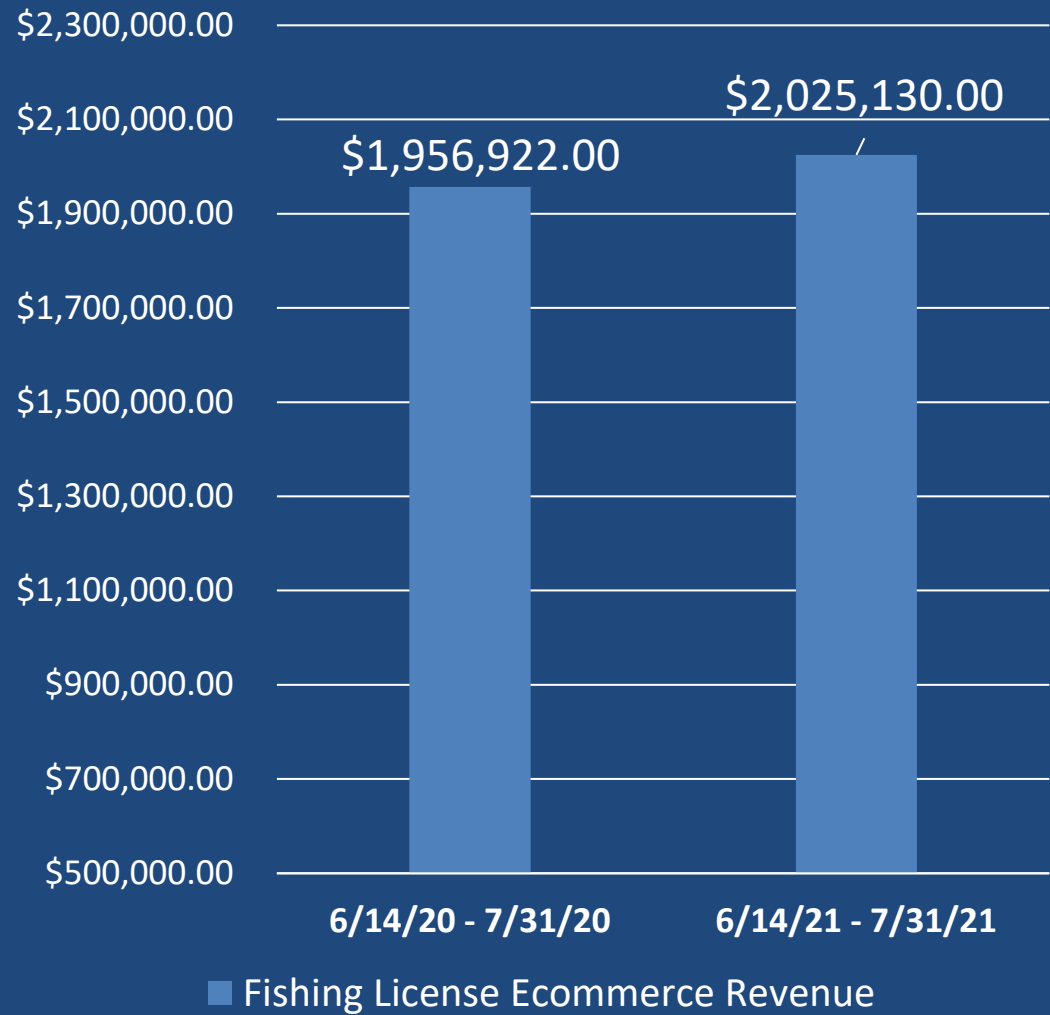
452  
Direct Purchases





\$17,045  
Direct Revenue

*Direct purchases and revenue attributed by Facebook when the purchase is made within 7 days of being exposed to an ad*  
*\*\* Total Audience Size 49,000 users. All costs are NET*

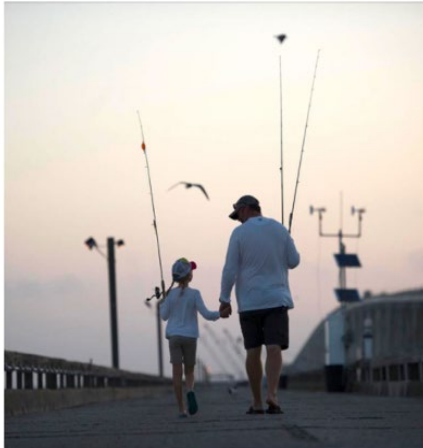
# COMPARATIVE REVENUE IMPACT: 2021 CAMPAIGN PERIOD VS. SAME PERIOD IN 2020





# OBSERVATIONS: AD CREATIVE

**TEXAS PARKS & WILDLIFE** Texas Parks and Wildlife  Sponsored ·  ...


Fishing day with Dad rules! Make memories together that will last a lifetime. Renew your fishing license today.





TPWD.TEXAS.GOV  
**Renew your fishing license today!** [SHOP NOW](#)


**TEXAS PARKS & WILDLIFE** Texas Parks and Wildlife  Sponsored ·  ...


Family, fishing and fun! Bring all your favorites together for a day to remember. Renew your fishing license today!



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**Renew your fishing license today!** [SHOP NOW](#)

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Nothing can compete with the thrill of a catch and a day on the water. Renew your fishing license today! 



TPWD.TEXAS.GOV  
**Renew your fishing license today!** [SHOP NOW](#)

**TEXAS PARKS & WILDLIFE** Texas Parks and Wildlife  Sponsored ·  ...

A family who fishes together has fun together! Get outside and make some memories. Renew your fishing license today.



TPWD.TEXAS.GOV  
**Renew your fishing license today!** [SHOP NOW](#)

## “MAKING MEMORIES” MESSAGING WINS

Ads highlighting “Making Memories” outperformed those using idioms or requiring more fishing knowledge.

## WINNING IMAGERY IS “FAMILY FOCUSED”

Ads with “family-focused” imagery outperformed ads with “adult-only” imagery.

# OBSERVATIONS: MEDIA PLATFORMS

- **Facebook has changed... again!**
  - “Attribution window” down from 28 days to 7
  - Limited the ability to track iOS 14 users
  - Less “credit” for campaign actions
- **Consider excluding “one-day, all-water” fishing license buyers**
  - These anglers remain valuable, and reachable in other ways
  - The lower the price point of a given fishing license type, the lower the odds of return on investment in paid online advertising

# RECOMMENDATIONS

- **If you can't do a test / control group, consider expanding the targeting**
  - Non-converter remarketing audience
    - Users who showed interest in an ad but have not converted
  - More anglers, in general
    - Lookalike audiences
    - Auto-audience expansion - if likely to improve performance
- **Consider Google Responsive Display Ads**
  - Instead of, or in addition to, Facebook ads
  - Google maintains 30+ day attribution window
  - Google Responsive Display Ads are flexible “mix and match” assets
  - Give them images, headlines, logos, descriptions, etc. and they optimize to top performing combo for the target audience and configured to any display



# RECOMMENDATIONS (CONT'D)



- **AD CREATIVE:**

- Leverage ads with copy that inspires “making memories”
- Feature more families in imagery versus adults/friends

- **AUDIENCE:**

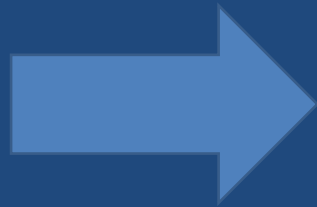
- Run customer names through Tapestry or other audience segmentation tools
- Geotarget anglers within [x] miles of [y] water bodies in and around urban areas. In Texas these are specially branded and marketed as “Neighborhood Fishing” lakes. **KEEP THEM FISHING!**

- **ONGOING COMMUNICATIONS:**

- Continue emails and social posts about fishing topics that add value

# KEEP FOCUSING ON RETENTION: EMAILS THROUGH THE CUSTOMER JOURNEY

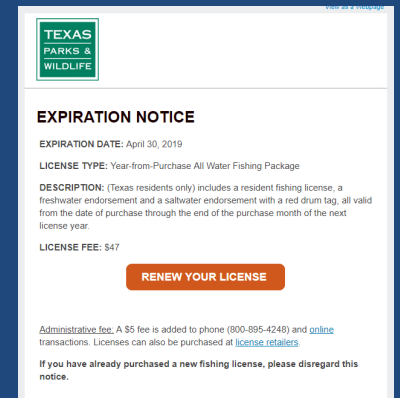
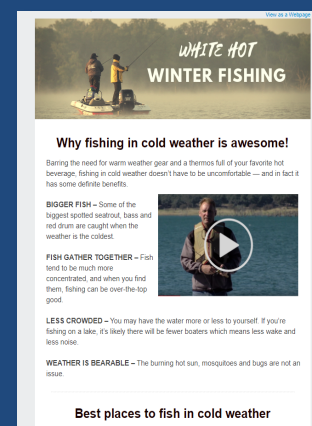
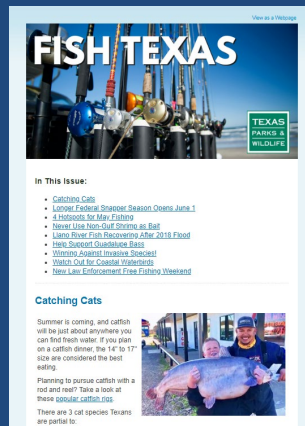
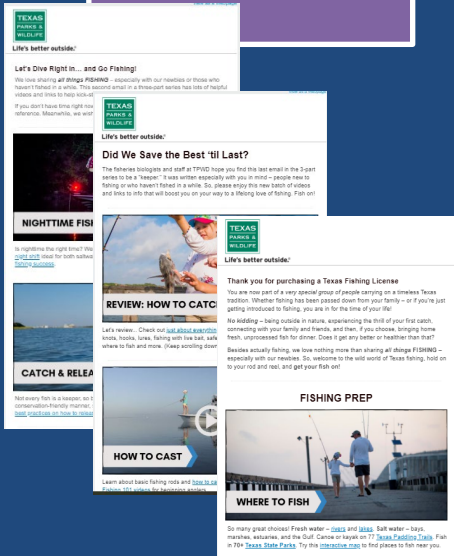
Email series  
to 1<sup>st</sup> Timers  
(in 1<sup>st</sup> 35 days)



*Fish Texas*  
e-newsletters and other  
fishing topic emails



Tailored  
renewal  
emails





# DIVERSIFY YOUR FISHING LICENSE RETENTION COMMUNICATIONS

## Visibility on Homepage

TEXAS PARKS & WILDLIFE

Parks Hunting Fishing Boating Game Warden Activities Wildlife Land Water Media Calendar Regulations Education Volunteer More...

Find a Park Fishing Reports Hunting & Fishing Licenses Hunting Seasons Boat Registration Donate

### Hunting & Fishing LICENSES NOW ON SALE

See Available Licenses Find a Retailer Near You Purchase Online

TPW Commission Meeting, August 21-22, 2019, TPWD Headquarters, Austin, TX.  
[Comment on Proposed Regulations and Transactions](#) | [Read agenda](#) | [Directions](#)

Activities and Programs  
**Summer Fun**

Hunting, Fishing & Boating  
**New Season, New Regulations**

Facebook Twitter Pinterest

TPWD News & Media [More >](#)

- Conditions Ripe for Prime Texas Dove Hunting
- Revamped Mobile Apps Must Haves for Texas Hunters, Anglers
- Drawing for Trinity River Alligator Gar Harvest Authorization Opens Aug. 15
- TPWD, Audubon Texas Launch Bird City Texas Certification Initiative

## Social Media

TEXAS PARKS & WILDLIFE  
 Published by Whitney Bishop · August 15 ·

New season Hunting + Fishing licenses are on sale NOW! Order online or find a retailer at <https://bit.ly/NewTXLicenses>. Your license fees are used for on-the-ground conservation efforts and to keep hunting and fishing great in Texas. Thank you!

2020-21 Hunting & Fishing Licenses on sale now

Get Yours Online >>

88,616 People Reached 4,264 Engagements [Boost Post](#)

472 31 Comments 324 Shares

Like Comment Share

## Print ads in TPW Magazine

ON SALE AUGUST 15

TEXAS PARKS & WILDLIFE

### THE HUNT IS ON!

Buy your license for the new season—available August 15

tpwd.texas.gov/buy  
 at a retailer near you  
 call (800) 895-4248

+ Press Releases, Blogs,

# QUESTIONS?