

WILD ADVERTISING:

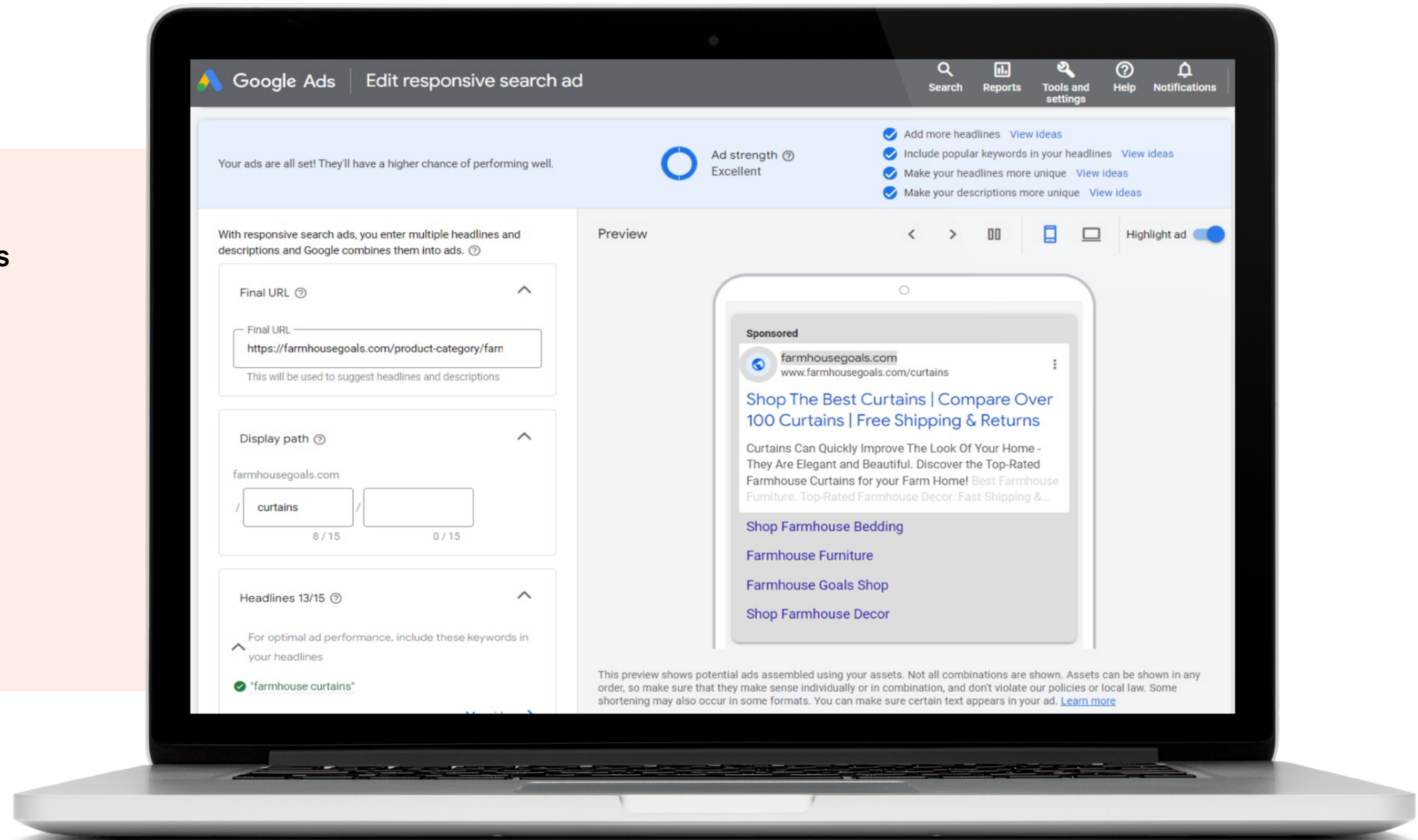
HARNESSING THE POWER OF NEW STRATEGIES TO CONNECT WITH NEW AUDIENCES



| MARKETING TRENDS

The Future of Marketing: Personalized Ad Experiences and Targeting in a Cookieless World

- Personalized ad experiences based upon algorithmic data
- Focus on personalized journey
- Increased security & privacy



TAA X NDOW NDOW STRATEGY

Strategy

- Implemented Targeted Display Campaign
- Employed Contextual Targeting on Outdoor Content Platforms
- Utilized First-Party Data Lookalike Audiences for Optimal Results

RESULTS



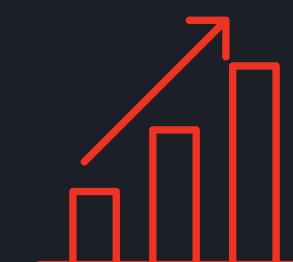
Generated

1.8 million Impressions



3k

clicks through targeting and first-party data



Increase in Non-resident Applications by

4.2%

CREATIVE INSPIRATION

WHY WE TRIED WHAT WE DID

Strategy

- Branded Creative
- Focus on Unique Value Propositions of Nevada
- AB Testing
- Same Call-to-Action



WIN BIG IN NEVADA

More Bighorn Sheep tags
than any other state in the lower 48

Apply By
May 1

Abbi Agency:NDOW hunting WI...

Impressions **280,135**

CTR
0.17%



CALLING ALL
HUNTERS

NEVADA
DEPARTMENT OF
WILDLIFE

- More Public Land
- Less Hunting Pressure
- Quality Hunting Adventures

APPLY BY MAY 10

Abbi Agency:NDOW hunting C...

Impressions **279,894**

CTR
0.17%

KEY TAKEAWAYS

LEARNING LESSONS FOR ALL DOWS

KNOW YOUR AUDIENCE

Simple is better when you don't have time
for education

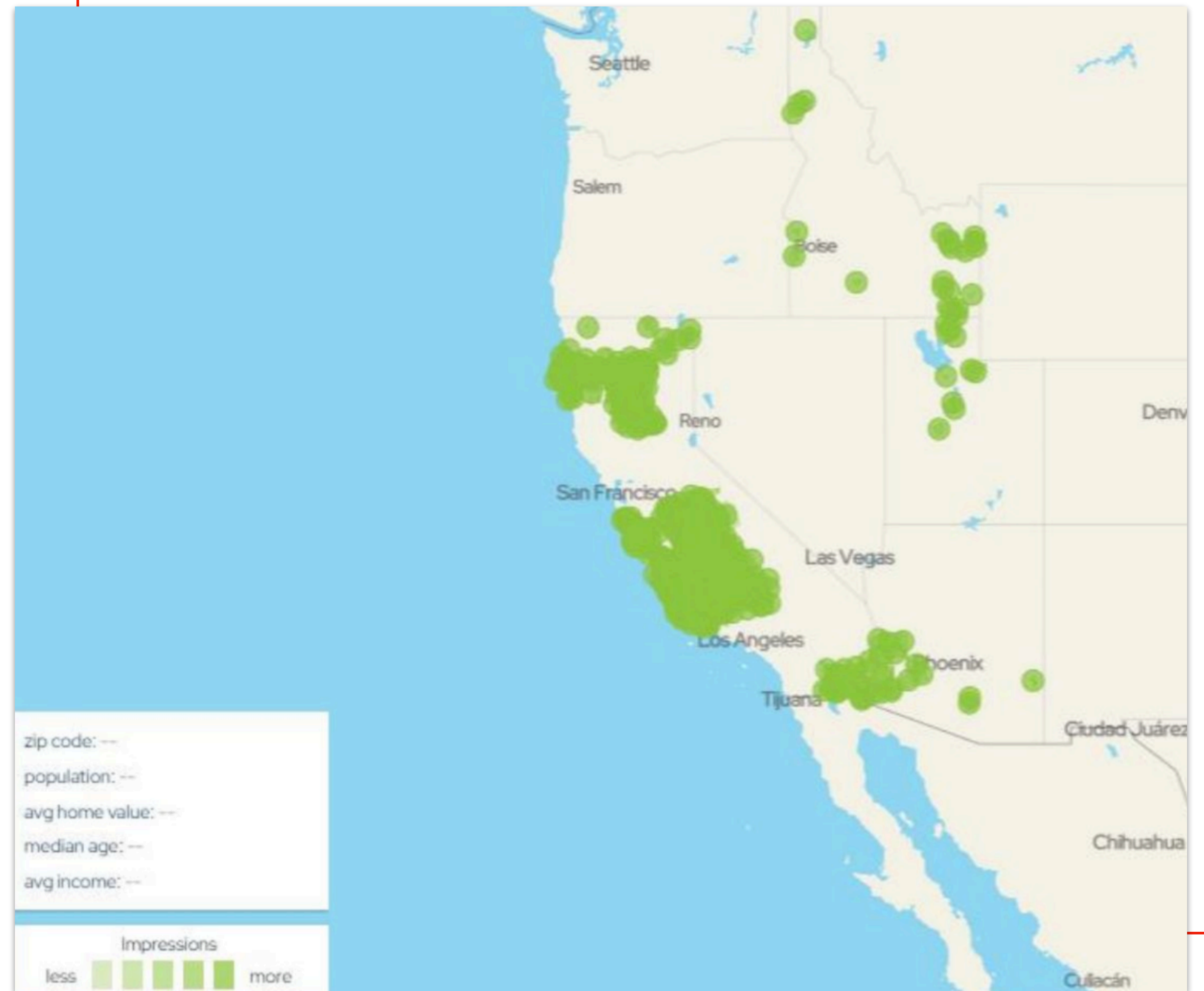
1

OPTIMIZE

2

LEVERAGE DATA

3



THANK YOU!

QUESTIONS?

