



Final Report

Program Name: Increasing capability to evaluate R3 programs through customer tracking

State Agency Contact: Nicole McSweeney, Massachusetts Division of Fisheries and Wildlife
Outreach and Marketing Coordinator, Nicole.McSweeney@mass.gov, (508) 389-6327

Program Goals and Objectives: The goal of this project was to improve our R3 evaluation techniques by enhancing our ability to track individual anglers through the electronic license purchase process. This improved tracking advances our evaluation capability for current initiatives such as digital marketing campaigns, direct mail and email retention and reactivation efforts, and Angler Education courses, as well as future R3 efforts.

Program Summary: This spring, we tested the implementation of enhanced tracking techniques primarily through our spring digital marketing campaign, as well as postcard and email retention and reactivation 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. Key findings include:

- Our spring digital marketing campaign using social media and Google AdWords paid search generated an estimated \$305,119–\$564,313 in revenue.
- Of the customers who purchased a license from a Google paid search ad, 24% were new customers and 19% were lapsed customers. Of the customers who purchased a license from a social media ad, 13% were new and 27% were lapsed.
- We sent emails to 56,506 lapsed anglers and postcards to 13,403 lapsed anglers this spring; both tactics showed statistically significant lift.

Background: In the spring of 2017, we launched our first digital marketing campaign for fishing. We found we were limited in our evaluation, as we could only track the total number of transactions driven from a campaign, without knowing which products were purchased, specific revenue generated, or which types of customers converted from an ad. Additionally, our main Mass.gov website, where most of our fishing-related content is hosted, and our MassFishHunt system, where licenses are purchased, are on two separate domains (Mass.gov and Ma.wildlifelicense.com). Since they are on separate domains, Google Analytics does not recognize the activity of a customer who travels between these sites as one continuous customer journey, making it difficult to evaluate user behavior and purchases between sites and ads.

Part 1: Spring Digital Marketing Campaign

Strategy: We worked with a local marketing firm to conduct an evaluation of our 2017 spring fishing digital marketing campaign, including observations and recommendations for 2018. From that audit, we decided to utilize Google AdWords paid search and social media ads on Facebook and Instagram to promote fishing in Massachusetts in spring 2018. In total, \$11,500 was spent on Google AdWords, \$18,500 was spent on Facebook and Instagram advertising, and \$4,750 was spent for the marketing agency fee.¹ Because Facebook and Instagram use the same advertising dashboard, the term “Facebook” used throughout this report encompasses both Facebook and Instagram. Building upon learnings from last year, we tested a broader variety of creative and messaging on both platforms, focused our targeting to more distinct audiences in Massachusetts, specified clear campaign goals for each ad tested, and adjusted our AdWords bidding strategy and keyword list.

Key Program Dates: We ran a 10-week marketing campaign (May 21, 2018–July 31, 2018).

Target Audiences: We targeted a few distinct audiences through our spring digital marketing efforts:

- ***New customers:*** On both Google AdWords and Facebook, we targeted people who lived in Massachusetts with fishing awareness ads. These ads were specifically designed for those who may have never fished before. The goal for this audience was primarily awareness and driving traffic to our website, rather than conversion. Awareness ads drove traffic to a special campaign landing page on our Mass.gov website with more information for beginner anglers, including how to purchase a fishing license, regulations, classes, tips, and fishing spots.
- ***Returning customers:*** On both Google AdWords and Facebook, we loaded our existing customer data including date of birth, zip code, and email into the advertising platforms. Customer information was uploaded as “hashed data” in order to protect the security of our customer list. To create hashed data, an algorithm maps the original characters in the customer list into short lengths of data that can’t be reversed before being uploaded into the advertising platform. Using customer data, we were able to target our returning customers with customized “renew your license” messages. The primary goal for this audience was conversion. These ads drove traffic directly into our MassFishHunt licensing portal because these customers had previous experience purchasing a license. As the campaign progressed, we updated customer data so we could better target those lapsed anglers who had still yet to renew and avoid showing renewal messages to those who had purchased.
- ***Lookalikes:*** On Facebook, we were able to build a lookalike audience using existing customer data. Using its algorithm, Facebook built a custom audience of potential customers who have similar interests and demographic traits to customers already in our licensing database. This lookalike audience was served our awareness ads and driven to the Mass.gov website with information for beginners. After a period of time, Facebook was able to build an additional lookalike audience based on users who had clicked on our ads.

¹ See budget table on page 16 for description of project costs.

- *Location:* Last year, our social media ad publicizing free fishing weekend was best at driving traffic to our website and we hypothesized that the opportunity for a free trial may have been the driver of success. Since our Angler Education courses also offer the opportunity to fish for free with instruction, we tested advertising two Angler Education events on social media this year. For these ads, we selected a targeted audience of Massachusetts residents who lived within a 20-mile radius of the event and drove traffic to our website with information specific to the Angler Education event, as well as other information for beginners, like how to buy a fishing license, fishing tips, and fishing regulations.

Tracking and Evaluation: In order to evaluate our efforts on Google AdWords and social media this spring, we made major improvements to our tracking capabilities. Specifically, we set out to learn what types of customers were engaging with our ads, which specific products they purchased, how they interacted with our websites, and revenue generated.

- *Ecommerce:* Google Analytics is a free service offered by Google to evaluate website traffic and performance. We worked closely with our licensing vendor, Aspira, to enable the Ecommerce feature on Google Analytics for our MassFishHunt electronic licensing system. Ecommerce tracking collects transaction data, including a transaction ID, product information, and revenue.
- *Customer and Transaction IDs:* Our MassFishHunt system assigns a unique customer ID to each individual in the licensing database, and returning customers use the same ID year after year. With Google Analytics Ecommerce enabled, we were able to see a unique transaction ID for each purchase made in MassFishHunt. We were able to export these transaction IDs from Google Analytics and match them with transaction IDs and customer IDs recorded in our MassFishHunt licensing database. This allowed us to determine which types of customers converted from specific marketing campaigns and evaluate if we were reaching our target audiences. We could determine if a customer was new or returning, learn about product preferences, and capture demographic information from their customer profiles.
- *UTM Codes:* A UTM code is a simple code attached to a custom URL to track a source, medium, and campaign. Using custom UTM codes in our spring digital marketing ads, we were able to track campaign performance in Google Analytics Ecommerce, including traffic, conversions, and revenue.
- *Google and Facebook Tracking Pixels:* We worked with Aspira to place Google and Facebook tracking pixels on the MassFishHunt license purchase confirmation page. We also worked with Mass.gov on a pilot project to add Google and Facebook tracking pixels to a limited number of Mass.gov pages related to our fishing campaign and updated the Mass.gov privacy policy accordingly. With the pixels firing properly, we were able to record and evaluate transactions driven from Google and Facebook.
- *Google and Facebook Dashboards:* Google and Facebook provide near real-time tracking and evaluation of campaigns on their platforms, where we can monitor clicks, impressions, reach, conversions, etc. Using these dashboards, we could make daily and weekly adjustments to allocate campaign budgets to ads and target audiences that were best performing. We utilized A/B testing for each of the ads created, with variations in the copy and imagery. We also tracked and evaluated feedback and comments on our social media ads. By monitoring feedback in real-time, we were able to develop new creative for the latter part of our campaign that incorporated customer feedback.

Results:

Overall: While we did track results at an ad-level (see Appendix A), the focus of this results section will be on key findings, revenue, and trends for Google and Facebook ads.

For social media, our spring efforts resulted in 2.54M impressions, 438K reached, 67K clicks, and a 2.62% click-through-rate. We also gained 235 likes to our Facebook page as a direct result of this year's campaign. Ads in our awareness campaign demonstrated the strongest click-through-rates, ranging from 4.7% to 11%. Our 2017 social media campaign had a cost-per-landing-page-view of \$1.02 and a click-through-rate of 0.85%, while our 2018 campaign had a cost-per-landing-page-view of \$0.27 and a click-through-rate of 2.62%, indicating a drastic improvement.

Our efforts on Google AdWords resulted in 235K impressions, 25K clicks, a 10.8% click-through-rate, and a 59.6% conversion rate. These results exceed industry benchmarks of a click-through-rate of 2% and conversion rate of 2.7%. Additionally, our average cost-per-click decreased by 30% from our 2017 campaign. Our 2017 campaign budget of \$3,885 garnered 32,791 impressions over 6 weeks; our 2018 campaign garnered the same number of impressions within the first 13 days at a cost that was 47% less than last year.

Revenue: Direct and Conversion Window Transactions: To evaluate our results, we analyzed two transaction types: direct and conversion window. Direct transactions are defined as those transactions recorded when a customer clicks an ad and immediately continues to purchase in one session. Conversion window transactions are defined as those transactions recorded when a customer interacts with a paid ad, and decides to purchase at a later date within a set "window" of time.

Using Ecommerce, we were able to collect product, revenue, and customer ID information from all direct transactions driven from Google AdWords and social media this spring; this information was available to view at the campaign level. Some of the target audiences in our campaign, such as returning customers, were sent straight into the MassFishHunt system to renew their licenses, while new awareness audiences were sent to a Mass.gov campaign landing page first and then were prompted to continue on to MassFishHunt to purchase a license. In either case, Ecommerce would track these both as direct transactions if they purchased in the same session. Custom UTM links were used on Mass.gov campaign landing pages so they could still be tracked as direct transactions within Google Analytics Ecommerce if a customer entered the MassFishHunt licensing system from a campaign page.

Examples of direct transactions:

- Customer served an awareness ad on Facebook, clicked through to a Mass.gov campaign landing page, clicked a link to enter the MassFishHunt licensing system, and then purchased a license.
- Customer served a renewal ad on Facebook, clicked through to the MassFishHunt licensing system and purchased a license.
- Customer served a paid search ad on Google, clicked through to the MassFishHunt licensing system and purchased a license.

In the above examples, since the customer either clicked an ad on Facebook and immediately continued on to purchase, or clicked an ad on Google and immediately continued on to purchase, all direct transactions are unique and Facebook and Google could not take credit for the same direct transaction.

However, since many customers take time to decide before making a purchase, we used Google and Facebook pixels to track conversions over a longer window of time to see if customers decided to purchase a license at a later date after interacting with our ads. For Facebook, potential customers were tracked for 7 days after viewing our ad and for 28 days after clicking our ad. For Google, potential customers were tracked for 30 days after clicking a paid search ad. If a customer purchased a license during this longer conversion window, the tracking pixels placed on the MassFishHunt confirmation page recorded the transaction. Unlike direct transactions, we were only able to see a total number of transactions recorded for each platform over the conversion window; specific product, revenue, and customer information are not recorded by the tracking pixels.

Examples of conversion window transactions:

- Customer clicks an awareness ad on Facebook, reads about fishing on the Mass.gov campaign page, and decides to talk to friends about whether they'd be interested in fishing. A few days later, types MassFishHunt into a search engine, and buys a fishing license.
- Customer does a Google search for fishing, clicks a paid ad, but doesn't purchase. A week later, does another Google search, clicks an organic link to Mass.gov, and continues on to purchase.
- Customer does a Google search for fishing licenses, clicks one of our paid search ads, but decides not to purchase. A few days later, views our ad on Facebook but doesn't click on it. The next day, she visits the Mass.gov site and continues to purchase a license.

Unlike direct transactions, Facebook and Google could both take credit for the same transaction using the conversion window. Consider the third example provided above. Because the customer was within the 30-day window of clicking on a paid Google ad and within the 7-day window of viewing our Facebook ad, both Google and Facebook would take credit for this transaction in their respective reports. Upon consultation with our marketing firm, there is no known way to quantify how many transactions are double counted between Facebook and Google for conversion window transactions.

Revenue: Direct and Conversion Window Transactions					
	Direct Transactions	Direct Transaction Revenue	Conversion Window Transactions	Average Revenue per Transaction*	Conversion Window Estimated Revenue
Google	8,702	\$179,096	14,826	\$20.58	\$305,119
Social Media	377	\$10,165	9,614	\$26.96	\$259,194
Total	9,079	\$189,261	14,826–24,440	---	Range: \$305,119–\$564,313 *see below

Through our campaign, we generated \$189,261 in direct transaction revenue. Since we spent \$30,000 on ads with an additional \$4,750 fee to the marketing firm, we had a direct transaction profit of \$154,411. Because specific product information is not available for conversion window transactions, we calculated the average revenue generated per transaction from direct transactions where product information was available. We used average transaction values from each platform to estimate revenue for the conversion windows. Because of the potential for Facebook and Google to both take credit for the same transaction in the conversion window, revenue calculated from the conversion window should be considered as a range, rather than an absolute total. For the lower range, we can use Google's estimated revenue. Even if all of the social media transactions were already counted by Google, Google alone recorded an estimated \$305,119 in revenue so we can confidently state we generated at least \$305,119 for the lower range. For the higher range, we would assume that few, if any, transactions were double counted and simply combine their revenues. ***Therefore, the estimated revenue generated by our campaign is at least \$305,119 and up to \$564,313.** While the transaction information provided by the Google and Facebook tracking pixels across the conversion window is less detailed than the information collected by direct conversions, it's important to take into account when considering our campaign's overall impact and revenue generated.

Direct Transaction Audience: For direct transactions, we captured customer information from our digital ads by matching transaction IDs recorded by Ecommerce with customer IDs in our MassFishHunt electronic licensing database. We were able to match over 99% of all transaction IDs recorded by Google Analytics with IDs in our licensing database. This allowed us to determine if we were reaching our target audiences through our marketing efforts, determine if a customer was new or returning, and capture demographic information from their customer profile.

Last year, we did not know the avidity of any customer who converted on our ads. We hypothesized that many of the customers who converted from our paid search ads were returning customers because we thought mostly experienced customers would be searching for fishing license specific terms on Google. This year, we were pleasantly surprised to learn that nearly a quarter of customers who converted from our paid search ads were new customers. This is a very important finding, especially given the growing prevalence of fraudulent licensing sites competing for paid ad space and the vulnerability of new customers who are not familiar with our licensing site. We anticipate paid search to continue to be an important strategy to drive new and returning customers to our licensing site.

For social media, we targeted new customers with awareness ads and returning customers with renewal ads. The goal of the awareness ads was primarily to drive traffic to the website, while the goal of the renewal ads was to drive conversions. Therefore, it's not surprising to see a lower percentage of conversions by new customers on social media.

Because the charts below only show direct transactions, it's possible they don't represent the characteristics of customers who converted over the longer conversion window. For example, it's possible that new customers may take more time to decide to purchase than returning customers.

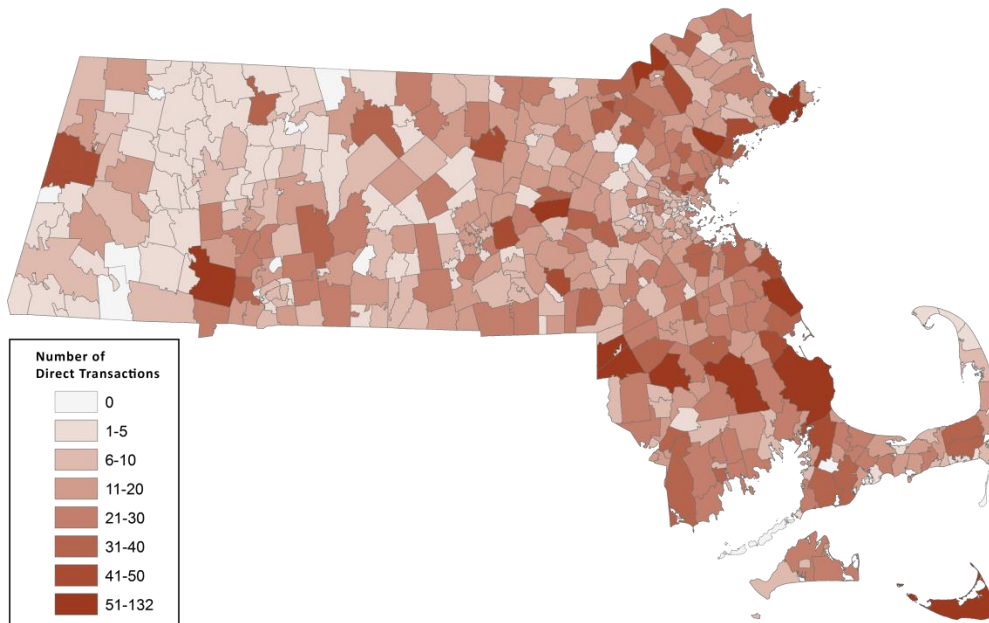
Avidity: Direct Transaction Customers			
	New	Active	Lapsed
Google	24%	57%	19%
Social Media	13%	60%	27%

Demographics: Direct Transaction Customers			
	% Residents	% Female	Age
Google	84%	13.5%	43.8
Social Media	99.7%	11.7%	49.1
Typical Angler in MA (2015–2017 average at time of fishing license purchase)	85%	15%	45.7

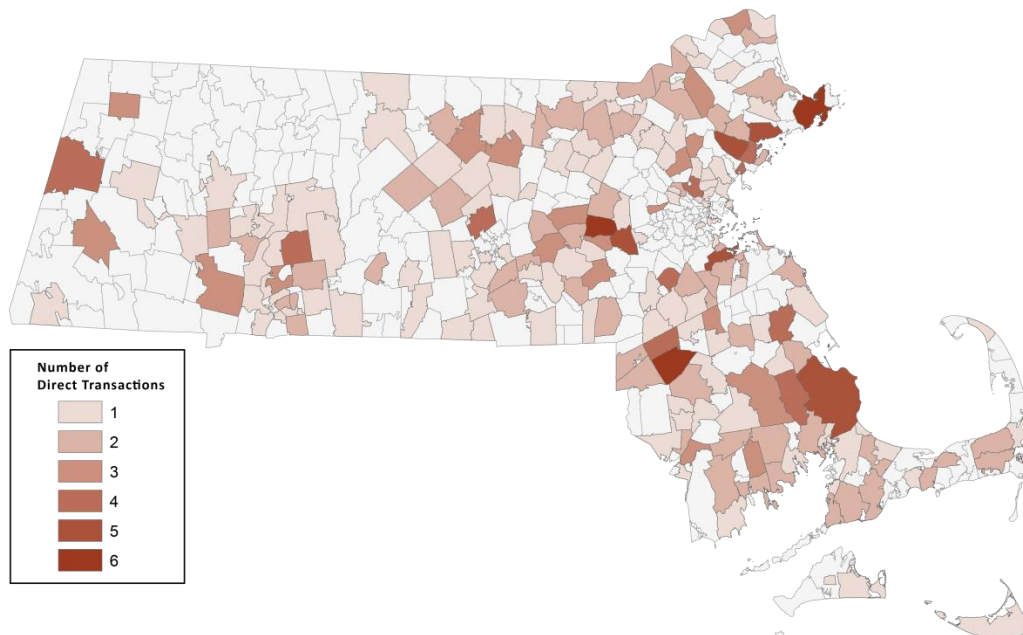
Because we used licensing data to target our ads, it's not surprising that many key demographics like residency, gender, and age tended to reflect trends seen in our licensing database. Because we evaluated ad-level performance, we did find specific ad themes resonated better with certain demographics. For example, while about 12% of all customers who purchased from our Facebook ads were female, we found 31% of purchases from ads about an Angler Education event were made by a female. While the total number of purchases driven from an event ad was low, we were intrigued by this finding, as other research has shown that the female head of household typically plans family activities.

We could also collect information about where our customers lived by evaluating direct transactions. For Google AdWords, we had wide coverage across the state, with most transactions occurring in the eastern part of the state. This is not surprising to see high conversions in coastal towns, given that many of the conversions from AdWords were for saltwater licenses. Although the eastern part of our state is more populated, transactions are generally well distributed throughout the state. For social media, there were a lower number of direct transactions overall, but we also seem to have more conversions in the eastern part of the state. We have noticed growth in our fishing license sales for the eastern part of the state, so we were happy to see this reflected through our campaigns.

Google AdWords Direct Transactions by Location



Social Media Direct Transactions by Location



Products: For direct transactions, we could track product information from our digital ads using Google Analytics Ecommerce and our licensing database. On average, customers from Google AdWords

purchased 2.2 products per transaction and customers from Facebook purchased 2.6 products per transaction.

Product Type: Direct Transactions			
	Freshwater fishing licenses	Sporting licenses	Saltwater fishing licenses
Google	3,163	662	5,825
Social Media	237	44	207

Some customers purchased multiple license types during one transaction. The most popular license type purchased was saltwater fishing, followed by freshwater fishing and sporting (combination freshwater fishing and hunting).

Messaging: For Google AdWords, we used language like “official” and “registry” in the ad text to better communicate to potential customers that they were visiting an official government licensing site. Our marketing firm used the top keywords from last year’s campaign, as well as the Google AdWords Keyword Planner, to develop lists of keywords for paid search. Keywords were monitored daily and adjustments were made if any were not performing well. Another tactic we used for AdWords was selecting negative keywords. By using negative keywords, we could exclude certain search terms from triggering our ads and help us focus our limited budget on keywords that helped drive freshwater fishing license sales, which was the goal of this campaign. For example, we noticed late in our campaign that we were driving a lot of saltwater fishing permit sales through paid search. Since salt water anglers were not our target audience, we began using negative keywords for those searching exclusively for saltwater fishing terms so we could maximize our limited budget for freshwater fishing related searches. We are investigating partnerships with our sister agency, the Division of Marine Fisheries, to coordinate on paid search efforts to drive fishing license sales of any type in the future. Another idea is to coordinate on a cross-promotional effort by advertising freshwater fishing licenses to saltwater anglers, and vice versa.

This year on social media, we tested 24 different versions of our ads using themes like making fun summer family memories, fishing rod giveaway contests, Angler Education class promotions, reminders for license renewal, free fishing weekend, the value of a fishing license compared to a trip to the movie theater, and where fishing license fees go (Appendix A). For the fishing rod giveaway, we partnered with Cabela’s, who donated the rods, and asked customers to tell us what they love about fishing to be entered to win. Ten unique videos and two photo ads were created in total, and we tested two versions of copy with each piece of creative. This allowed us to test and refine our messages throughout the duration of our campaign for different target audiences. After the first few weeks of our campaign, we recorded a number of comments lefts by the public expressing they did not know how license fees were used. By tracking comments in real-time, we were able to develop new creative for the second portion of our campaign to address these concerns and demonstrate some of the key ways license fees are put to use by highlighting fisheries research, fishing access, stocking programs, and Angler Education. In fact, the ads we created showing how fishing licenses are used ended up being our best performing creative with our awareness audience.

Future Plans for Program Continuation and Program Recommendations: Because we were able to evaluate our efforts and demonstrate a significant return on our investment, we plan to continue our digital marketing efforts in the future using enhanced tracking, as funding allows. This spring, we learned the importance of tracking efforts in real-time in order to make swift adjustments to targeting, messaging, and budget allocation. This agility allowed us to make the most out of our small marketing budget and drive more conversions for less money. 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 target future campaigns.

Part 2: Postcard and Email Retention and Reactivation Effort

Strategy: We sent postcards and emails to encourage lapsed customers to renew their license. Since Massachusetts license buyers are not required to provide an email address, we use both direct mail and emails to reach our customers. We sent two rounds of renewal reminder postcards to a group of anglers for whom we only had a mailing address and we sent two rounds of reminder emails to a group of anglers for whom we had an email address (Appendix B and C). Anglers who purchased a license before the date of the second mailing were not sent a second reminder.

Key Program Dates: Massachusetts has a calendar year license. Most customers purchase their licenses in the spring and summer months, so we timed renewal reminders during this period. We sent one round of emails and postcards the week of May 7 and the second round the week of June 11. License sales were evaluated over a 10-week period.

Target Audiences: Our target audiences for this effort were:

- *New 2017 customers (retention):* New customers who bought their first freshwater fishing or sporting license in 2017 but had not purchased their 2018 license by the time of mailing.
- *New 2016 lapsed customers (reactivation):* Customers who bought their first freshwater fishing or sporting license in 2016, lapsed in 2017, and didn't buy yet in 2018 by the time of the mailing.
- *Other 2015–2017 lapsed customers (retention or reactivation):* Customers who bought any fishing license 2015–2017 and had not purchased their 2018 license by the time of mailing, and who were not included in the other new lists.

Tracking and Evaluation:

- *Control and treatment groups:* Control and treatment groups were randomly selected to receive postcards, emails, or no reminder. Results were tracked by evaluating sales in our licensing database over a 10-week period.
- *Custom URLs:* New for this year, we tested using a custom URL with a UTM code on the postcards and emails. If a customer purchased a license by clicking the URL from our email or typing in the URL we specified on the postcard, they were sent to a specially designed campaign page. This campaign page was hidden from regular search and could only be accessed by following the special URL given to these customers. If a customer then purchased a license directly after viewing these campaign pages, we could track their purchase via Ecommerce. Additionally, we could track if they clicked on

other related fishing topics like trout stocking or boat ramps while visiting our renewal campaign pages.

Results:

Control and treatment group evaluation: To evaluate the success of our postcard and email efforts, we used control and treatment groups and evaluated whether or not groups of customers purchased a license as a result of an email or postcard reminder over a 10-week period.

Results: Email Treatment						
Group	Treatment	Size ¹	Fishing/sporting licenses	Renewal rate ²	Lift ³	P value ⁴
New 2017	Email	9,116	1,791	19.6	1.78	0.03*
	Control	3,918	700	17.9		
New 2016 lapsed	Email	5,676	514	9.06	0.733	
	Control	2,427	202	8.32		
Other 2015–2017 lapsed	Email	41,714	11,370	27.3	2.08	<0.01***
	Control	17,935	4,516	25.2		
Results: Postcard Treatment						
New 2017	Postcard	6,943	1,191	17.2	2.54	<0.01***
	Control	7,652	1,118	14.6		
New 2016 lapsed	Postcard	6,490	540	8.32	1.68	<0.01***
	Control	7,500	498	6.64		

¹Group size adjusted after returned mail removed from lists.

²Renewal rate is the percentage of the group that purchased a fishing or sporting license.

³Lift is the percentage point difference in renewal rate between the treatment group and the control group.

⁴P values are calculated using logistic regression. *** indicates values significant at an alpha = 0.001; * indicates values significant at an alpha=0.05

As in past efforts, we found the longer someone had lapsed, the lower the renewal rate. For anglers who purchased their first license in 2017, the renewal rates averaged about 17.6%. For anglers who purchased their first license in 2016 and lapsed in 2017, the renewal rates averaged about 8.06%.

- For new anglers who purchased their first license in 2017, receiving 2 emails or 2 postcards both significantly increased license sales.
- For new lapsed anglers who purchased their first license in 2016 and lapsed in 2017, receiving 2 postcards significantly increased license sales. Receiving 2 emails had a lift of 0.733 over the control, but it was not statistically significant.
- For all other lapsed anglers who purchased one or more licenses between 2015 and 2017, receiving 2 emails significantly increased license sales.

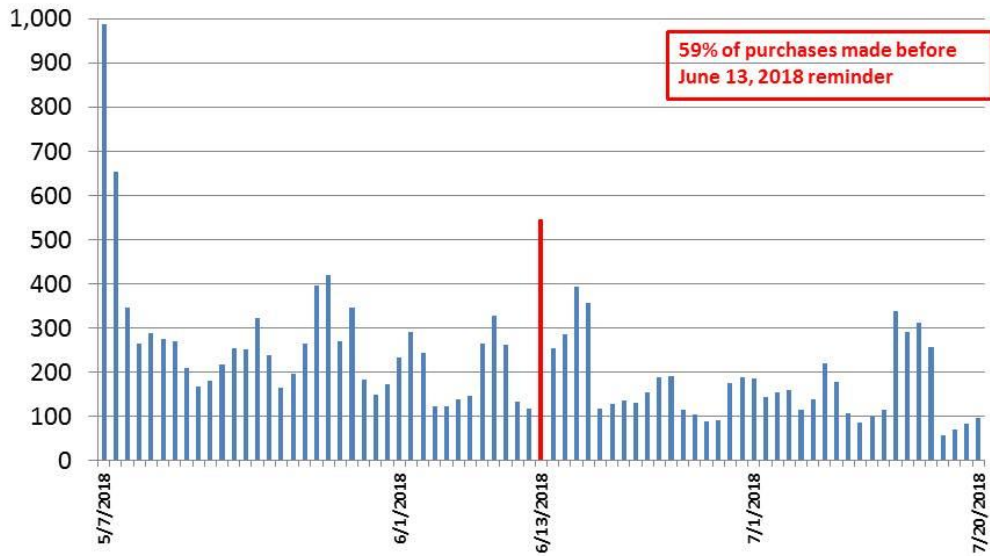
Our email lift revenue was \$45,591. Aside from staff time, we did not spend any additional funds to send these emails. We spent \$10,150 on postcards this year and our postcard lift revenue was \$9,434, resulting in a minor loss of about \$716. That being said, this lift revenue calculation only takes into account this current year's purchases. The average transaction value of a postcard customer was about \$33 this year. Based on average spending and the rates of renewal among Massachusetts' anglers, the "renewal" or "lifetime" value for an angler is about \$59 (Southwick Associates, 2016. *Profiles of Massachusetts Fishing and Hunting License Customers 2012-2015*). This means by getting an angler to renew, they are more likely to buy future licenses and generate revenue beyond this current year. When determining future efforts, we will likely consider both annual ROI and lifetime value.

Revenue: Email Treatment					
Group	Treatment	Renewal rate	Lift	Total revenue (all products)	Lift Revenue ¹
New 2017	Email	19.6	1.78	\$66,778.58	\$6,064.59
	Control	17.9		\$25,859.58	
New 2016 lapsed	Email	9.06	0.733	\$21,341.97	\$1,726.67
	Control	8.32		\$8,496.18	
Other 2015–2017 lapsed	Email	27.3	2.08	\$496,120.02	\$37,799.62
	Control	25.2		\$198,801.87	
Revenue: Postcard Treatment					
New 2017	Postcard	17.2	2.54	\$39,284.09	\$5,801.26
	Control	14.6		\$37,388.19	
New 2016 lapsed	Postcard	8.32	1.68	\$17,992.92	\$3,633.19
	Control	6.64		\$16,503.26	
TOTAL				\$641,517.58 (Treatment)	\$55,025.32

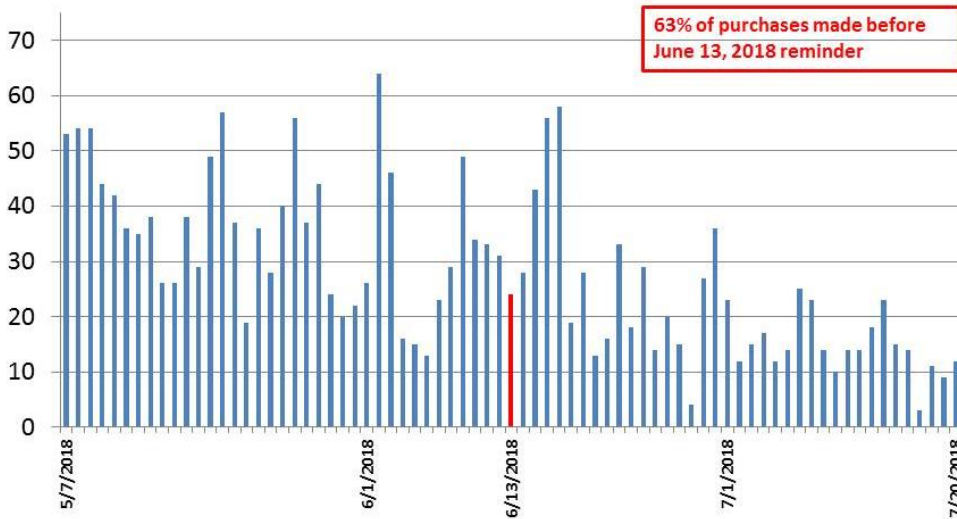
¹Lift revenue = (Lift Rate/Renewal Rate)*Total Revenue

By looking at transaction dates for both the email and postcard treatments, we found 59% of email purchases were made before the second email was sent and 63% of postcard purchases were made before the second postcard was sent. For future efforts, we can further investigate the timing of these communications and make adjustments accordingly, such as timing communications earlier. While multiple touchpoints have been shown to be most effective in our previous efforts, we might consider returning to a single postcard in the future due to their high cost, depending on available funding.

Email treatment groups by transaction date



Postcard treatment groups by transaction date



Custom URLs: Using a custom UTM link on both the email and postcard, we could track the behavior of customers who visited the license renewal campaign page, including what other pages they visited. About 27% of email purchases and 13% of postcard purchases resulted from a person clicking or typing in the URL as provided and were tracked using Ecommerce. Because we did not anticipate everyone who received the postcard or email to follow the exact link we provided to purchase, we still relied mainly on the use of treatment and control groups from our customer database to evaluate overall campaign impact. By looking at treatment and control groups, we tracked all license purchases of customers in the study, regardless of whether or not they followed the custom URL.

Transaction Comparison					
	Transactions from MassFishHunt database	Transactions recorded by Ecommerce	% transactions recorded by Ecommerce	Revenue from MassFishHunt database	Revenue reported in Ecommerce
New 2017 (email)	2,355	732	31.2%	\$66,778.58	\$21,875.15
New 2016 lapsed (email)	841	218	25.9%	\$21,341.97	\$5,609.25
Other 2015–2017 (email)	14,433	3,269	22.6%	\$496,120.02	\$108,009.13
New 2017 (postcard)	1,449	189	13.0%	\$39,284.09	\$5,514.57
New 2016 lapsed (postcard)	713	89	12.5%	\$17,992.92	\$2,581.92

For those that did use the UTM link, we were able to track their behavior on the license renewal campaign pages. Not surprisingly, email generated more page sessions, since it was easier for customers to click the provided link in the email, rather than type in the URL from the postcard.

Mass.gov renewal page traffic from UTM links				
	Sessions	Pages per session	Average session duration	Bounce rate
All email visits	9,868	1.57	2:00	27.8%
All postcard visits	1,773	2.24	4:21	16.9%

We could determine what other links visitors navigated to from our license renewal campaign page. The top five other pages visited by those who received our emails were:

1. License types and fees
2. Trout stocking
3. General hunting and fishing topic page
4. Fishing regulations
5. Pond maps

The top five other pages visited by those who received our postcards were:

1. License types and fees
2. Trout stocking
3. Find a fishing class near you
4. MassWildlife home page
5. Pond maps

Since we learned what topics returning customers are most interested in, we can highlight these topics in the messaging for future license renewal campaigns. For example, because trout stocking was a top page clicked, we might consider doing more advertising around spring trout stocking to encourage lapsed anglers to renew a license, rather than a generic license renewal message.

Future Plans for Program Continuation and Program Recommendations: Because we were able to evaluate our efforts and demonstrate a significant lift, we plan to continue sending postcards and emails to our lapsed anglers, as funding allows. Due to the higher cost of postcards, we will continue to investigate ways to increase the number of anglers who provide us with their email address. We will also continue to utilize UTM codes to track user behavior and learn what information returning anglers are most interested in. With a better understanding of our returning customers' interests, we can use the top topics identified to improve future campaigns and increase license renewals.

Part 3: Angler Education Handout

Strategy: We have been working on ways to better evaluate our Angler Education program and give participants resources they need to continue fishing on their own after a class ends. To provide participants with a next step, we developed a postcard-sized handout which leads participants to a web page specifically designed for new anglers with resources like how to buy a license, fishing tips, additional fishing classes, and places to go fishing (Appendix D).

Key Program Dates: Cards were distributed at Angler Education classes throughout the summer beginning mid-May and are still being distributed at classes.

Target Audience: The target audience for this effort was Angler Education course participants.

Tracking and Evaluation: The postcard we developed includes a custom shortened URL with a UTM code. By tracking participants who type in the URL to visit the site, we can learn what content participants want to learn more about, which resources they need most, and if they are continuing on to purchase a license. Since this custom page was hidden from search, we know traffic on this page only came from Angler Education class participants. Also, since a custom UTM is used, we can also track license sales that came directly from our campaign page using Ecommerce.

Results: Unfortunately, our Angler Education Coordinator reports it was very difficult to get participants to take the card at the class and we were only able to track a very limited number of visits to the custom webpage. It's possible that those who took the card searched our website rather than typing in the exact URL provided on the card. Of the few who did visit the card URL, we were able to determine they clicked on links about finding additional fishing classes and trout stocked waters. This tells us participants might still want other support through classes or are ready to take the next step by looking for trout fishing opportunities nearby.

Future Plans for Program Continuation and Program Recommendations: With few visits to the website, we will not likely continue this program in its current form. We are investigating ways to encourage class participants to take the card and visit the website. Potential incentives include working with an industry

partner to provide a coupon for Angler Education participants available only on the website provided or other special events or resources only accessed by visiting the website. While we historically have been unable to evaluate programs and track participants using printed handouts, the use of UTM codes provided us with a new tool to learn about our customers. We will continue to refine and test this tool and determine if there are ways to incentivize participants to type in the URL as provided. We are also researching the possibility of pre-registration for Angler Education classes, which would allow us to send targeted communications to participants after a course and not require tracking a physical handout.

Explanation of Milestones Not Accomplished: Last year, the entire Mass.gov site was redesigned and migrated to a new Drupal Content Management System. We have been working closely with Mass.gov IT staff during this migration to better understand how to implement cross domain tracking between our Mass.gov and MassFishHunt sites. While we were able to coordinate with Mass.gov this year to place tracking pixels on a small set of fishing campaign related web pages as a pilot, we did not accomplish “full” cross domain tracking on the entire Mass.gov site. We did have tracking pixels placed on all of the linked pages from our campaign pages, but if a customer navigated away from our campaign page, we would not have been able to track them past the set of pages we tagged. Because we know from reviewing analytics that the average visitor to Mass.gov visits 2–3 pages, we did lose our ability to fully track users who browsed additional fishing topics before making a purchase. While we could still capture transactions using the conversion window pixels, we could not see the full picture of what topics customers were looking for before making a purchase. Ideally in the future, we hope to work with Mass.gov to place tracking pixels on more or all pages to ensure any navigation path is tracked, and link our Mass.gov and MassFishHunt Google Analytics accounts.

Budget: We were able to work with our licensing vendor, Aspira, to implement Ecommerce tracking and cross domain tracking under our existing contract at no additional cost. Additional coding support was provided by our marketing contractor under our existing spring marketing contract at no additional cost. With permission from RBFF, we used grant funds to test the implementation of tracking codes to evaluate the following R3 efforts this spring: digital marketing, postcard and email retention and reactivation efforts, and Angler Education cards.

Budget category	Total project cost	RBFF grant funds utilized	MassWildlife funds provided
Digital Marketing	\$11,123.34	\$6,123.34	\$5,000.00
Postcards	\$10,150.12	\$3,150.12	\$7,000.00
Angler Education Handouts	\$726.54	\$726.54	---
Total Cost	\$22,000.00	\$10,000.00	\$12,000.00

*In addition to the budget displayed here, MassWildlife spent an additional ~\$24,000 on digital marketing to promote fishing this spring, however these additional funds are being used to match other WSFR grants. In total, \$11,500 was spent on Google AdWords, \$18,500 was spent on Facebook and Instagram advertising, and \$4,750 was for the marketing agency fee.

Conclusions and Lessons Learned: Using enhanced tracking techniques enabled us to better analyze our efforts to promote fishing this spring. By evaluating our digital marketing campaign in real-time, we were able to responsively reallocate budgets, refine our targeting parameters, and craft

messaging to increase performance throughout the campaign period. Using a combination of tracking techniques, we could better quantify revenue generated from our digital campaigns and learn more about the customers who engaged with our ads. This information will be invaluable for developing future outreach campaigns and initiatives. By quantifying a significant return on our investment, we have demonstrated the need for continued resources and support for marketing efforts.



Mass Wildlife Spring 2018 Campaign Report



MASSWILDLIFE



All Time Report: May 21 - July 30

Campaign Name	Platform	Total Campaign Spend	Platform Dashboard Metrics	Data	Analytics Dashboard Metrics	Notes	
AWARENESS "A" May 21 - July 30 (71 Days)	Facebook	\$5,273.63	Landing Page Views	23,209	Page Views	20,650	
			Reach/Impressions	243,165/ 819,147	% New Sessions	78.61%	
			Cost Per Page View	\$0.23	New Users	16,233	
			Best Performing Creative	Ad 4 Copy B	Duration of Page View	0:10	
			Best Performing Target Audience	Landing Page Views Lookalike			
			Transactions (Not Campaign Goal)	1,271			
AWARENESS "B" (Duration varies by event) May 29 - June 30 (26 Days)	Facebook	\$1,474.91	Landing Page Views	3,084	Page Views	5,169	
			Reach/Impressions	165,664/ 346,282	% New Sessions	71.64%	
			Cost Per Page View	\$0.48	New Users	3,703	
			Best Performing Creative	Jamaica Pond - Copy A	Duration of Page View	0:35	
			Best Performing Target Audience	"No Interests" Audience			
			Transactions (Not Campaign Goal)	721			
LOOKALIKE AUDIENCE: CONVERSIONS 2 June 11 - July 30 (50 Days)	Facebook	\$2,090.86	Landing Page Views	858	Page Views	5,169	
			Reach/Impressions	90,496/ 440,035	% New Sessions	71.64%	
			Cost Per	\$2.43	New Users	3,703	
			Best Performing Creative	Ad 1 Copy B	Duration of Page View	0:35	
			Transactions From Campaign	2,515			
CONVERSIONS May 21 - July 30 (71 Days)	Facebook	\$8,542.68	Total Transcations From Campaign	5,058	Immediate Transactions	288	
			Reach/Impressions	50,148/ 854,203			
			Cost Per Purchase	\$1.69			
			Best Performing Creative	Email List - Copy A			
			Best Performing Target Audience	N/A - Targeting Email List			
RETARGETING "A" (Targeting People who engaged with Ad on Facebook) May 29 - June 13 (16 Days)	Facebook	\$687.23	Landing Page Views	551	Immediate Transactions	0	
			Reach/Impressions	4,036/ 53,101	Page Views	168	
			Cost Per Purchase	\$1.25	% New Sessions	36.31%	
			Best Performing Creative	Ad 2 - Copy A	Duration of Page View	0:46	
			Transactions From Campaign	34			
RETARGETING "B" (Targeting People who clicked over to MA.gov) May 31 - June 8 (9 Days)	Facebook	\$427.32	Total Transactions From Campaign	15	Immediate Transactions	3	
			Reach/Impressions	3,354/ 28,765	Total Page Views	221	
			Cost Per Purchase	\$28.44	% New Sessions	80.56%	
			Best Performing Creative	Ad 2 - Copy A	New Users	174	
			Best Performing Target Audience	N/A Only Targeting Landing Page Viewers			
CONVERSION PPC GA: "Conversion" May 21 - July 30 (71 Days)	AdWords	\$7,407.12	Total Transactions From Campaign	12,434	Immediate Transactions	7,985	
			Calls	206			
			Clicks	20,096			
			Click Through Rate	20.20%			
			Cost Per Purchase	\$0.60			
			Top Location of Audience	Boston Bourne Plymouth			
RETARGETING PPC B* GA: "Retargeting_EmailList" May 21 - June 28 (38 Days)	AdWords	\$1,467.21	Total Transcations From Campaign	346	Immediate Transactions	260	
			Conversion Rate	62.68%			
			Calls	1			
			Clicks	552			
			Click Through Rate	6.24%			
			Cost Per Purchase	\$4.24			
Top Location of Audience	Lowell						
RETARGETING PPC A* GA: "Retargeting_Visitors" May 30 - July 30 (62 Days)	AdWords	\$2,646.29	Total Transcations From Campaign	2046	Immediate Transactions	1303	
			Conversion Rate	39.88%			
			Calls	107			
			Clicks	5131			
			Click Through Rate	3.86%			
			Cost Per Purchase	\$1.29			
Top Location of Audience	Boston						
Total Spend		\$30,017.25					
FACEBOOK SPEND		\$ 18,496.63	CONVERSION TOTALS	AS REPORTED BY MFH ANALYTICS*		FACEBOOK	291
ADWORDS SPEND		\$ 11,520.62		AS REPORTED BY ADWORDS**		PPC	9,548
				AS REPORTED BY FACEBOOK**		FACEBOOK	14,826
							9,614

SEE NEXT TAB FOR AN EXPLANATION OF
CONVERSION DISCREPANCIES

CONVERSION DISCREPANCIES: EXPLAINED

MFH	<p>Of all platforms, these conversion counts are the most accurate. We know, for sure, that all of these conversions did occur. However, these numbers only account for conversions that came direct from PPC or Facebook, when in reality, we can attribute a percentage of mass.gov / button / google search conversions to our campaign. Unfortunately, we cannot pinpoint this percentage, and so these conversion counts only speak to a portion of campaign conversion.</p>
PPC	<p>A conversion window is the period of time after a customer clicks your ad during which a conversion, such as a purchase, is recorded in Google Ads. If you pick 30 days, then conversions that happen within 30 days after a click are tracked. A 30-day window was used for Google Ads in this campaign.</p>
FB/IG	<p>On Facebook, a Conversion Window is a time frame selected by the advertiser to help the Facebook algorithm learn and optimize. Actions taken off your ad, such as a purchase on your website, are attributed back to your ad if they happened within a certain number of days after someone viewed or clicked on your ad.</p> <p>Our conversion window for this campaign was based on 7-day view and 28-day click, which means the reporting table will show these actions if they happened within 7 days of someone seeing your ad or within 28 days of someone clicking on your ad.</p> <p>Since Facebook is reporting more conversions than Google analytics for this campaign, we used the Pixel Helper tool to check for duplicate pixel fires, which can sometimes be caused by redirects. We did not find any pixel misfires reported by the pixel helper, however, we cannot be 100% certain that there were NO pixel misfires at all.</p> <p>If a user sees a Facebook ad for your product and doesn't click, but later browses your website and decides to purchase, Facebook is usually able to attribute this conversion to the Facebook ad the person saw. Google Analytics is unable to capture these. This, we believe, accounts for a large percentage of the discrepancy.</p> <p>Facebook shows conversions in your reports based on the time of impression and not the time of conversion. For example, if someone sees your ad and then buys a product on your website a few days later, we show this purchase based on the time someone saw your ad and not when they purchased your product.</p> <p>This appears to be occurring in taking a close look at the number of conversions as reported on Facebook--which is much higher, vs the number of conversions reported by Google Analytics. Likewise, the number of clicks from some campaigns appear to be less than the actual number of purchases from that campaign. If someone clicks on the ad but does not convert right away, and goes back to that same window (without seeing the ad again), then their click has been recorded as having clicked one time and converted at another. It is safe to say that the majority of conversions did not happen immediately after someone saw or clicked on the ad.</p>

	WEEKLY SPEND FB	SPEND TO DATE FB	WEEKLY SPEND GOOGLE	SPEND TO DATE GOOGLE
5/21 - 5/27	\$1,052.28	\$1,052.28	\$1,067.29	\$1,067.29
5/28 - 6/3	\$2,483.03	\$3,535.30	\$1,135.14	\$2,202.43
6/4 - 6/10	\$1,731.51	\$5,266.81	\$1,275.63	\$3,478.05
6/11 - 6/17	\$1,860.50	\$7,127.31	\$1,253.50	\$4,731.55
6/18 - 6/24	\$1,874.63	\$9,001.94	\$1,277.64	\$6,009.19
6/25 - 7/1	\$2,158.50	\$11,160.44	\$1,182.04	\$7,191.23
7/2 - 7/8	\$1,980.21	\$13,140.65	\$1,327.54	\$8,518.76
7/9 - 7/15	\$2,690.76	\$15,831.41	\$899.23	\$9,417.99
7/16 - 7/22	\$1,173.33	\$17,004.74	\$829.31	\$9,417.99
7/23 - 7/30	\$1,491.89	\$18,496.63	\$1,273.33	\$11,520.63
TOTAL SPEND FB		TOTAL SPEND GOOGLE		TOTAL SPEND CAMPAIGN*
\$18,496.63		\$11,520.63		\$30,017.25

* Minimal overage of \$17.25 to come out of agency fees



Google Search Ads

Conversions Campaign

Retargeting A

Retargeting B

Ad

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

2018 Mass Fishing Licenses
Official MA Registry
ma.wildlifefishlicense.com
Freshwater Fishing Licenses Are Available - Get Yours And Start Fishing Today!

Massachusetts Fishing Licenses
The Official MA Registry
ma.wildlifefishlicense.com
Get A 2018 MA Fishing License. Quick & Easy Mobile Access. Start Fishing Today!

Freshwater Fishing
MA Online Licensing
ma.wildlifefishlicense.com
Purchase Your 2018 Massachusetts Fishing License Today And Start Fishing Now.

Ad

Mass Fish Hunt
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2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!

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

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

URL:

https://www.ma.wildlifefishlicense.com/IS/Customer/InternetCustomerSearch?utm_source=Spring%202018&utm_medium=Adwords&utm_campaign=Retargeting_Visitors&utm_content=Ad1

Ad

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

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

URL:

https://www.ma.wildlifefishlicense.com/IS/Customer/InternetCustomerSearch?utm_source=Spring%202018&utm_medium=Adwords&utm_campaign=Retargeting_EmailList&utm_content=Ad1

URL:

https://www.ma.wildlifefishlicense.com/IS/Customer/InternetCustomerSearch?utm_source=Spring%202018&utm_medium=Adwords&utm_campaign=Conversion&utm_content=Ad2

Google Search Targeting

Conversions Campaign

Retargeting A

Retargeting B

[ma fishing license]
massachusetts fishing license
fishing spots in ma
fishing in ma
fishing in Massachusetts
"mass +fishing +license"
"+fishing +ma"
"+massachusetts +fishing"
"+freshwater +fishing +license +ma"
ma fishing license cost
Massachusetts freshwater fishing license
fishing license
[mass gov fishing license]
[massachusetts fishing license]
"mass fishing"
mass fishing license
buy fishing license
ma fishing license renewal
ma fishing license
[mass fishing license]
ma freshwater fishing license
Massachusetts fishing season

fishing spots
fishing season
buy fishing license
freshwater licenses
Fishing license
ma freshwater fishing license
fishing equipment
"+fish"
massachusetts fishing license
"fishing licenses"
Massachusetts fishing season
"fishing"
"+freshwater +fishing +license +ma"
"+fishing"
mass fishing
ma fishing license cost
license to fish
Fishing in Massachusetts
ma fishing license renewal
western MA fishing spots
places to fish
buy a fishing license
fishing ma
"fishing license"
"+mass +fishing +license"
massachusetts fishing
freshwater fishing
get a fishing license
Massachusetts freshwater fishing license
"+fishing +ma"
ma fishing license
Massachusetts fishing
fishing in ma
Mass freshwater fishing
"+massachusetts +fishing"
mass fishing license
freshwater fishing license ma
mass gov fishing license

fishing spots
"+massachusetts +fishing"
license to fish
fishing ma
freshwater fishing license ma
mass fishing license
massachusetts fishing license
ma fishing license
freshwater licenses
ma fishing license renewal
ma freshwater fishing license
Massachusetts fishing season
"+freshwater +fishing +license +ma"
buy a fishing license
Fishing in Massachusetts
fishing season
massachusetts fishing
"fishing licenses"
fishing equipment
"fishing"
fishing spots in ma
Massachusetts freshwater fishing license
"fishing license"
fishing in ma
mass gov fishing license
freshwater fishing
"massachusetts fishing"
get a fishing license
"+fishing +ma"
Fishing license
"+mass +fishing +license"
mass fishing
ma fishing license cost
buy fishing license
Massachusetts fishing

GA tag	goal	audience
Conversion	conversion	Anyone within the target demographic who searches the specified keywords. AdWords text is targeted to users can be anywhere in the beginning of the funnel but they are considered to be higher in quality because they are ACTIVELY searching for a product/service like yours.
Retargeting_EmailList	conversion	When users from our email list search using the specified keywords, different AdWords text is shown to the users utilizing key terms such as "renew". These users are considered more valuable because they have already shown purchasing behavior in the past.
Retargeting_Visitors	conversion	A user who has already clicked on an AdWords ad (but who has not converted) AS WELL AS a user who has been to the purchasing page prior to searching, who returns and performs a search using the specified keywords. These folks will see ad text that is targeted to users further down the funnel. (This is the only instance where the Retargeting pixel is in play.)

Ad Version: Ad 1 Copy A

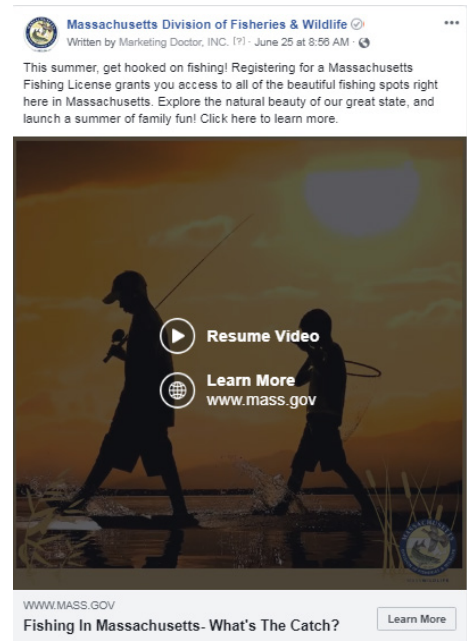
Goal: Awareness (traffic to Mass.Gov)

Audience:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: Fishing in Massachusetts- What's The Catch?

This summer, get hooked on fishing! Registering for a Massachusetts Fishing License grants you access to all of the beautiful fishing spots right here in Massachusetts. Explore the natural beauty of our great state, and launch a summer of family fun! Click here to learn more.



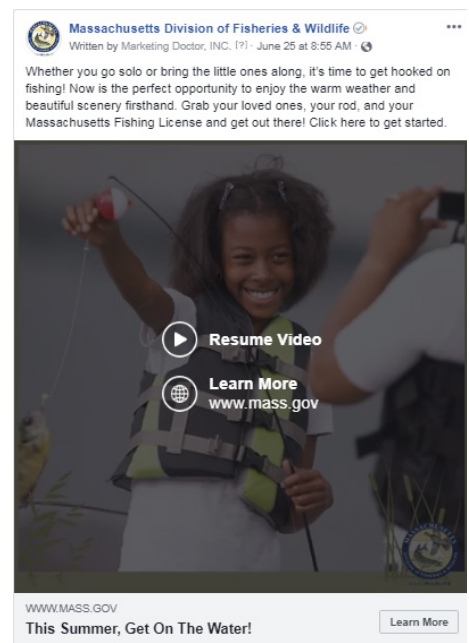
Ad Version: Ad 1 Copy B

Goal: Awareness (traffic to Mass.Gov)

Audience:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: This Summer, Get On The Water! Whether you go solo or bring the little ones along, it's time to get hooked on fishing! Now is the perfect opportunity to enjoy the warm weather and beautiful scenery firsthand. Grab your loved ones, your rod, and your Massachusetts Fishing License and get out there! Click here to get started.



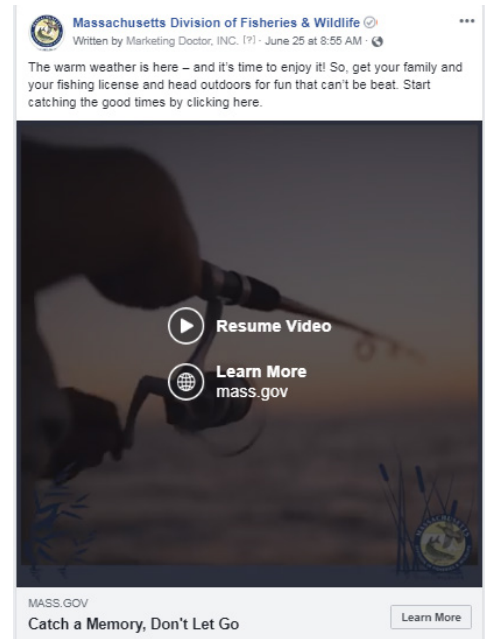
Ad Version: Ad 2 Copy A

Goal: Awareness (traffic to Mass.Gov)

Audience:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: Catch a Memory, Don't let Go The warm weather is here – and it's time to enjoy it! So, get your family and your fishing license and head outdoors for fun that can't be beat. Start catching the good times by clicking here.



Ad Version: Ad 2 Copy B

Goal: Awareness (traffic to Mass.Gov)

Audience:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: Get Hooked On Fishing- It's As Easy As getting A License What can a fishing license do for you? It's a ticket to getting your family together, making memories, and visiting the beautiful, scenic lakes and ponds Massachusetts has to offer. Learn more about fishing in Massachusetts by clicking here!



Ad Version: Ad 3 Copy A

Goal: This creative was added to BOTH our Awareness (Mass.Gov) & Conversions (MassFishHunt) Campaigns

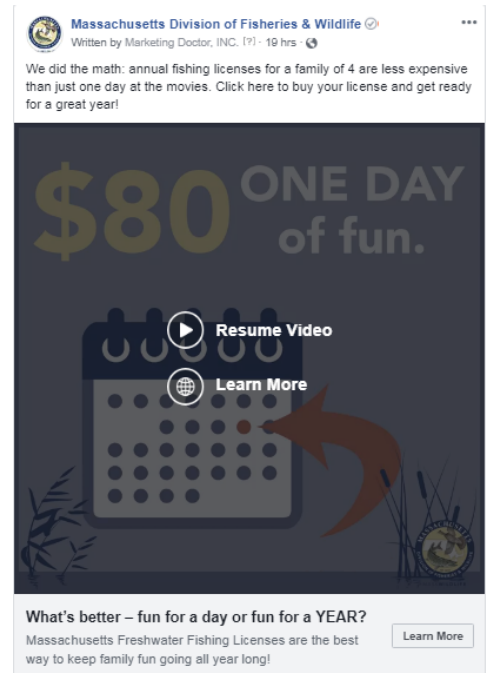
Audience:

Awareness:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: What's better -- fun for a day or fun for a YEAR?

We did the math: annual fishing licenses for a family of 4 are less expensive than just one day at the movies. Click here to buy your license and get ready for a great year!



Ad Version: Ad 3 Copy B

Goal: This creative was added to BOTH our Awareness (Mass. Gov) & Conversions (MassFishHunt) Campaigns

Audience:

ConversionB:

- 1- Email List of Previous Purchasers. :
- Conversion_2_MFH:
- 1- 1- Lookalike Audience Based on email list.

Copy: Get a year full of quality time and family fun! Fishing brings families together – it's a great way to bond and enjoy one another's company! So instead of spending just one day at the movies staring at a screen, trade up for a year of wonderful memories with a Massachusetts Freshwater Fishing License. Click here to get yours today!



Ad Version: Ad 4 Copy A

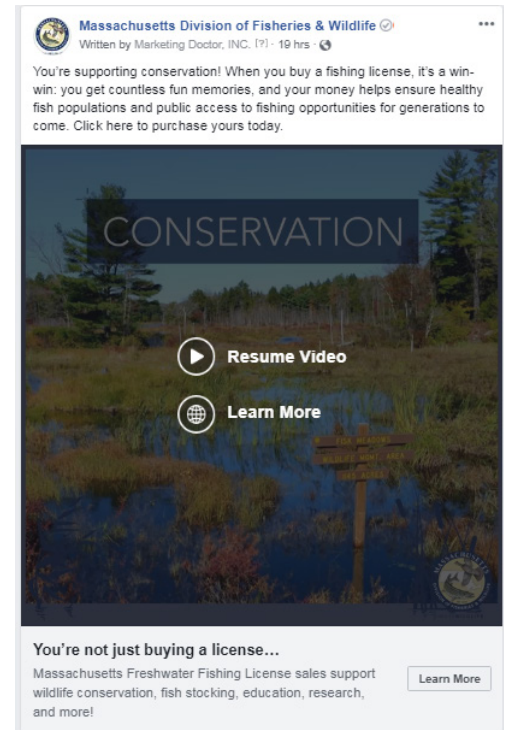
Goal: This creative was added to BOTH our Awareness (Mass.Gov) & Conversions (MassFishHunt) Campaigns

Audience:

Awareness:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: **You're not just buying a license...** You're supporting conservation! When you buy a fishing license, it's a win-win: you get countless fun memories, and your money helps ensure healthy fish populations and public access to fishing opportunities for generations to come. Click here to purchase yours today.



Ad Version: Ad 4 Copy B

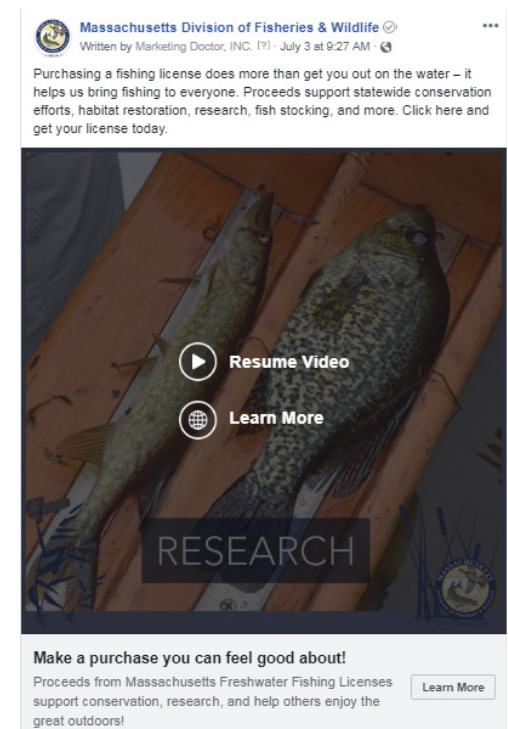
Goal: This creative was added to BOTH our Awareness (Mass. Gov) & Conversions (MassFishHunt) Campaigns

Audience:

ConversionB:

- 1- Email List of Previous Purchasers. :
- Conversion_2_MFH:
- 2- Lookalike Audience Based on email list.
- 3- Awareness Audience

Copy: **Make a purchase you can feel good about!** Purchasing a fishing license does more than get you out on the water – it helps us bring fishing to everyone. Proceeds support statewide conservation efforts, habitat restoration, research, fish stocking, and more. Click here and get your license today.



Ad Version: Cabella Rod Copy A (Facebook version)

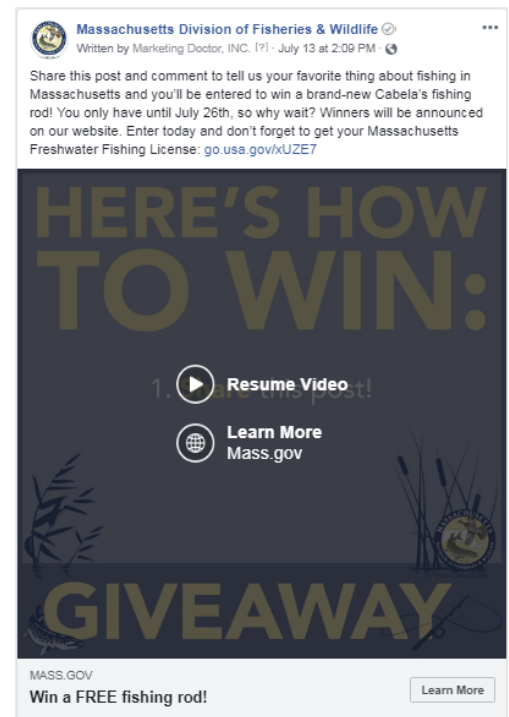
Goal: This creative was added to BOTH our Awareness (Mass.Gov) & Conversions (MassFishHunt) Campaigns

Audience:

Awareness:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: **Win a FREE fishing rod!** Share this post and comment to tell us your favorite thing about fishing in Massachusetts and you'll be entered to win a brand-new Cabela's fishing rod! You only have until July 26th, so why wait? Winners will be announced on our website. Enter today and don't forget to get your Massachusetts Freshwater Fishing License: go.usa.gov/xUZE7



Ad Version: Cabela Rod Copy B (Facebook version)

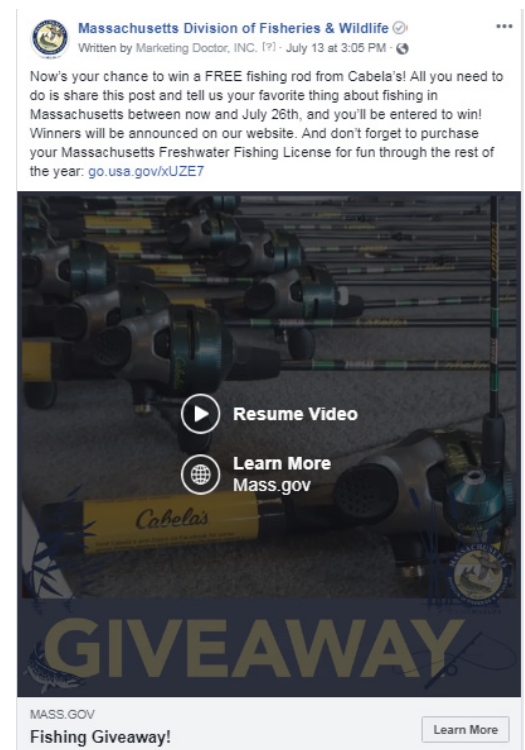
Goal: This creative was added to BOTH our Awareness (Mass. Gov) & Conversions (MassFishHunt) Campaigns

Audience:

ConversionB:

- 1- Email List of Previous Purchasers. :
- Conversion_2_MFH:
- 2- Lookalike Audience Based on email list.
- 3- Awareness Audience

Copy: **Fishing Giveaway!** Now's your chance to win a FREE fishing rod from Cabela's! All you need to do is share this post and tell us your favorite thing about fishing in Massachusetts between now and July 26th, and you'll be entered to win! Winners will be announced on our website. And don't forget to purchase your Massachusetts Freshwater Fishing License for fun through the rest of the year: go.usa.gov/xUZE7



Ad Version: Cabella Rod Copy A (instagram version)

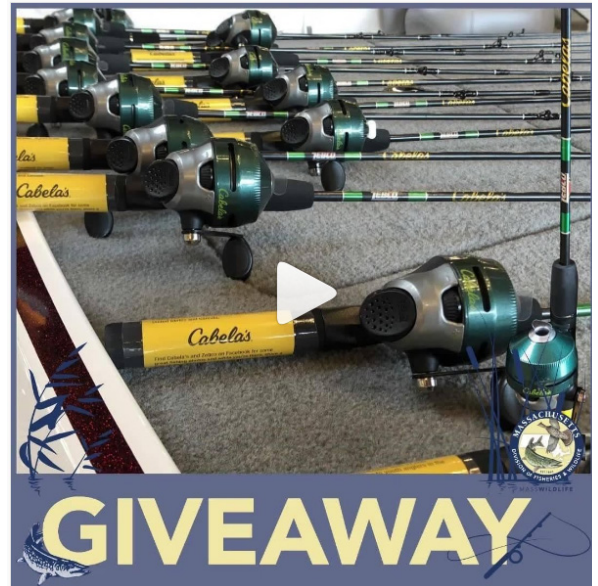
Goal: This creative was added to BOTH our Awareness (Mass.Gov) & Conversions (MassFishHunt) Campaigns

Audience:

Awareness:

- 1- Anyone in Massachusetts with an interest in all outdoor recreational activities.
- 2- Anyone in Massachusetts (no interests or behaviours selected in order to cast a wider net)
- 3- Lookalike Audience of Landing Page Viewers.

Copy: Don't wait, enter to win 1 of 20 free Cabela's fishing rods! Comment below to tell us your favorite thing about fishing in Massachusetts! Winners will be announced on our website. Our contest is only open until July 26th, but a Massachusetts Freshwater Fishing License will get you family-friendly fun throughout the rest of the year. Buy yours today at go.usa.gov/xUZE7



Ad Version: Cabella Rod Copy B (instagram version)

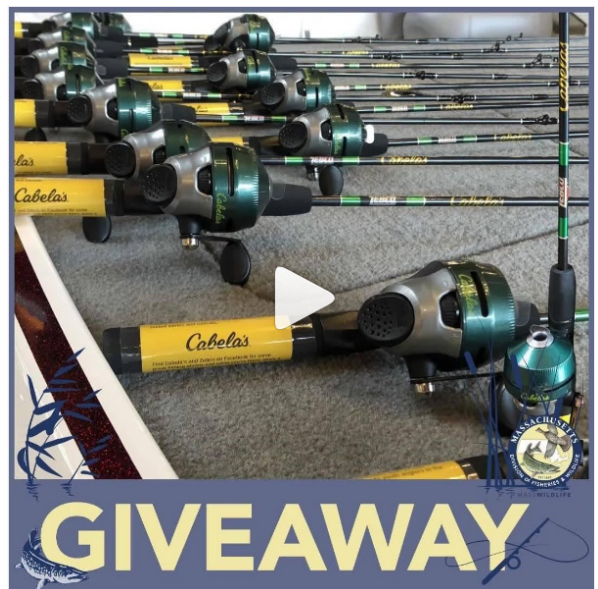
Goal: This creative was added to BOTH our Awareness (Mass.Gov) & Conversions (MassFishHunt) Campaigns

Audience:

ConversionB:

- 1- Email List of Previous Purchasers. :
- Conversion_2_MFH:
- 2- Lookalike Audience Based on email list.
- 3- Awareness Audience

Copy: Want a chance to win a FREE Cabela's fishing rod? It's as easy as telling us your favorite thing about fishing in Massachusetts in the comments below! We're giving away 20 brand-new rods, but entries are only open until July 26th. Winners will be announced on our website. Be sure to enter today, and get ready to fish by buying your Massachusetts Freshwater Fishing License: go.usa.gov/xUZE7



Ad Version: Email List Copy A

Goal: Conversions (Traffic to MassFishHunt)

Audience:

ConversionB:

1- Email List of Previous Purchasers.

Copy: **Spring Is Here, Time to Renew** As the days get longer and warmer, don't miss your opportunity to renew your Massachusetts Fishing License! Get out on the water and start enjoying the weather today – it's as easy as clicking here.



Ad Version: Email List Copy B

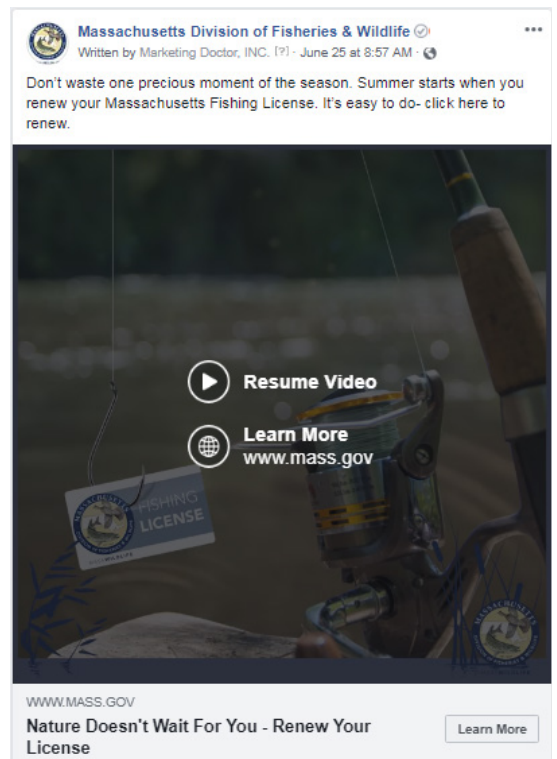
Goal: Conversions (Traffic to MassFishHunt)

Audience:

ConversionB:

1- Email List of Previous Purchasers.

Copy: **Nature Doesn't Wait For You - Renew Your License** Don't waste one precious moment of the season. Summer starts when you renew your Massachusetts Fishing License. It's easy to do- click here to renew.



Ad Version: Jamaica Pond - Copy A

Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **School's out, so come fish with us – for free!**
Join us at Jamaica Pond on June 30th from 9AM-1PM for a free family fishing derby! Bring your equipment or borrow ours at this free event and get hooked on fishing with us. Click here to learn more and get ready for the fun!



Ad Version: Jamaica Pond - Copy B

Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event



Copy: **Want to learn how to fish? Here's your chance!**
The Boston Police Department and MassWildlife invite you to a free family fishing derby! Come join us at Jamaica Pond on June 30th from 9AM-1PM for a family-friendly day of freshwater fishing fun! Click here for more details.

Ad Version: Spot Pond - Copy A


Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **Learn to fish – for free!** Join us Saturday, June 16th at Spot Pond in Stoneham, MA. We're offering a free, Learn To Fish event from 9am – 1pm – no equipment or license necessary! Click here to join in on the fun!

 **Massachusetts Division of Fisheries & Wildlife**
Sponsored · 

Join us Saturday, June 16th at Spot Pond in Stoneham, MA. We're offering a free, Learn To Fish event from 9am – 1pm – no equipment or license necessary! Click here to join in on the fun!





mass.gov
Learn to fish – for free! [LEARN MORE](#)

Ad Version: Spot Pond - Copy B


Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **Learn to fish – for free! Let's Go Fishing!** Join us Saturday, June 16th at Spot Pond in Stoneham, MA. We're offering a free, Learn To Fish event from 9am – 1pm – no equipment or license necessary! Click here to join in on the fun!

 **Massachusetts Division of Fisheries & Wildlife**
Sponsored · 

Join us Saturday, June 16th at Spot Pond in Stoneham, MA. We're offering a free, Learn To Fish event from 9am – 1pm – no equipment or license necessary! Click here to join in on the fun!



mass.gov
Learn to fish – for free!
Let's Go Fishing! [LEARN MORE](#)

Ad Version: Free Freshwater Fishing Weekend - Static
Image 1 - Copy A

Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **June 2nd and 3rd: Join in on the family fun of fishing – for free!** Grab some bait, pack a lunch, and head out for a fantastic family weekend! For the first weekend in June, all freshwater fishing – lake, pond, reservoir, and river – is completely free, no license necessary. Keep the fun going all summer long- pick up your MA Fishing License today.



Massachusetts Division of
Fisheries & Wildlife

Sponsored ·

...

Grab some bait, pack a lunch, and head out for a fantastic family weekend! For the first weekend in June, all freshwater fishing – lake, pond, reservoir, and river – is completely free, no license necessary. Keep the fun going all summer long- pick up your MA Fishing License today.



Ad Version: Freshwater Fishing Weekend - Static
Image 1 - Copy B

Goal: Event Awareness (Traffic to mass.gov/service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **Free Freshwater Fishing Weekend Is Around the Corner** Don't miss the weekend of June 2nd and 3rd – fish any public freshwater lake, pond, reservoir, river or stream in the state for FREE! No license required, this weekend only. Want to keep fishing all summer long? Register for your MA Fishing License today!

Ad Version: Freshwater Fishing Weekend - Static
Image 2 - Copy A

Goal: Event Awareness (Traffic to mass.gov/
service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **June 2nd and 3rd: Join in on the family fun of fishing – for free!** Grab some bait, pack a lunch, and head out for a fantastic family weekend! For the first weekend in June, all freshwater fishing – lake, pond, reservoir, and river – is completely free, no license necessary. Keep the fun going all summer long- pick up your MA Fishing License today.



**Massachusetts Division of
Fisheries & Wildlife**
Sponsored · 

...

Grab some bait, pack a lunch, and head out for a fantastic family weekend! For the first weekend in June, all freshwater fishing – lake, pond, reservoir, and river – is completely free, no license necessary. Keep the fun going all summer long- pick up your MA Fishing License today.



Ad Version: Freshwater Fishing Weekend - Static
image 2 - Copy B

Goal: Event Awareness (Traffic to mass.gov/
service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

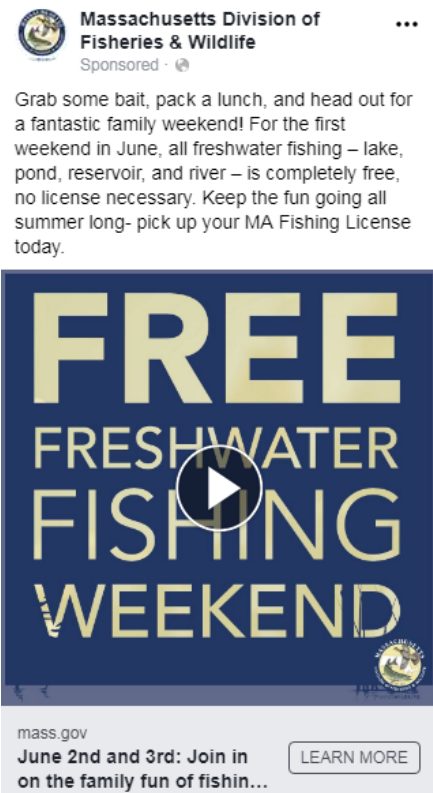
Copy: **Free Freshwater Fishing Weekend Is Around the Corner** Don't miss the weekend of June 2nd and 3rd – fish any public freshwater lake, pond, reservoir, river or stream in the state for FREE! No license required, this weekend only. Want to keep fishing all summer long? Register for your MA Fishing License today!

Ad Version: Freshwater Fishing Weekend - Video
- Copy A

Goal: Event Awareness (Traffic to mass.gov/
service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **June 2nd and 3rd: Join in on the family fun of fishing – for free!** Grab some bait, pack a lunch, and head out for a fantastic family weekend! For the first weekend in June, all freshwater fishing – lake, pond, reservoir, and river – is completely free, no license necessary. Keep the fun going all summer long- pick up your MA Fishing License today.



Ad Version: Freshwater Fishing Weekend - Video -
Copy B

Goal: Event Awareness (Traffic to mass.gov/
service-details/get-started-fishing-0)

Audience:
Awareness B:
1-Based on event

Copy: **Free Freshwater Fishing Weekend Is Around the Corner** Don't miss the weekend of June 2nd and 3rd – fish any public freshwater lake, pond, reservoir, river or stream in the state for FREE! No license required, this weekend only. Want to keep fishing all summer long? Register for your MA Fishing License today!



Marketing Doctor

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MARKETING REPORT

May 21 - July 30, 2018

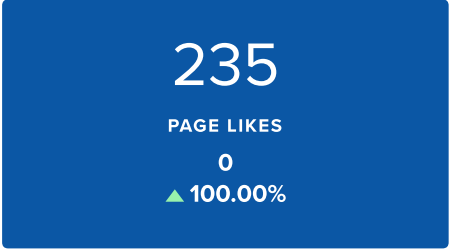
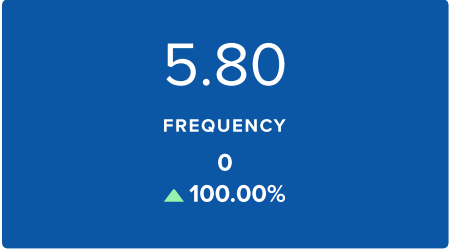
compared to

May 21 - July 30, 2017

Facebook Ad Campaigns

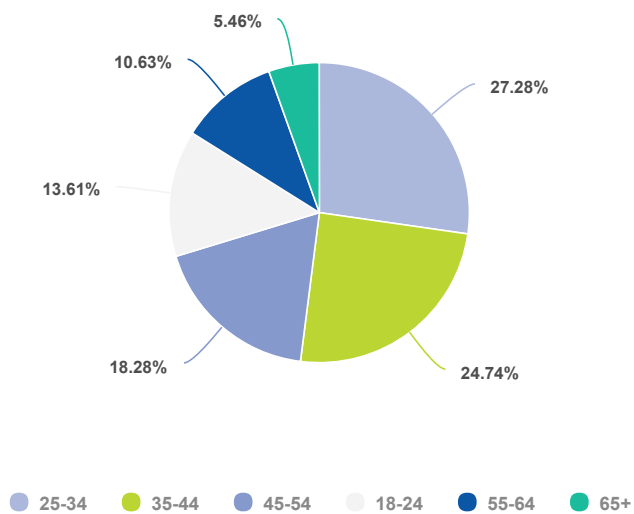
TOP-LEVEL OVERVIEW: Your Facebook Ads

- **NOTE:** Disregard the 100% increase on each of these metrics. Because these ads were run off a different dashboard, we are unable to import last year's Facebook Ad data.
- According to data supplied to us at the start of our campaign, last year's campaign garnered 477,972 impressions via Facebook Ads. This year, our Ads garnered 2,540,000 impressions, a **431% increase**.
- Our Facebook ads garnered 66,659 clicks throughout the duration of our campaign. Considering a total Facebook spend of \$18,496.62, we reached an impressive **cost per landing page view of \$0.27**.
- For the second half of this campaign, we continued to see an impressive click-through-rate, increasing another .10% from our midway point, to a final **CTR of 2.62%**.
- Males between the ages of 25 and 54 are your most active and engaged demographic on Facebook!
- Age Breakdown: almost 3/4 of your clicks came from users aged 15-54
- Gender Breakdown: 81% of your clicks came from men



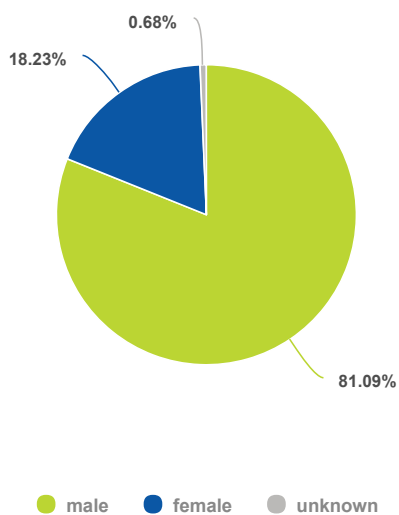
	Clicks	Reach	Frequency	Impressions	Page Likes	Page Engagement
Jul 30 2018	1,149	37,216	1.19	44,367	1	6,158
Jul 23 2018	4,680	144,240	1.24	179,275	2	25,744
Jul 16 2018	4,102	150,743	1.23	185,011	2	26,235
Jul 09 2018	9,338	261,450	1.33	349,006	4	53,072
Jul 02 2018	10,787	219,290	1.22	268,325	1	32,170
Jun 25 2018	4,812	198,375	1.21	239,868	0	23,863
Jun 18 2018	4,659	181,336	1.16	210,683	4	26,022
Jun 11 2018	4,448	197,160	1.21	239,425	0	28,487
Jun 04 2018	4,385	169,341	1.26	213,887	0	22,004
May 28 2018	12,607	367,872	1.24	455,048	219	36,894
May 21 2018	5,692	129,529	1.21	156,638	2	28,186

Demographic Reach



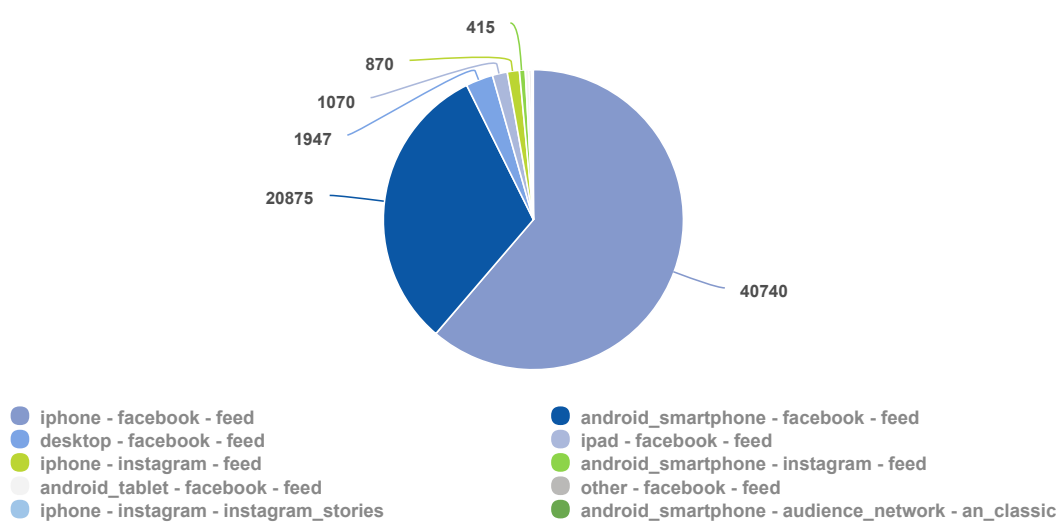
	Clicks	Reach	Impressions	Page Likes
25-34	16,853	119,560	717,207	66
35-44	16,216	108,423	665,766	90
45-54	14,027	80,133	518,921	44
55-64	9,085	46,595	265,585	12
18-24	6,796	59,652	265,314	18
65+	3,682	23,938	108,740	5

Gender Breakdown



	Clicks	Reach	Impressions
male	54,055	322,197	1,977,184
female	12,149	112,007	543,315
unknown	455	4,096	21,034

Ad Placement



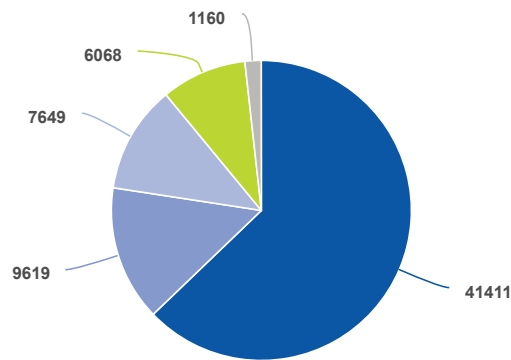
	Clicks	Reach	Impressions
iphone - facebook - feed	40,740	240,655	1,277,595
android_smartphone - facebook - feed	20,875	113,543	631,409
desktop - facebook - feed	1,947	34,562	206,166
ipad - facebook - feed	1,070	12,545	45,126
iphone - instagram - feed	870	57,092	219,224
android_smartphone - instagram - feed	415	26,754	94,812
android_tablet - facebook - feed	257	2,688	9,478
other - facebook - feed	166	1,920	4,749
iphone - instagram - instagram_stories	103	10,753	18,788
android_smartphone - audience_network - an_classic	47	2,816	9,078

Facebook Ad Campaigns

Highlights:

NOTE: For clarity and ease of understanding, we have created a separate document that outlines the details of each individual Facebook campaign that we ran between May 21 and July 20, 2018. This document includes information about the ads placed, the duration of the campaign, the cost of the campaign, and success metrics. We believe that the separate document will provide more helpful information than the section below.

- **HIGHLIGHTS** from data below (as trackable in Google Analytics):
- **CLICKS:** Awareness A was the clear leader in clicks garnered. However, these were clicks to the landing page, not to the purchasing portal. This campaign also ran for the entire duration of the entire campaign, so it's not surprising to see a significant number of clicks.
- **IMPRESSIONS:** Conversions campaign garnered the highest number of impressions, boasting a total of 854,203 impressions.
- **FRESHWATER FISHING LICENSES SOLD*:** Our Conversions campaign was the clear winner on Facebook, resulting in 171 sales (\$3,847.50 revenue)



● Awareness A
 ● Awareness B (Events)
 ● Conversions
 ● Conversions - 2 - Email List LAL
 ● Retargeting A

	Clicks	Unique Clicks	CTR (%)	Reach	Frequency	Impressions	Page Likes
Awareness A	41,411	26,064	5.06	243,165	3.37	819,147	0
Awareness B (Events)	9,619	7,258	2.78	165,664	2.09	346,282	219
Conversions	7,649	5,166	0.90	50,148	17.03	854,203	10
Conversions - 2 - Email List LAL	6,068	3,592	1.38	90,496	4.86	440,035	6
Retargeting A	1,160	842	2.18	4,036	13.16	53,101	0
Retargeting B	752	589	2.61	3,354	8.58	28,765	0





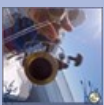
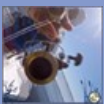
Ad Performance

AD PERFORMANCE:

- Overall, the ads in our **Awareness Campaign demonstrated the strongest click-through-rates** (highest rates in this campaign ranged from 4.66% - 11.02%). This is not surprising, as this was the broadest audience target, and did not require anyone to make a purchase.
- In contrast, the ads in **Conversions and Conversions 2** (targeting individuals on the email list and a Lookalike Audience based on those users) garnered the **most likes** (ranging from 175 – 445).
- FRESHWATER FISHING LICENSES SOLD***: According to MassFishHunt Google Analytics and E-Commerce tracking, these were our strongest ads, ranked by number of direct purchases from the ad:
 - Ad1CopyA – 102 transactions**
 - Ad1CopyB – 69 transactions**

*As trackable in Google Analytics

NOTE: For clarity and ease of understanding, we have created a separate document that outlines the details of each individual Facebook campaign that we ran between May 21 and July 20, 2018. This document includes information about the ads placed, the duration of the campaign, the cost of the campaign, and success metrics. We believe that the separate document will provide more helpful information than the section below.






		Campaign Name	CTR (%)	Impressions	Clicks	Post Likes	Post Comments
	Ad 4 - Copy B	Awareness A	6.66	97,951	6,519	269	21
	Ad 4 - Copy B	Awareness A	11.02	47,070	5,187	50	1
	Ad 2 - Copy A - interest	Awareness A	4.49	113,821	5,108	217	10
	Ad 2 - Copy A - No Interests	Awareness A	4.29	115,579	4,955	173	12
	Ad 2 - Copy B - interest	Awareness A	4.25	107,355	4,560	225	16
	Ad 2 - Copy B - No Interests	Awareness A	4.56	92,028	4,193	189	15

	Campaign Name	CTR (%)	Impressions	Clicks	Post Likes	Post Comments	
	Ad 4 - Copy B	Awareness A	4.70	74,899	3,522	159	11
	Ad 4 - Copy A	Awareness A	10.75	32,505	3,494	49	1
	Email list - Ad Copy A	Conversions	0.93	345,213	3,215	616	43
	Email list - Ad Copy B	Conversions	0.79	259,810	2,055	445	29
	Video - Ad Copy A - Copy	Awareness B (Events)	3.44	39,620	1,361	169	42
	Static Image 1 - Copy A	Awareness B (Events)	2.69	47,436	1,278	205	15
	Video - Ad Copy A	Awareness B (Events)	3.60	30,850	1,112	157	20
	Jamaica Pond - Copy A	Awareness B (Events)	2.90	36,828	1,067	97	10
	Static Image 1 - Copy A	Awareness B (Events)	2.32	43,728	1,015	137	15
	Video - Ad Copy B - Copy	Awareness B (Events)	3.42	25,629	876	108	21
	Ad 1 - Copy A	Conversions - 2 - Email List LAL	1.28	64,507	824	281	18
	Ad 1 - Copy B	Conversions - 2 - Email List LAL	1.20	60,516	728	295	11
	Ad 1 - Copy A - interest	Awareness A	3.25	22,375	728	136	8



	Campaign Name	CTR (%)	Impressions	Clicks	Post Likes	Post Comments	
	Ad 2 - Copy B	Conversions - 2 - Email List LAL	0.99	67,360	667	177	10
	Video - Ad Copy B	Awareness B (Events)	3.18	20,661	657	75	19
	Ad 2 - Copy A - Landing Page Viewers	Retargeting B	3.23	18,455	596	33	1
	Cabella Rod - COPY B - Ends 7.26 5pm (FACEBOOK ONLY) - Copy	Conversions - 2 - Email List LAL	2.79	20,381	569	77	56
	Ad 2 - Copy A - Video Views	Retargeting A	2.08	26,499	550	50	3
	Jamaica Pond - Copy B	Awareness B (Events)	2.48	21,865	543	58	6
	Ad 1 - Copy A - No interests	Awareness A	3.06	16,069	492	80	5
	Ad 2 - Copy A	Conversions - 2 - Email List LAL	1.10	43,410	478	123	3
	Ad 4 - Copy A	Conversions	1.52	30,618	464	173	9
	Cabella Rod - COPY A - Ends 7.26 5pm (FACEBOOK ONLY)	Conversions - 2 - Email List LAL	2.95	15,669	463	45	76
	Ad 3 - Copy 2 A	Conversions - 2 - Email List LAL	1.89	21,169	401	119	7
	Cabella Rod - COPY B - Ends 7.26 5pm (FACEBOOK ONLY) - Copy	Awareness A	4.92	7,535	371	23	31
	Ad 2 - Copy B - Video Views	Retargeting A	1.73	21,398	370	41	3

		Campaign Name	CTR (%)	Impressions	Clicks	Post Likes	Post Comments
	Ad 2 - Copy A - interest	Awareness A	3.94	9,035	356	14	1
	Spot Pond Ad - Copy B	Awareness B (Events)	2.03	17,445	355	60	13
	Ad 1 - Copy B - interest	Awareness A	3.01	9,330	281	70	6
	Static Image 2 - Copy B	Awareness B (Events)	2.30	12,054	277	46	3
	Cabella Rod - COPY A - Ends 7.26 5pm (FACEBOOK ONLY)	Conversions	1.55	17,842	276	38	33
	Wildlife Final Ad_Orange - Copy 3 A	Conversions - 2 - Email List LAL	2.79	9,675	270	118	4
	Ad 1 - Copy B - No interests	Awareness A	2.78	9,128	254	66	3
	Cabella Rod - COPY B - Ends 7.26 5pm (FACEBOOK ONLY) - Copy	Conversions	1.45	16,479	239	26	28
	Ad 4 - Copy 2 A	Conversions - 2 - Email List LAL	2.15	10,900	234	99	2
	Static Image 2 - Copy A	Awareness B (Events)	2.21	10,362	229	54	4
	Ad 4 - Copy 2 A	Conversions	1.21	18,495	224	84	1
	Static Image 1 - Copy B	Awareness B (Events)	2.53	8,696	220	54	5
	Ad 3 - Copy 2 A	Conversions - 2 - Email List LAL	1.59	13,640	217	68	4

		Campaign Name	CTR (%)	Impressions	Clicks	Post Likes	Post Comments
	Ad 4 - Copy B	Awareness A	4.19	5,158	216	45	6
	Ad 3 - Copy 2 B	Conversions	1.12	17,993	201	60	4
	Ad 4 - Copy B	Awareness A	4.61	4,254	196	11	1
	Ad 4 - Copy A	Awareness A	4.66	4,055	189	4	0
	Static Image 1 - Copy B	Awareness B (Events)	2.43	7,649	186	35	3

Google Adwords

TOP-LEVEL OVERVIEW

- Overall campaign click-through-rate of **10.84% is very strong** (industry average is 2%)
- Our campaigns garnered 25,426 clicks, and 14,737 converted clicks – **a conversion rate of 57.90%** (Google AdWords industry average is only 2.70%)
- Decreased average Cost-Per-Click by 30%** from 2017's campaign
- 2017's campaign budget of \$3,885 garnered 32,791 impressions. The 2018 campaign garnered that same 32,791 impressions within the first 13 days at a cost that was **47% less than the previous year.**
- Campaign 2017's Cost-Per-Click was equal to Campaign 2018's Cost-Per-Conversion.

Overview

25,426

CLICKS

235K

IMPRESSIONS

10.84%

CTR (%)

2.4

AVERAGE POSITION

15,154.00

CONVERSIONS

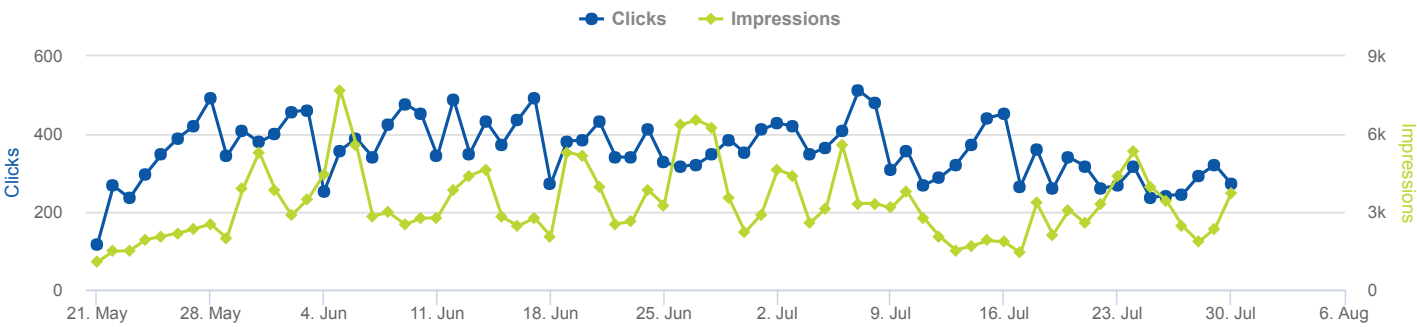
15,154.00

CONVERTED CLICKS

59.60%

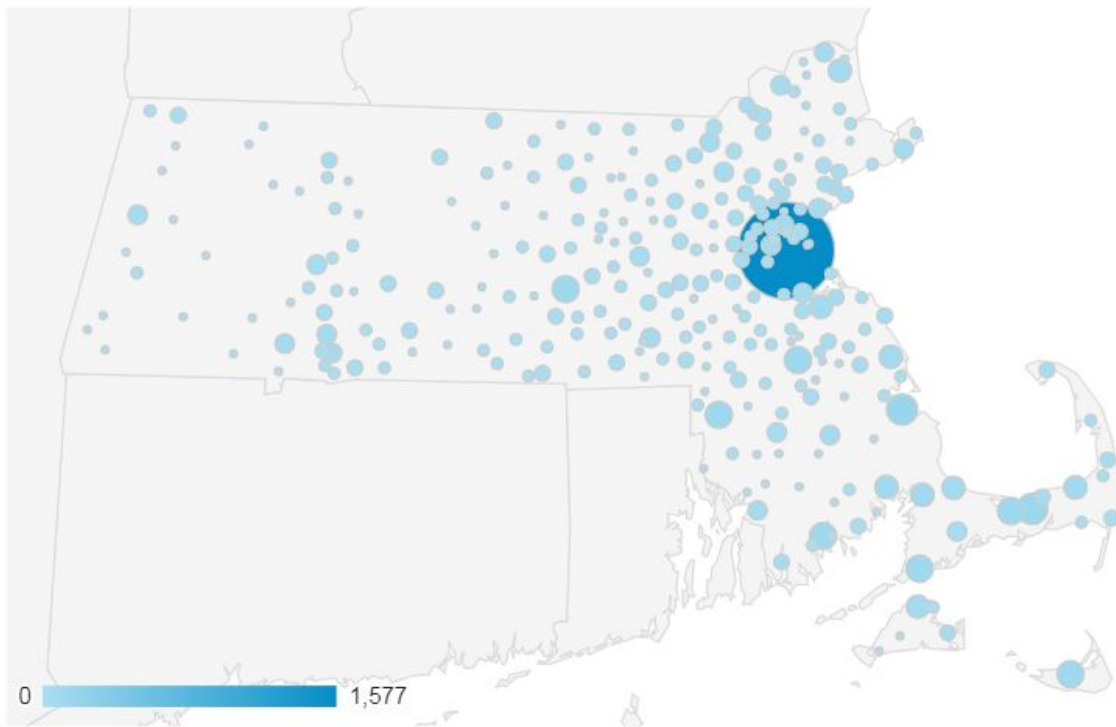
CLICK CONV. RATE (%)

Click Performance



	Clicks	Impressions	Conversions
Jul 29 2018	593	6,076	276.00
Jul 22 2018	1,861	24,750	795.00
Jul 15 2018	2,438	16,232	1,383.00
Jul 08 2018	2,395	18,302	1,480.00
Jul 01 2018	2,892	26,543	1,828.00
Jun 24 2018	2,463	32,005	1,454.00
Jun 17 2018	2,645	24,423	1,575.00
Jun 10 2018	2,879	23,671	1,774.00
Jun 03 2018	2,705	29,543	1,630.00
May 27 2018	2,902	22,774	1,880.00
May 20 2018	1,653	10,213	1,079.00

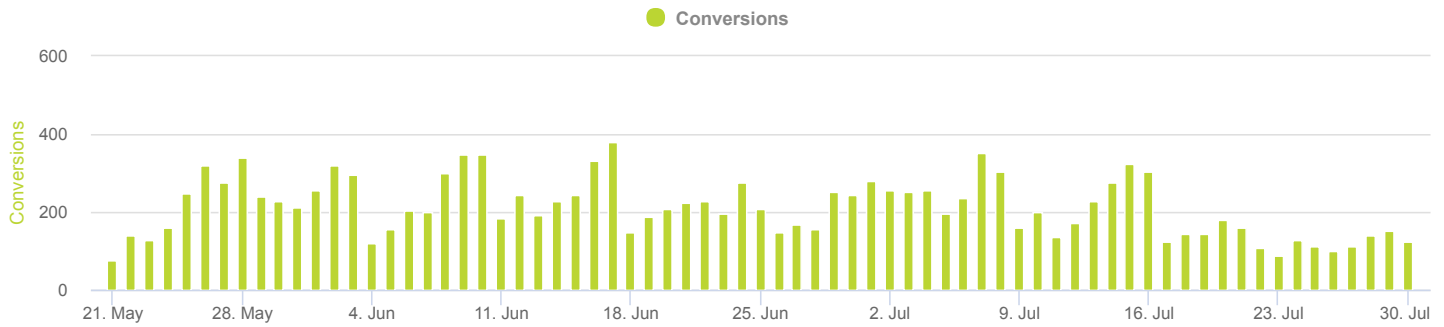
Geographic Performance



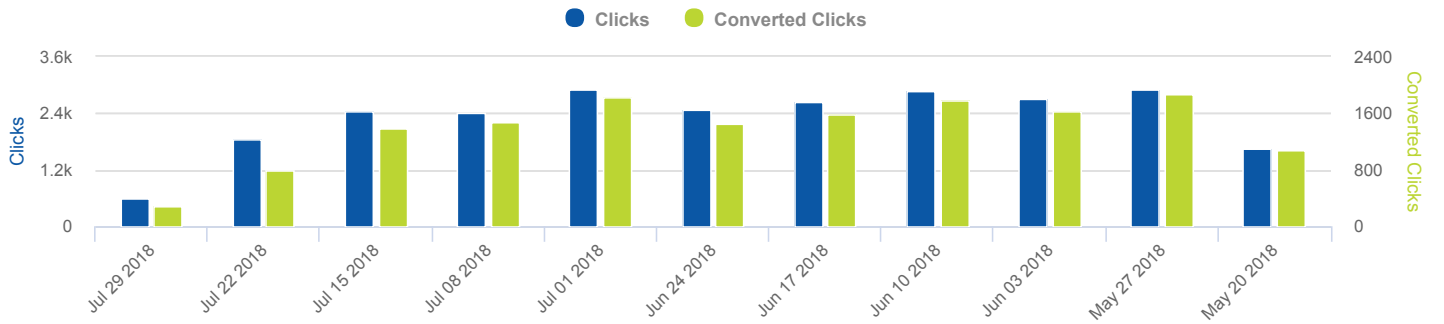
City Wise Performance

	Clicks	Impressions	Conversions	CTR (%)
Boston,Massachusetts,United States	1,280	27,733	673.00	4.62
Bourne,Massachusetts,United States	433	2,708	319.00	15.99
Plymouth,Massachusetts,United States	390	2,287	246.00	17.05
Worcester,Massachusetts,United States	377	4,834	182.00	7.80
Barnstable,Massachusetts,United States	361	2,877	209.00	12.55
Springfield,Massachusetts,United States	311	4,861	147.00	6.40
New Bedford,Massachusetts,United States	306	3,469	178.00	8.82
Lowell,Massachusetts,United States	287	4,005	151.00	7.17
Fall River,Massachusetts,United States	282	2,762	125.00	10.21
Haverhill,Massachusetts,United States	269	2,285	141.00	11.77

Conversions



Clicks vs. Converted Clicks



	Clicks	Converted Clicks	Conversions	Click Conv. Rate (%)
Jul 29 2018	593	276.00	276.00	46.54
Jul 22 2018	1,861	795.00	795.00	42.72
Jul 15 2018	2,438	1,383.00	1,383.00	56.73
Jul 08 2018	2,395	1,480.00	1,480.00	61.80
Jul 01 2018	2,892	1,828.00	1,828.00	63.21
Jun 24 2018	2,463	1,454.00	1,454.00	59.03
Jun 17 2018	2,645	1,575.00	1,575.00	59.55
Jun 10 2018	2,879	1,774.00	1,774.00	61.62
Jun 03 2018	2,705	1,630.00	1,630.00	60.26
May 27 2018	2,902	1,880.00	1,880.00	64.78
May 20 2018	1,653	1,079.00	1,079.00	65.28



Ad Performance (Text Ads)

	Impressions	Clicks	CTR (%)	Average Position	Conversions
Ready To Start Fishing? - 2018 MA Fishing Licenses www.ma.wildlifelicense.com Online Licensing Available With The Official Site Of The Commonwealth Of MA.	110,158	2,601	2.36	2.9	1,074.00
2018 Mass Fishing Licenses - Official MA Registry www.ma.wildlifelicense.com Freshwater Fishing Licenses Are Available - Get Yours And Start Fishing Today!	51,101	10,558	20.66	1.9	6,750.00
Massachusetts Fishing Licenses - The Official MA Registry www.ma.wildlifelicense.com Get A 2018 MA Fishing License. Quick & Easy Mobile Access. Start Fishing Today!	35,878	6,575	18.33	1.9	4,164.00
Mass Fish Hunt - Official Online Licensing www.ma.wildlifelicense.com 2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!	17,504	2,404	13.73	2.1	1,195.00
Mass Fish Hunt - Official Online Licensing www.ma.wildlifelicense.com 2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!	9,298	2,539	27.31	1.6	1,520.00
It's Time To Start Fishing - 2018 Fishing License Renewals www.ma.wildlifelicense.com Renew Your Massachusetts Freshwater Fishing License And Start Fishing Today.	4,501	155	3.44	1.4	32.00
Renew Your Fishing License - The Official MA Registry www.ma.wildlifelicense.com 2018 MA Freshwater Fishing Licenses Available. Get Back To Fishing Today!	4,342	397	9.14	1.2	314.00
Freshwater Fishing - MA Online Licensing www.ma.wildlifelicense.com Purchase Your 2018 Massachusetts Fishing License Today And Start Fishing Now.	1,750	197	11.26	2.1	105.00
Ready To Start Fishing? - 2018 MA Fishing Licenses www.ma.wildlifelicense.com Online Licensing Available With The Official Site Of The Commonwealth Of MA.	0	0	0.00	0.0	0.00
Mass Fish Hunt - Official Online Licensing www.ma.wildlifelicense.com 2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!	0	0	0.00	0.0	0.00
It's Time To Start Fishing - 2018 Fishing License Renewals www.ma.wildlifelicense.com Renew Your Massachusetts Freshwater Fishing License And Start Fishing Today.	0	0	0.00	0.0	0.00
Get Started with Fishing - Div. of Fisheries and Wildlife www.mass.gov Buying a Fishing License is the First Step for Any Angler. Learn More Online.	0	0	0.00	0.0	0.00
Get Started with Fishing - Div. of Fisheries and Wildlife www.mass.gov Want to Go Fishing? Learn About License Requirements and Purchase Yours Online.	0	0	0.00	0.0	0.00
Massachusetts Fishing License - Div. of Fisheries and Wildlife www.mass.gov Buy Your MA State Fishing License Online and Get Started Fishing Today.	0	0	0.00	0.0	0.00
Ready To Start Fishing? - 2018 MA Fishing Licenses www.ma.wildlifelicense.com Online Licensing Available With The Official Site Of The Commonwealth Of MA.	0	0	0.00	0.0	0.00
Renew Your Fishing License - The Official MA Registry www.ma.wildlifelicense.com 2018 MA Freshwater Fishing Licenses Available. Get Back To Fishing Today!	0	0	0.00	0.0	0.00



	Impressions	Clicks	CTR (%)	Average Position	Conversions
Massachusetts Fishing License - Div. of Fisheries and Wildlife www.mass.gov Are You Ready to Start Fishing? Buy Your MA Fishing License Online Today.	0	0	0.00	0.0	0.00
Mass Fish Hunt - Official Online Licensing www.ma.wildlifelicense.com 2018 Licenses Available - Purchase Your MA Fishing License & Get Fishing Today!	0	0	0.00	0.0	0.00

Keyword Performance

	Clicks	Impressions	CTR (%)	Average Position	Conversions	Conv. Rate
[mass fishing license]	3,544	15,975	22.18	2.2	2,525.00	71.25
[massachusetts fishing license]	3,022	13,748	21.98	2.0	2,006.00	66.38
shing license	2,451	14,328	17.11	2.0	1,406.00	57.36
[ma fishing license]	2,281	10,861	21.00	2.2	1,573.00	68.96
massachusetts fishing license	1,784	7,294	24.46	1.6	1,142.00	64.01
mass fishing license	1,541	6,258	24.62	1.6	1,014.00	65.80
ma fishing license	926	3,649	25.38	1.5	468.00	50.59
mass fishing license	707	3,887	18.19	1.8	350.00	49.50
+mass +fishing +license	702	3,230	21.73	1.8	487.00	69.37
massachusetts fishing license	641	3,773	16.99	1.8	308.00	48.05

Search Queries

	Impressions	Clicks	CTR (%)	Average Position	Conversions
mass fishing license	13,602	3,047	22.40	2.2	2,197.00
massachusetts fishing license	10,793	2,448	22.68	2.0	1,680.00
ma fishing license	7,928	1,719	21.68	2.2	1,249.00
massfishhunt	3,779	1,327	35.12	1.0	847.00
shing license ma	5,970	1,049	17.57	2.3	525.00
mass saltwater fishing license	2,316	690	29.79	1.4	566.00
massachusetts saltwater fishing license	2,321	640	27.57	1.5	507.00
mass wildlife	1,611	454	28.18	1.0	292.00
saltwater fishing license ma	1,438	357	24.83	1.7	286.00
ma saltwater fishing license	1,191	336	28.21	1.4	283.00

Glossary of Reporting Terms

Facebook Page

Term	Definition	Baseline/Industry Average
Page Engaged Users	The total number of users that have been engaged with your page (clicks, reactions, video views, etc)	No Industry Average, but engaging content is the backbone of Facebook, and content that has high engagement is more likely to be served up organically to more users.
Page Views	The total number of times your page was viewed.	No Industry Average.
Unique Page Views	The number of page views from unique users (counting each user one time).	No Industry Average.
Likes	Total number of users who "like" your page.	No Industry Average, varies greatly on many factors including nature of business, content type and frequency, and engagement with audience.
New Likes	Total number of new users who "like" your page.	No Industry Average.
Page Post Impressions	Total number of times your posts have been seen, counting multiple views per user.	No Industry Average.
Paid Page Impressions	Total number of page post impressions from boosted posts.	No Industry Average.
Organic Page Impressions	Total number of page post impressions from organic (not boosted) posts.	No Industry Average.
Page Impressions	The number of instances a Facebook page was viewed in a given time frame, counting multiple views per user. This is counting page views and post views in users' timelines.	No Industry Average.
Unique Page Impressions	The number of Page Impressions received from unique users (counting each user one time).	No Industry Average.
Past Unique Page Impressions	The number of Unique Page Impressions from a past time-frame, used for data comparison.	No Industry Average.
Clicks	The total number of clicks garnered by a piece of content.	No Industry benchmark, but it's important to identify which pieces of your campaign or page post content generate the most click and why.
Social Clicks	The number of clicks (all) when your ad was displayed with social information, which shows other Facebook friends who engaged with your Facebook Page or ad.	No Industry Average, but can help measure the ROI of your campaign or page post content. Comparing this week over week, month over month, or year over year demonstrates social ROI over time.
CTR %	Clickthrough rate (CTR) - The rate at which users clicked through to your destination page. Equation: number of users who clicked on your post divided by the number of users who saw your post.	The average CTR in facebook Ads across all industries is 0.90%

Facebook Ads



Glossary of Reporting Terms

Term	Definition	Baseline/Industry Average
Reach	The number of users who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same users.	No set Industry Average. Your reach depends on Facebook's algorithm, which determines where/how often your ad will be delivered, which is ultimately determined on the quality of your ad content, targeting, and budget.
Frequency	The average number of times each user saw your ad.	No set Industry Average. Facebook's algorithm will determine how many times your ad will be shown to the same user. Your frequency depends on how users engage with your ad, as well as the size of your audience and your budget.
Impressions	The number of times your ads were on screen. Impressions may include multiple views of your ads by the same users.	No set Industry Average, the number of impressions your ad gets is dependent on targeting, budget, and quality of your content (e.g. quality video, minimum text, follows Facebook's Advertising policies). The higher quality campaign you have, the more likely it is that your ad will receive a higher number of impressions at a lower cost.
Social Impressions	The number of times your ads were viewed when displayed with social information, which shows Facebook friends who engaged with your Facebook Page or ad. (EXAMPLE: you are scrolling down your newsfeed, and you come across an ad that clearly shows that some of your Facebook friends commented, or liked it as well). When one user likes an ad, Facebook may show the ad to some of that user's friends with information saying which of your friends have commented on the ad.	No Industry Average, but can help you gauge the social ROI of your campaign or page post content. Comparing this week over week, month, or year will inform you on the growth of your social ROI.
Page Likes	The number of likes of your Facebook Page generated as a result of your ads.	No Industry Average, but can help you gauge the social ROI of your campaign or page post content. Comparing this week over week, month, or year will inform you on the growth of your social ROI.
Ad Placement	A placement is the location where your ad is shown within Facebook and Instagram. When you create your ads, you have the option of letting Facebook show your ads in places where they're likely to perform best or manually choosing where you show your ads. Facebook's mobile and desktop newsfeeds, stories (on both Instagram and Facebook), Instagram, The Audience Network, Messenger	No Industry Average, but Facebook's algorithm will determine where your ads perform the best and place your ad there the most (e.g. Facebook and Instagram Stories, Instant Articles, Audience Network, Mid stream video ads, Instagram feed, Facebook Feed, Right hand column on desktop).
Ad Set Name	The name of the ad set you're viewing in reporting. An ad set is a group of ads that share the same budget, schedule, delivery optimization and targeting. Generally, any given campaign has anywhere between 3 and 20 ad sets.	Industry Average not applicable. However, clearly naming your ad sets allows you to know what your target audience is at a glance.

Term	Definition	Baseline/Industry Average
Frequency	The average number of times each user saw your ad.	No set Industry Average. Facebook's algorithm will determine how many times your ad will be shown to the same user. Your frequency depends on how users engage with your ad, as well as the size of your audience and your budget.
Impressions	The number of times your ads were on screen. Impressions may include multiple views of your ads by the same users.	No set Industry Average, the number of impressions your ad gets is dependent on targeting, budget, and quality of your content (e.g. quality video, minimum text, follows Facebook's Advertising policies). The higher quality campaign you have, the more likely it is that your ad will receive a higher number of impressions at a lower cost.
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Campaign	The Facebook campaign structure includes your ad campaign (refers to your advertising goal), ad set (the level of a campaign where you define your audience, budget, and schedule) and ad (the actual piece of content you are promoting).	Industry Average not applicable. However, clearly naming your campaign allows you to know what it is at a glance.

Facebook Ads

Term	Definition	Baseline/Industry Average
Campaign	The Facebook campaign structure includes your ad campaign (refers to your advertising goal), ad set (the level of a campaign where you define your audience, budget, and schedule) and ad (the actual piece of content you are promoting).	Industry Average not applicable. However, clearly naming your campaign allows you to know what it is at a glance.
Post Likes	The number of likes of your Facebook Posts attributed to your active campaigns.	No Industry Average, but can help you gauge the social ROI of your campaign or page post content. Comparing this week over week, month, or year will inform you on the growth of your social ROI.
Post Comments	The number of comments on the ads in within your campaign, as well as the number of comments on any post to your page.	No Industry Average, but can help you gauge the social ROI of your campaign or page post content. Comparing this week over week, month, or year will inform you on the growth of your social ROI.
Page Likes	The number of likes of your Facebook Page attributed to your ads.	No Industry Average, but can help you gauge the social ROI of your campaign or page post content. Comparing this week over week, month, or year will inform you on the growth of your social ROI.
Cost per Completed Registration	The average cost of each website registration completed (total spend divided by total number of conversions).	The average cost per action (any desired action of your campaign. Think completed registration, form fills, etc..) across all industries is \$18.68
Entrances	This is the number of entries by visitors into the pages of your website.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.
Users	Represents the total number of users on the specified page. In order for Google Analytics to determine which traffic belongs to which user, a unique identifier associated with each user is sent with each hit.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.
New Users	Technically, a new user is someone who has not visited your site in the past two years. However, this is assuming that each user can only be attributed to one device. In reality, it means a user who has not visited your site from this particular device in the past two years.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality. There should always be an influx of new traffic, and 50%-70% is a nice range.
Page Views	A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.

Google Analytics

Google Analytics

Google AdWords

Term	Definition	Baseline/Industry Average
Average Time on Page	Total duration of all sessions (in seconds) / The number of sessions.	Depends on amount of content on page, but around 2 minutes per page for new users is a strong benchmark.
Referral Source	Google's method of reporting visits that came to your site from sources outside of its search engine. When someone clicks on a hyperlink to go to a new page on a different website, Analytics tracks the click as a referral visit to the second site.	Should match up with any platforms currently being used for advertising/marketing/traffic generation.
Social Referral Source	Social referrals are the number of page views coming specifically from social networks.	Should match up with any platforms currently being used for advertising/marketing/traffic generation.
Gender and Age Breakdown	Represents the audience viewing your page, broken down by age and gender.	
Clicks	When a user clicks your ad, it's counted in the this column.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.
Impressions	An impression is counted each time your ad is served on Google's ad network.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.
CTR %	Clickthrough rate (CTR) measures how often users click your ad after it's shown to them.	This can vary depending on the industry but the overall average CTR for AdWords is 2%
Average Position	Average position helps explain where your ad ranks compared to other ads.	
Conversions	The Conversions column reports total conversions, across those conversion actions you've chosen to include.	No set Industry Average, but good to compare this metric month-to-month and year-to-year for seasonality.
Converted Clicks	The number of users that clicked the ad and then converted. Usually the same number as conversions.	
Conversion Rate	Conv. rate tells you how often, on average, an ad interaction leads to a conversion.	This can vary depending on the industry and conversion type but the overall average CTR for AdWords is 2.7%

Appendix B.

IT'S TIME TO RENEW YOUR FISHING LICENSE!

[Renew your license](#)

The weather is heating up across Massachusetts, and so is the fishing! Renew your license today to take advantage of excellent fishing opportunities like the 500,000 trout stocked statewide this spring. Miles and miles of rivers, streams, lakes, and ponds are out there just waiting to be experienced again.



[Click here](#)
to renew your license and find fishing spots near you!

Who we are
The Massachusetts Division of Fisheries and Wildlife (MassWildlife) is the state agency responsible for the conservation of all freshwater fish and wildlife in the Commonwealth, including endangered species. MassWildlife restores, protects, and manages land for wildlife to thrive and for people to enjoy.

Connect with us
Questions? Call us at (508) 389-6300 or [email us](#)
Visit us at [Mass.gov/MassWildlife](#)
Find a [MassWildlife office](#) near you



IT'S TIME TO RENEW YOUR FISHING LICENSE!

[Renew your license](#)



Renew your license today to take advantage of excellent fishing opportunities in Massachusetts like the 500,000 trout stocked statewide this spring! The revenue generated from your fishing license helps conserve your local waterways today and for generations to come.

[Click here](#)
to renew your license and find fishing spots near you!

Who we are
The Massachusetts Division of Fisheries and Wildlife (MassWildlife) is the state agency responsible for the conservation of all freshwater fish and wildlife in the Commonwealth, including endangered species. MassWildlife restores, protects, and manages land for wildlife to thrive and for people to enjoy.

Connect with us
Questions? Call us at (508) 389-6300 or [email us](#)
Visit us at [Mass.gov/MassWildlife](#)
Find a [MassWildlife office](#) near you



IT'S TIME TO RENEW YOUR FISHING LICENSE

Consider this your invitation out of the daily grind and into the fresh air. Miles and miles of Massachusetts' finest lakes, rivers, and streams are out there just waiting to be experienced again.

Visit Mass.gov/Renew-Fishing
to renew your license and find fishing spots near you!



Questions? Call (508) 389-6300

IT'S TIME TO RENEW YOUR FISHING LICENSE

Your license renewal does more than allow you to fish the state's many beautiful lakes, rivers, and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come.

Visit Mass.gov/Renew-Fishing
to renew your license and find fishing spots near you!







Questions? Call (508) 389-6300

Appendix D.

We hope you enjoyed fishing today, but don't let the fun stop here! Massachusetts offers many beautiful ponds, lakes, rivers, and streams where you can enjoy a great day on the water.



Go to: **Mass.gov/Get-Started-Fishing**

-  Get your fishing license
-  Discover fishing spots near you
-  Find fishing tips and classes
-  View trout stocking locations

