

Wyoming Game and Fish Department Angler Reactivation | Summer 2017

E-mail Impact



OUR PROJECT

The Wyoming Game and Fish Department is working to reactivate lapsed anglers. Our goal is to get people who tried fishing in Wyoming outside again. Through e-mail messaging, Game and Fish invited past Wyoming fishing license holders to renew their license.

WHAT WE DID

Game and Fish messaged 42,086 lapsed anglers with an invitation to renew their license with the subject line "We miss you." Lapsed anglers were residents and non-residents who bought a license (daily or annual) in 2014, 2015 or 2016 who had not yet purchased a license in 2017. Only anglers who provided a valid e-mail address and allowed e-mail from Game and Fish were messaged.

IMPACT

We measured impact after 15 days:

- **1,939 anglers who received the email message bought a fishing license** of some kind--daily, annual (resident/non-resident) or lifetime (resident).
- This is 4.6% of those messaged through one e-mail message.
- By averaging licenses fees for an estimate of revenue (\$34x1,939), this results in **\$65,926 in license sales from a single e-mail.**
- Game and Fish saw an increase in 3,084 licenses in 2017 between August 2-17. We can venture that **anglers who received an e-mail and bought a license made up a 64% increase in license sales during that time.**

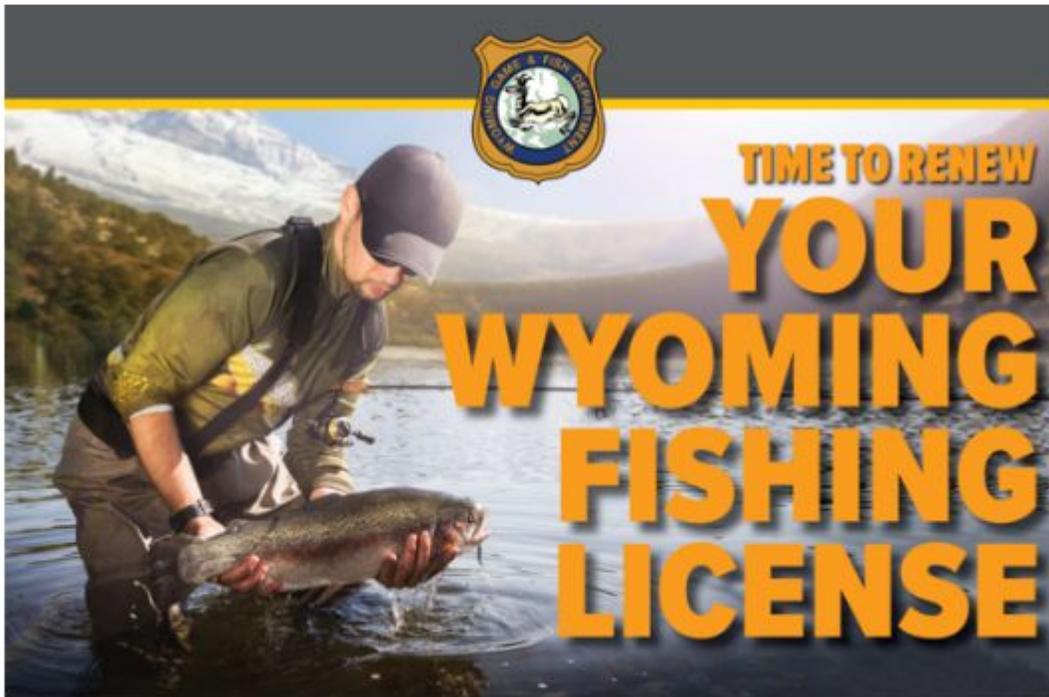
We know from e-mail analytics that the message impacted a greater number of individuals overall. The e-mail analytics show:

- 39% of individuals who received the e-mail opened it (27,063 individuals)
- 4% clicked on a link in the message
 - 716 unique clicks to "Apply or Buy" page where licenses are purchased online
 - 1,027 total clicks to "Apply or Buy" page where licenses are purchased online
- Less than 1% unsubscribed (145 individuals)

While not all individuals who read the message bought a license, the high open rate shows Game and Fish is still reaching anglers. The low unsubscribe rates shows that even if customers did not purchase a license, they still want to receive messages like this from Game and Fish. Anglers on this list will also receive the Fishing Update, a monthly e-newsletter with helpful Wyoming fishing information.

Questions? Contact:

Sara DiRienzo, Public Outreach Specialist
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(307) 777-4540



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

Miles and miles of Wyoming's finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, Wyoming's many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few fish to tell stories about later.

**RENEW & PRINT
FISHING LICENSES
ONLINE**

You can also buy in-person at a Game and Fish [Regional Office](#) or any Wyoming [license selling agent](#).

Wyoming residents under 14 fish for free; non-residents under 14 must be accompanied by a licensed adult. See [full list of rules and prices](#) in our regulations.

Contact us with your questions

Wyoming Game and Fish
(307) 777-4600
Open 8 a.m.- 5 p.m. MST
Monday-Friday

Where & how to fish

- [Wyoming Fishing Guide](#)
- [Walk-in Fishing Areas](#)
- [Public Access Areas](#)
- [Float maps](#)
- [Fishing tips and skills](#)
- [Wyoming Office of Tourism trip planning resources](#)

Download the regulations

