

RBFF State R3 Program Grants

Massachusetts Division of Fisheries and Wildlife

Increasing capability to evaluate R3 programs through customer tracking

Overview

The goal of this project was to enhance our ability to track customers through the electronic fishing license purchase process from digital ads, targeted emails, and customized printed products. This spring, we tested the implementation of new tracking techniques, primarily through a digital marketing campaign on Facebook, Instagram, and Google Ads, as well as postcard and email retention efforts and an Angler Education handout. We used Ecommerce provided by Google Analytics, UTM codes, and Facebook and Google tracking pixels to evaluate these efforts. With these tools, we could measure if our communications were effective and learn more about our customers. This case study will focus on our 10-week spring digital marketing campaign.

Partners



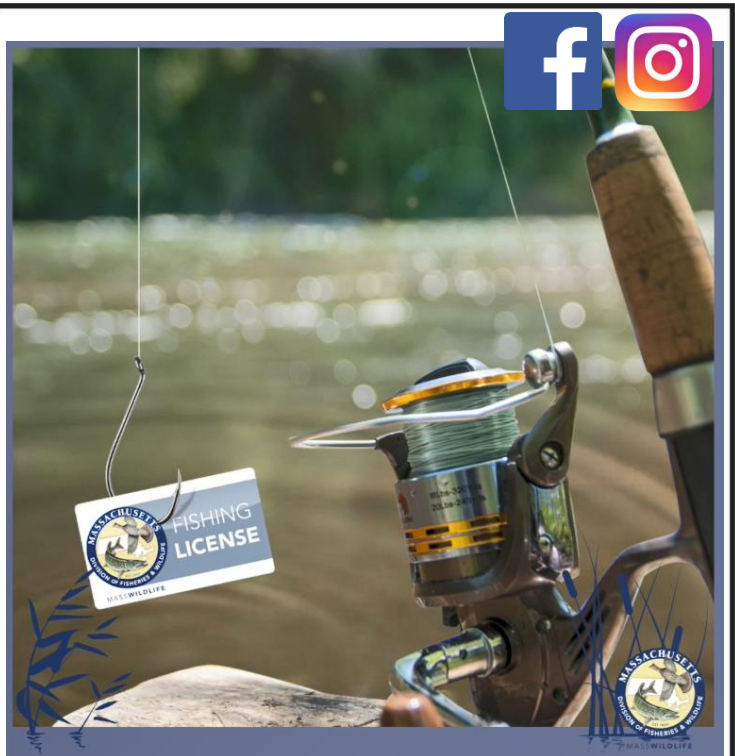
Benefits

We launched our electronic licensing system six years ago. Since then, we've collected a wealth of information about the types of people who fish in Massachusetts. We are just beginning to tap into the power of this data as an invaluable asset for developing R3 programs and marketing campaigns that are most likely to inspire our existing customers to renew and attract new ones to purchase. Using customer insights and trends, we were able to target and test messages and creative with specific audiences in mind. By implementing new tracking techniques, we could measure the effectiveness of our targeted campaigns in generating awareness and increasing license purchases, and ultimately measure our return on investment. Armed with this information, we were able to significantly reduce our costs and increase our profits over last year. We hope to continue this trend into future campaigns to make the most of our marketing dollars and drive conversions in the most cost effective way.

Results

Key findings include:

- Our spring digital marketing campaign using social media and Google Ads paid search generated a profit of \$270,369–\$529,563.
- Our efforts on Google Ads generated 235K impressions, 25K clicks, a 10.8% click-through-rate, and 59.6% conversion rate. We lowered our average cost-per-click by 30% from 2017.
- Our social media campaign resulted in 2.54M impressions, 438K reached, 67K clicks, and a 2.62% click-through-rate. We lowered our cost-per-landing-page-view 74% from 2017 to just \$0.27.
- Of the customers who purchased a fishing license from a Google search ad, 24% were new customers and 19% were lapsed. Of the customers who purchased from a social media ad, 13% were new and 27% were lapsed.
- While most of the licensing site traffic from our ads was on a mobile device, our conversion rate on mobile was just 27%. Desktop conversion rate averaged at 62%, while the conversion rate on tablet was 37%.



View a sample compilation of our video ads at: bit.ly/2DaB7xC



Support

“More of our customers are now online, and we’re using digital marketing as a cost effective tool to drive license sales. By tracking our communication efforts, we’re learning more about our customers and how to better serve them.” – Mark Tisa, MassWildlife Director



Lessons Learned & Future Plans

Because we were able to evaluate our efforts and demonstrate a significant return on our investment, we plan to continue digital marketing in the future using enhanced tracking. This spring, we learned the importance of tracking campaigns in real-time to make swift adjustments to targeting, messaging, and budget allocation. This agility allowed us to make the most out of our small marketing budget. We were also able to identify areas in need of improvement, such as the experience of purchasing a license on a mobile device. As technology evolves, we’re committed to staying up to date on best practices for digital marketing and evaluation techniques. We plan to use the customer trends we learned from this effort to better develop and target future campaigns.

Ad

Mass Fish Hunt
Official Online Licensing
ma.wildlifelicense.com
2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!



Ready To Start Fishing?
2018 MA Fishing Licenses
ma.wildlifelicense.com
Online Licensing Available With The Official Site Of The Commonwealth Of MA.

Renew Your Fishing License
The Official MA Registry
ma.wildlifelicense.com
2018 MA Freshwater Fishing Licenses Available. Get Back To Fishing Today!

It's Time To Start Fishing
2018 Fishing License Renewals
ma.wildlifelicense.com
Renew Your Massachusetts Freshwater Fishing License And Start Fishing Today.



Contact Info

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Methodology

Audiences: This spring, we targeted a few distinct audiences:

- *Returning customers:* We created custom audiences in Google Ads and Facebook using existing customer data like zip code, birthdate, and email. We targeted returning anglers with “renew your license” ads to drive conversions.
- *Lookalikes:* To reach new customers with a high likelihood to buy, Facebook created lookalike audiences of people who shared traits with our existing customers. Facebook also built a lookalike audience from those who clicked on our ads.
- *New customers:* On Facebook, we targeted new customers with awareness ads. These ads drove traffic to a special landing page with information for beginners.
- *Location:* On Facebook, we targeted residents who lived within a 20-mile radius of Angler Education events with ads inviting them to learn to fish with us at a class.

Messaging: For Google Ads, we used language like “official” and “registry” in the ad text to give customers confidence they were purchasing from a government site. We developed our keyword list using top terms from our 2017 campaign and Google Keyword Planner. Keywords were monitored and adjusted daily to optimize performance. On social, we created ten video and two photo ads, and tested two versions of copy with each, allowing us to evaluate and refine our messages throughout the campaign for each audience. Ad themes included family memories, fishing rod giveaway contests, Angler Education class promotions, renewal reminders, free fishing weekend, where fishing license fees go, and value of a fishing license compared to a trip to the movie theater.

Tracking & Evaluation: We set out to learn what types of customers were engaging with our ads, which products they purchased, and how they interacted with our sites.

- *ECommerce:* We worked with our licensing vendor, Aspira, to enable the Ecommerce feature on Google Analytics for our licensing system. Ecommerce collects transaction data, like transaction ID, product information, and revenue.
- *Transaction/Customer IDs:* We matched transaction IDs from Ecommerce with customer IDs in our license system database to determine which customers converted from specific ads, if they were new or returning, and what products they bought.
- *UTM Codes:* We used UTM codes on our ads to track individual campaign performance in Google Analytics, including traffic, conversions, and revenue.
- *Google/Facebook pixels:* We placed tracking pixels on our campaign web pages and license purchase confirmation page to record transactions over a 30-day window after customers engaged with our digital ads.