



ACI R3 MSCG Phase 1 Marketing Campaigns Report
Oklahoma Department of Wildlife Conservation (ODWC)

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 **Oklahoma Department of Wildlife Conservation (ODWC)** Sponsored · 🌐

MLB pitcher Archie Bradley loves spending time outdoors in Oklahoma. Grab your license and get out there!



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Blake Shelton said it best, the outdoors are there for everyone to experience, every day of the year! Enjoy them with a hunting or fishing license in hand!



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Meghan Patrick recently hunted in Oklahoma for the first time. She reminds everyone to get their hunting license before heading afield!



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Campaign Overview

ODWC is making R3 work a top priority now and for the foreseeable future, both through its recently completed agency strategic plan and through staffing. Grant dollars helped maintain positive R3 momentum, especially as it related to driving hunting license sales among new and lapsed customers during January – March 2021 when marketing funds would otherwise be depleted.

December had digital ads and text messages promoting antlerless deer harvest awareness and licensing to new and lapsed customers. January had digital ads promoting new license year awareness for newly lapsed customers. February's ads were for lapsed customers and March digital ads and text messages were for lapsed spring turkey license holders highlighting the upcoming season.

Campaign Goal

The goal was to generate revenue, hunting license sales, and antlerless deer license sales among new, lapsed and existing customers at key points in the customer journey. The campaign funded digital ads, influencer partnerships, and text messages to promote antlerless deer permit sales.

Metrics

Paid search ads wrapped up at an overall ROAS of 14.43, produced 5,059 transactions, and overall revenue of \$197,882. Display ads began in late January and was a new initiative for Oklahoma. At the end of March, this campaign produced a 6.32 ROAS and overall revenue (view through and click through) of \$45,949. Social ads wrapped up with an overall ROAS of 17.9, bringing in \$148,479 in revenue with 2,844 website purchases, with Blake Shelton's video producing the highest number of website purchases at 1,093.

Call to Action

Oklahoma's emails directed users to an agency blog article filled with "Buy a License" CTA buttons. The digital ads had a CTA of Learn More and Shop Now that linked to GoOutdoorsOklahoma.com. Each ad had a UTM tag to track revenue.

Target Audiences

Digital ads targeted new and lapsed customers who had not purchased a license in the previous 12 months; email, text messaging and push notifications targeted existing customers for renewal or upsells (antlerless licenses, etc).

Future Efforts

We will be able to use this content for years down the road. We do believe that the campaign might see even stronger performance if it ran between October and January/February since February is generally a slower month for Oklahoma licenses and March tends to trend more towards fishing.

Paid Placements

\$32,831 was spent on social ad media and paid search ad media. Agency fees came out to \$6,000. \$10,000 was budgeted for text messaging and/or push notifications for lapsed reminders and antlerless license/harvest awareness among existing hunters. However \$2500 covered the total sends.

Tactic	Spend	Revenue	ROI
Email/text: Holiday Antlerless Season	\$1,225	\$4,901.00	4.001
Social Ads	\$14,427.00	\$318,218.00	19.897
Search Ads	\$15,524.00	\$264,471.00	14.428
Display Ads	\$7,322.00	\$48,674.00	6.332
Meghan Patrick partnership	\$4,500.00	N/A	N/A
Meghan Patrick Video Editing	\$300.00	N/A	N/A
Agency Fees (100%)	\$6,000.00	N/A	N/A
Email: Spring Turkey Season	N/A	\$11,527.00	N/A
Text: Spring Turkey Season	\$1,225.00	\$886.00	0.723
TOTAL UNATTRIBUTED CAMPAIGN	\$50,523.00	\$648,677.00	12.839
TOTAL ATTRIBUTED CAMPAIGN	\$50,523.00	\$ 186,591.00	3.693


Images and Graphic Treatment

Social Ads



Owned Media

- Social media posts
- Email Campaigns
- Texting Campaign
- Oklahoma Outdoors Journal (OOJ) Agency Blog Articles
- Video Production



OKLAHOMA
DEPARTMENT OF WILDLIFE CONSERVATION

Harvest Two More Deer Season

Harvest Two More Deer During Holiday Antlerless Season

Hunters in the know take a doe! And with the chance to harvest two more deer that don't count toward your regular combined season limit, the holiday antlerless deer gun season is the perfect time to get it done. Buy up to two holiday antlerless deer gun season licenses, and be ready for opening day!

[Buy Up to Two Antlerless Licenses](#)

Holiday antlerless season is Dec. 18-31 in open zones. [Learn More](#)

We manage and protect fish and wildlife, along with their habitats, while also growing our community of hunters and anglers, partnering with those who love the outdoors, and fostering stewardship with those who care for the land.

[ODWC Disclaimer Policy](#)

Email: Deer Holiday Antlerless Season

Sent: Dec 12, 2020

Subject: Harvest Two More Deer During Holiday Antlerless Season


Sent to: 333,547 emails

OOJ Link: <https://www.wildlifedepartment.com/oj/harvest-two-more-deer-during-holiday-antlerless-deer-season>

Unique Opens: 87,613 (27%)

Unique Clicks: 13,030 (4%)

Clickthrough Revenue: \$4,901.00



OKLAHOMA
DEPARTMENT OF WILDLIFE CONSERVATION

Get your turkey hunting license!

You're Invited: Spring Turkey Season in the Woods

Spring Turkey
April 6 – May 6: statewide except in the Southeast Region
April 19 – May 6: Southeast Region

Youth Spring Turkey
April 3-4: statewide except in the Southeast Region
April 17-18: Southeast Region

Whether you're an experienced hunter hoping to take a tom with a bow or a newcomer looking for the next chance to hone your hunting craft, spring turkey season is an adventure anyone in Oklahoma can enjoy. We've compiled all the information you need to make the season a success.

[Details and Resources](#)

[Get Your Turkey License](#)

We manage and protect fish and wildlife, along with their habitats, while also growing our community of hunters and anglers, partnering with those who love the outdoors, and fostering stewardship with those who care for the land.

Email: Spring Turkey

Sent: March 23, 2021

Subject: You're Invited: Spring Turkey Season in the Woods

Sent to: 347,750 emails

OOJ Link: <https://www.wildlifedepartment.com/oj/spring-turkey-season-outdoor-adventure-everyone>

Unique Opens: 75,226 (22%)

Unique Clicks: 5,031 (1%)

Clickthrough Revenue: \$11,527.00