

Hunting is Friendship



**Get your
license
today!**



ACI R3 2021 MSCG Marketing Campaigns Report

Louisiana Department of Wildlife and Fisheries

1-20-22

Point of Contact

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Campaign Overview

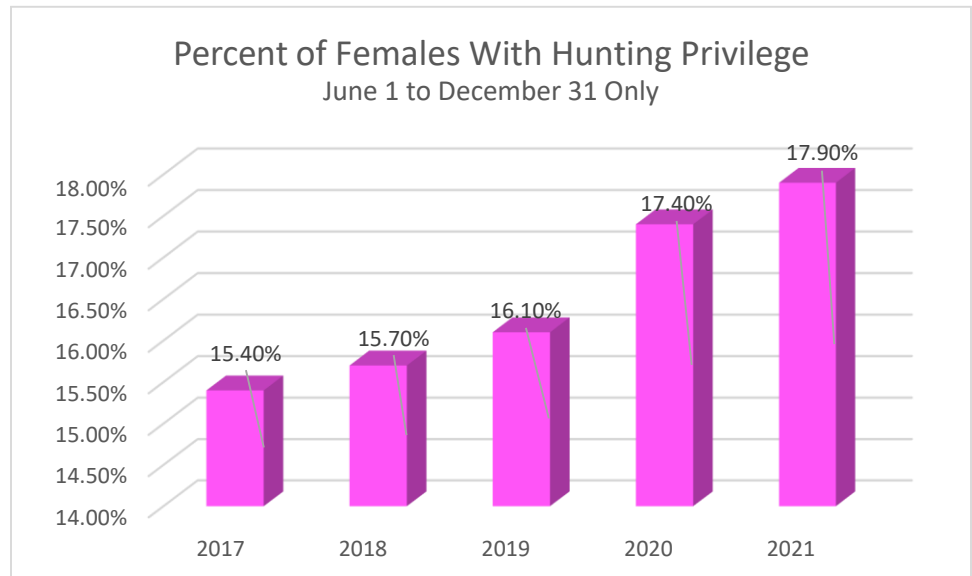
Our license sales have shown an increasing percentage of female hunters. This grant is intended to tap into this trend and amplify female hunting license sales. Our objectives are to reduce female hunter churn, reactivate lapsed female hunters and recruit new female hunters through email and social media ad buys. Our ads and emails officially began the first week of September (we delayed the start by about 10 days due to Hurricane Ida).

We developed a webpage

(<https://www.wlf.louisiana.gov/page/new-hunter-resources-for-women>) for our new female hunters to provide a series of hunting 101 educational videos to help assist these new hunters with entry into the sport. Most of these videos featured female hosts to make the message more relatable.

Additionally, the team has designed [10 social media ads](#) featuring women and some popular reasons women enjoy hunting (as well as a [20-second video](#) that uses the same theme as our static ads which will be used in our social ad buy). We have identified 45 of the most popular shooting ranges around the state and have geo-targeted women using these shooting ranges for our social media ads.

Our campaign ended December 31, 2021.



Campaign Goals

1. Reduce Female Hunter Churn – remind our current female license holders to renew their hunting license through an email campaign.
 - Goal: Reduce Female Hunter churn by 3% over our 5-year average.
 - a. Our 5-year average churn rate for female hunters is 44%, through December 31, 2021 our churn rate for female hunters is 56%. Because this only includes a partial year, and our last hunting season is in April, we will reassess this churn rate at the end of April 2022.
 - b. 32.7% of the regular female hunters with an email address that we targeted during our campaign made a purchase. Only 9.2% of the regular female hunters without an email address (our control group) made a purchase during our campaign period.
2. Reactivate lapsed Female Hunters – target our lapsed female hunters from the last 5 years with an email campaign in addition to digital and social ads using the same email database.
 - Goal: Reactivate 8% of our lapsed female hunters – 3.5% of the lapsed female hunters that were targeted reactivated. Though this is short of our intended goal, only 1.5% of our control group (lapsed, female hunters with no email) reactivated.

3. Recruit Female Hunters – target female audiences with outdoor, shooting and hunting related interests and geo-target shooting ranges in Louisiana. This campaign clicked through to a ‘Hunting for Beginners’ webpage. License purchase links were prominent on this landing page. This webpage includes several video resources for these beginners to help begin their hunting journey. As mentoring becomes more complicated during the COVID-19 pandemic (among other reasons) we thought it would be helpful to see if we can prove success with online/virtual resources. We plan to continue to use this content for all new hunters, not just our new female hunters.
 - Goal: Recruit 1,000 new female hunters.
 - a. During our campaign we generated 2,199 (1.7% of all hunters) new female hunters. In 2019 we generated 2,014 (1.4% of all hunters) new female hunters during the same time period. We estimate that our campaign generated 396 new female hunters.
 - b. Our geo-targeting video campaign reached 48,708 individuals, with 132,771 impressions, had 132,164 video plays with an incredibly thru-play of 96%
 - c. The static geo-targeting reach 689,326 individuals, had 1,956,900 impressions and a CTR of .78%.
 - d. More detailed analytics of the social campaigns can be found in the Appendix.
4. Retargeting All Female Hunters that Did Not Complete A Transaction – This campaign targeted all visitors to the purchasing website or new hunter website that did not complete the purchase process.
 - We were able to reach 15,028 individuals, with 130,200 impressions and a CTR of 1.15%. We were only able to track 16 purchases through UTM codes to this campaign.
 - *More detailed analytics of the social campaigns can be found in the Appendix.*

Summary Table of Results (License year start June 1, 2021 through December 31, 2021)

Objective	Target Group	Control Group	Result
Reduce Female Hunter Churn - Retention	56% Churn	44% (5-year avg.)	This churn rate is higher than the 5-year avg for the same time-period. We will compare to a full license year at the end of the season.
	32.7% of targeted, regular, female hunters with an email repurchased.	9.2% of regular female hunters with no email repurchased.	This is an increase of 23.5% - which translates into 9,955 additional female hunters - average price of \$14.20 for our female hunters this year = \$141,371.
Reactivate Lapsed Female Hunters	3.5% of the targeted, lapsed, female hunters with an email reactivated.	1.4% of the lapsed, female hunter with no email reactivated.	2,310 female hunters were reactivated = \$32,802.
Recruit New Female Hunters	During this campaign period we recruited 2,199 new, female	In 2019 there were 2,014 new customers (1.4% of all hunters)	We looked at pre-COVID figures for the best control group. We

	hunters (1.7% of all hunters)		estimate our campaign generated 396 new, licensed, female hunters or \$5,620.
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Metrics

Below is a summary of our revenue results and also the results of our social media and email performance.

Tactic	Spend	Revenue	ROI
Retain Female Hunters	\$7,703.13	\$141,371	18.3
Reactivate Lapsed Hunters	\$16,420.36	\$32,802	2.0
Recruit New	\$15,937.50	\$5,620	-2.9
Retargeting Those Who Didn't Finish Purchase	\$1,662.66	NA (rolled into the above results)	NA (rolled into the above results)
TOTAL CAMPAIGN	\$41,723.65	\$179,793	4.3

FEMALE HUNTERS CAMPAIGN CAMPAIGN HIGHLIGHTS (September 6 - December 31, 2021)

Objectives

Maximize engagement
Direct quality traffic to the website

Achieved

Post Engagements = **269,279**
Facebook CTR = **0.52%**
Reach = **868,999**
Impressions = **4,437,091**
Video Plays = **279,943**

Performance

Garnered **23,058** clicks
to websites from **Sept. 6 - Dec. 31**
After the mid-campaign point,
garnered **218** license purchases

FEMALE HUNTERS CAMPAIGN
ANALYTICS OVERVIEW

Campaign Run Dates: September 6 - December 31, 2021

Campaign	Impressions	Reach*	Link Clicks	CTR**	Post Engagements	Video Plays	Tracked Purchases
September	970,550	193,996	6,571	0.68%	46,504	44,750	10
October	1,212,370	201,936	6,113	0.50%	78,967	83,278	11
November	1,088,249	227,343	5,081	0.47%	73,008	76,854	146
December	1,165,922	245,724	5,293	0.45%	70,800	75,061	72
TOTAL	4,437,091	868,999	23,058	0.52%	269,279	279,943	218

FEMALE HUNTERS CAMPAIGN
ANALYTICS OVERVIEW

Campaign	Impressions	Reach	Link Clicks	CTR*	Post Engagements	Video Plays
Facebook	907,185	201,434	6,271	0.69%	23,783	22,171
Instagram	2,366	1,471	6	0.25%	61	74
Audience Network	60,999	16,382	294	0.48%	22,660	22,505
September Total	970,550	193,996	6,571	0.68%	46,504	44,750
Facebook	1,109,992	205,306	5,694	0.51%	34,700	39,128
Instagram	2,387	1,316	7	0.29%	91	162
Audience Network	99,991	20,277	412	0.41%	44,176	43,988
October Total	1,212,370	201,936	6,113	0.50%	78,967	83,278
Facebook	994,680	208,299	4,726	0.48%	32,550	36,539
Instagram	2,867	1,475	10	0.35%	49	61
Audience Network	90,702	17,569	345	0.38%	40,409	40,254
November Total	1,088,249	227,343	5,081	0.47%	73,008	76,854
Facebook	1,065,154	226,622	4,909	0.46%	32,115	36,586
Instagram	3,452	1,792	11	0.32%	57	73
Audience Network	97,316	17,310	373	0.38%	38,628	38,402
December Total	1,165,922	245,724	5,293	0.45%	70,800	75,061
Facebook Total	4,077,011	841,661	21,600	0.53%	123,148	134,424
Instagram Total	11,072	6,054	34	0.31%	258	370
Audience Network Total	349,008	71,538	1,424	0.41%	145,873	145,149
CAMPAIGN TOTAL	4,437,091	868,999	23,058	0.52%	269,279	279,943

Campaign Specific Results – Video

VIDEO VIEWS: Retain Female Hunters

Target Audience: Retain Female Hunters Email List

Tracked Purchases

November 3

December 1

Total 4

Louisiana Department of Wildlife and Fisheries
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Discover what hunting is really about...friendship, memories, and relaxation! Make lifelong memories in [...See More](#)



LOUISIANAOUTDOORS.COM
Purchase Your Hunting License [SHOP NOW](#)

VIDEO VIEWS CAMPAIGN

Objective: Get more people to view your video content. Video Views Campaigns optimize for 10-second Video Views.

Platform/Flight	Reach	Impressions	Video Plays	ThruPlays	% ThruPlay	Link Clicks	CTR
Facebook	2,052	5,753	6,800	3,244	4771%	38	0.66%
Instagram	22	30	30	3	10.00%	-	-
Audience Network	292	1,154	1,156	674	58.30%	3	0.26%
SEPTEMBER TOTAL	2,296	6,937	6,800	3,921	57.66%	41	0.59%
Facebook	2,603	11,894	11,723	6,892	58.79%	76	0.64%
Instagram	57	75	71	5	7.04%	-	-
Audience Network	360	1,856	1,870	1,156	61.82%	8	0.43%
OCTOBER TOTAL	2,917	13,825	13,664	8,053	58.94%	84	0.61%
Facebook	2,395	11,648	11,501	7,048	61.28%	36	0.31%
Instagram	49	51	46	1	2.17%	-	-
Audience Network	276	1,275	1,271	801	63.02%	3	0.24%
NOVEMBER TOTAL	2,720	12,974	12,818	7,850	61.24%	39	0.30%
Facebook	2,396	11,401	11,152	6,924	62.09%	39	0.34%
Instagram	16	20	16	-	-	2	10.00%
Audience Network	252	1,014	1,008	732	72.62%	3	0.30%
DECEMBER TOTAL	2,608	12,435	12,176	7,658	62.89%	42	0.34%
TOTAL	10,541	46,171	45,458	27,482	60.46%	206	0.45%

VIDEO VIEWS : Reactivate Lapsed Female Hunters

Target Audience: Reactive Lapsed Female Hunters Email List

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Discover what hunting is really about...friendship, memories, and relaxation! Make lifelong memories in [...See More](#)



LOUISIANAOUTDOORS.COM
Purchase Your Hunting License [SHOP NOW](#)

VIDEO VIEWS CAMPAIGN

Objective: Get more people to view your video content. Video Views Campaigns optimize for 10-second Video Views.

Platform/Flight	Reach	Impressions	Video Plays	ThruPlays	% ThruPlay	Link Clicks	CTR
Facebook	3,892	12,107	11,922	7,117	59.70%	76	0.63%
Instagram	34	39	36	3	8.33%	-	-
Audience Network	549	2,058	2,072	1,211	58.45%	9	0.44%
SEPTEMBER TOTAL	4,367	14,204	14,030	8,331	59.38%	85	0.60%
Facebook	5,024	26,439	26,078	15,340	58.82%	134	0.51%
Instagram	54	79	75	6	8.00%	1	1.27%
Audience Network	706	3,320	3,317	2,172	65.48%	7	0.21%
OCTOBER TOTAL	5,592	29,838	29,470	17,518	59.44%	142	0.48%
Facebook	4,483	24,832	24,519	15,419	62.89%	75	0.30%
Instagram	10	14	14	1	7.14%	-	-
Audience Network	528	2,551	2,553	1,747	68.43%	3	0.12%
NOVEMBER TOTAL	5,021	27,397	27,086	17,167	63.38%	78	0.28%
Facebook	4,888	25,344	24,737	14,785	59.77%	117	0.46%
Instagram	58	61	57	-	-	-	-
Audience Network	522	2,181	2,168	1,528	70.48%	3	0.14%
DECEMBER TOTAL	5,338	27,586	26,962	16,313	60.50%	120	0.44%
TOTAL	20,318	99,025	97,548	59,329	60.82%	425	0.43%

FEMALE HUNTERS CAMPAIGN: PERFORMANCE BY AD TYPE

VIDEO VIEWS: Recruit New Female Hunters

Target Audience: Geo-Targeting 5-Mile Radius of Shooting Ranges

**Louisiana Department of Wildlife and Fisheries**
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Discover what hunting is really about...friendship, memories, and relaxation!
Make lifelong memories in [...See More](#)



LOUISIANAOUTDOORS.COM
Purchase Your Hunting License [SHOP NOW](#)

VIDEO VIEWS CAMPAIGN

Objective: Get more people to view your video content. Video Views Campaigns optimize for 10-second Video Views.

Platform/Flight	Reach	Impressions	Video Plays	ThruPlays	% ThruPlay	Link Clicks	CTR
Facebook	599	641	581	172	29.60%	4	0.62%
Instagram	7	7	7	-	-	-	-
Audience Network	10,658	19,268	19,277	18,845	97.76%	27	0.14%
SEPTEMBER TOTAL	11,253	19,916	19,865	19,017	95.73%	31	0.16%
Facebook	432	679	609	136	22.33%	1	0.15%
Instagram	17	17	16	2	12.50%	-	-
Audience Network	12,971	38,785	38,801	37,769	97.34%	54	0.14%
OCTOBER TOTAL	13,419	39,481	39,426	37,907	96.15%	55	0.14%
Facebook	304	543	519	135	26.01%	4	0.74%
Instagram	-	1	1	-	-	-	-
Audience Network	11,608	36,515	36,430	35,417	97.22%	82	0.22%
NOVEMBER TOTAL	11,904	37,059	36,950	35,552	96.22%	86	0.23%
Facebook	530	744	697	159	22.81%	1	0.13%
Instagram	-	-	-	-	-	-	-
Audience Network	11,610	35,571	35,226	34,264	97.27%	68	0.19%
DECEMBER TOTAL	12,132	36,315	35,923	34,423	95.82%	69	0.19%
TOTAL	48,708	132,771	132,164	126,899	96.02%	241	0.18%

Campaign Specific Results – Static

TRAFFIC: Retain Female Hunters

Target Audience: Retain Female Hunters Email List

Tracked Purchases	
November	43
December	13
Total	56

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Don't let life in our fast-paced world keep you away from things you love! De-stress and enjoy some you time in the great ...See More

Hunting is Relaxation



Get your license today!

LOUISIANAOUTDOORS.COM
Purchase Your Hunting License

LEARN MORE

TRAFFIC CAMPAIGN

Objective: Send more people to a website. Traffic Campaigns optimize for Link Clicks.

Platform/Flight	Reach	Impressions	Link Clicks	CTR	Post Engagements
Facebook	10,083	117,722	522	0.44%	807
Instagram	322	567	1	0.18%	9
Audience Network	1,333	11,030	64	0.58%	64
SEPTEMBER TOTAL	10,470	129,319	587	0.45%	880
Facebook	10,135	169,747	443	0.26%	546
Instagram	380	635	2	0.31%	8
Audience Network	1,620	12,628	80	0.63%	80
OCTOBER TOTAL	10,551	183,010	525	0.29%	634
Facebook	9,494	159,852	338	0.21%	385
Instagram	502	1,164	3	0.26%	13
Audience Network	918	5,825	46	0.79%	46
NOVEMBER TOTAL	9,912	166,850	387	0.23%	444
Facebook	9,600	179,962	316	0.18%	348
Instagram	548	1,199	3	0.25%	7
Audience Network	859	5,957	54	0.91%	54
DECEMBER TOTAL	10,005	187,118	373	0.20%	409
TOTAL	40,938	666,297	1,872	0.28%	2,367

TRAFFIC: Reactivate Lapsed Female Hunters

Target Audience: Reactive Lapsed Female Hunters Email List

Tracked Purchases	
November	37
December	10
Total	47

Louisiana Department of Wildlife and Fisheries
Sponsored

Don't let life in our fast-paced world keep you away from things you love! De-stress and enjoy some you time in the great ...See More

Hunting is Relaxation



Get your license today!

LOUISIANAOUTDOORS.COM
Purchase Your Hunting License

LEARN MORE

TRAFFIC CAMPAIGN

Objective: Send more people to a website. Traffic Campaigns optimize for Link Clicks.

Platform/Flight	Reach	Impressions	Link Clicks	CTR	Post Engagements
Facebook	19,772	251,112	993	0.40%	1,467
Instagram	516	999	3	0.30%	9
Audience Network	2,283	18,183	121	0.67%	121
SEPTEMBER TOTAL	20,428	270,294	1,117	0.41%	1,597
Facebook	19,227	348,345	866	0.25%	1,006
Instagram	648	1,294	1	0.08%	8
Audience Network	4,012	42,262	262	0.62%	262
OCTOBER TOTAL	20,223	391,901	1,129	0.29%	1,276
Facebook	9,500	159,861	338	0.21%	385
Instagram	502	1,164	3	0.26%	13
Audience Network	918	5,825	46	0.79%	46
NOVEMBER TOTAL	9,912	166,850	387	0.23%	444
Facebook	9,600	179,962	316	0.18%	348
Instagram	548	1,199	3	0.25%	7
Audience Network	859	5,957	54	0.91%	54
DECEMBER TOTAL	10,005	187,118	373	0.20%	409
TOTAL	60,568	1,016,163	3,006	0.30%	3,726

TRAFFIC: Recruit New Female Hunters

FEMALE HUNTERS CAMPAIGN: PERFORMANCE BY AD TYPE

Target Audience: Geo-Targeting 5-Mile Radius of Shooting Ranges

Tracked Purchases	
November	55
December	40
Total	95



TRAFFIC CAMPAIGN

Objective: Send more people to a website. Traffic Campaigns optimize for Link Clicks.

Platform/Flight	Reach	Impressions	Link Clicks	CTR	Post Engagements
Facebook	155,942	400,651	3,876	0.97%	5,879
Instagram	544	694	2	0.29%	8
Audience Network	64	311	3	0.96%	3
SEPTEMBER TOTAL	156,518	401,656	3,881	0.97%	5,890
Facebook	167,885	552,888	4,174	0.75%	5,586
Instagram	160	287	3	1.05%	1
Audience Network	608	1,140	1	0.09%	13
OCTOBER TOTAL	168,493	554,315	4,178	0.75%	5,600
Facebook	172,924	471,435	3,506	0.74%	4,295
Instagram	128	140	1	0.71%	3
Audience Network	640	1,614	8	0.50%	8
NOVEMBER TOTAL	173,596	473,189	3,515	0.74%	4,306
Facebook	190,300	527,059	3,683	0.70%	4,723
Instagram	193	300	4	1.33%	9
Audience Network	289	381	2	0.52%	2
DECEMBER TOTAL	190,718	527,740	3,689	0.70%	4,734
TOTAL	689,325	1,956,900	15,263	0.78%	20,530

Email Campaign Results – Lapsed Female Hunters

	Delivered	Opens	Clicks	Sales (via UTM codes)
September	44,272	11,060	544	70
October	44,023	12,306	336	71
December	43,984	16,354	224	18
Sample Email Campaign				



The time spent before and after the hunt with friends are where lifelong memories are made. There are still great opportunities around the state this hunting season. Grab a friend and go hunting!

Need a hunting license?

[BUY YOUR LICENSE](#)

We have assembled some resources to help new women hunters feel more comfortable about their first hunts.

[GET STARTED HUNTING](#)

Looking for a place to hunt? Check out our [interactive outdoor map](#). Don't forget to take a look at our [season dates and regulations](#).



Louisiana Department of Wildlife and Fisheries, 2020 Quail Drive, Baton Rouge, LA 70802, USA

[Unsubscribe](#)

Call to Action

As you can see from our sample placements below, we had two calls to action:


1. 'Get your license today' – These ads were used for our regular and lapsed hunters. This link sent our audience directly to our license purchase site. <https://louisianaoutdoors.com/>.
2. 'Browse Resources for New Hunters' – our recruiting campaign which was targeting new hunters linked to our new website that featured content for beginner hunters. The ads were identical to recruitment and retention ads, but did not include the 'Get your license today' language. The videos on our web page used female hosts to begin our female audience on their hunting journey. <https://www.wlf.louisiana.gov/page/new-hunter-resources>

Future Efforts



Our team will continue to monitor our female hunter purchase patterns. With two months left in our hunting season, there still may be some residual sales from our email campaigns. We will run our metrics again after the hunting seasons ends.

We will be focusing our efforts on upgrading our email capabilities in the near future. We are consolidating our recreational licenses this year and will be moving to a 365-day license. This will require an automated 'drip' email platform to stay on top of our expiring licenses.

Target Audiences



TARGET AUDIENCE

 <p>Retain Regular Female Hunters</p> <p>Custom Audience: Uploaded email list consisting of previous hunting license holders whose licenses expired in 2021.</p> <p>Tactics: Video & Image Ads</p>	<p>Reactivate Lapsed Female Hunters</p> <p>Custom Audience: Uploaded email list consisting of previous hunting license holders, who had licenses in 2015-2019, but not in 2020 or 2021.</p> <p>Tactics: Video & Image Ads</p>	 <p>Recruit New Female Hunters</p> <p>Location: Recently in or living in a 5-mile radius of select shooting ranges</p> <p>Demographics: Females, Ages 18+</p> <p>Tactics: Video & Image Ads</p>
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Images and Graphic Treatment

We relied heavily on the female hunters from our agency for the development of our headlines and taglines (which we ended up removing). We were relatively limited on imagery that included females, so we couldn't be as picky as we liked regarding imagery. Our friends at Pheasants Forever, and our participants in our Becoming an Outdoors Woman workshops we excellent resources for some of the images we used.

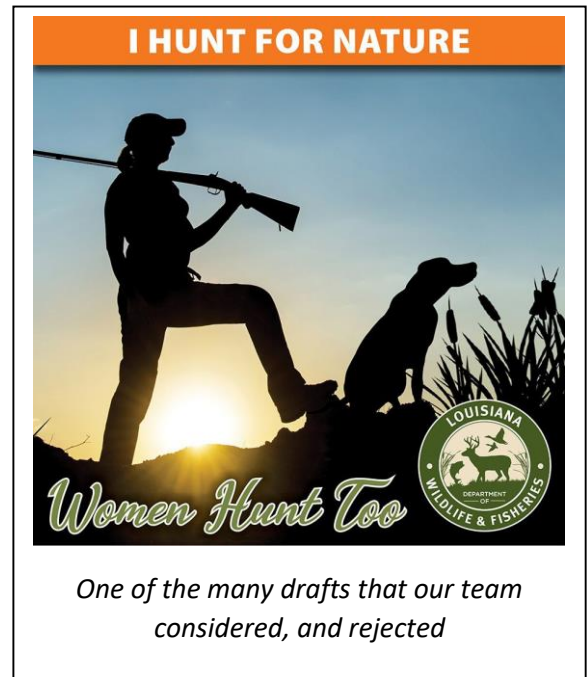
We originally tested a few different taglines that included: Women Hunt!, Women Hunt Too, and Hunt Like a Girl. The later was quickly dismissed and our staff felt like the 'Women Hunt Too' sounded like whiny girls being offended.

‘Women Hunt’ was the favorite, but after many discussions we decided to leave the tagline off all together. We felt like the images of female hunters would carry the ‘female’ message instead.

We used recent research from many hunting and shooting groups (including our own) to help tighten the headlines for our campaigns. We knew that strong motivations to bring women to the sport of hunting include relaxation, building memories, to be in nature, and to develop friendships. Internally, we tested:

- I Hunt For Relaxation (Nature, Friendship, Memories, Organic Food)
- Hunting is Relaxation (Nature, Friendship, Memories, Organic Food)

After some debate among the staff, ‘Hunting is...’ won this battle. Some of our ads are below.



Assets / Paid Placements







