



Visit Virginia to Hunt

ACI R3 MSCG Phase 1 Marketing Campaigns Report

Virginia Department of Wildlife Resources (DWR)

5.28.2021

Tim Tassitano

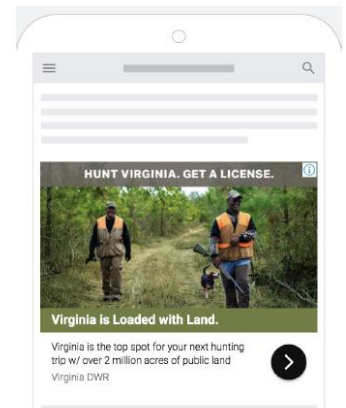
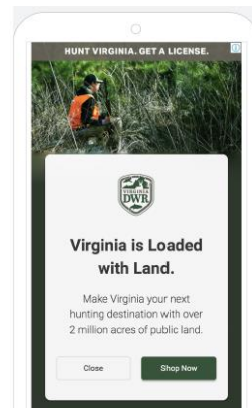
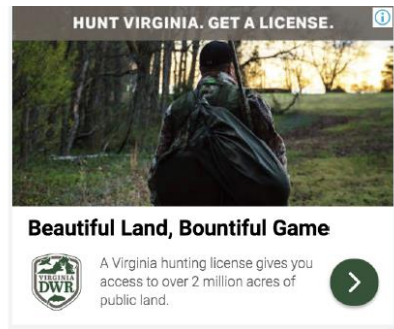
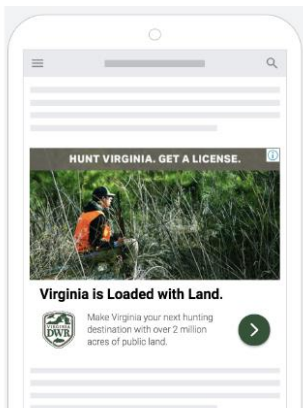
Tim.tassitano@dwr.virginia.gov

Doreen Richmond

Doreen.richmond@dwr.virginia.gov

Kelsey Hersey

Kelsey.hersey@brandtinfo.com



Campaign Overview

Most R3 Marketing digital advertising campaigns across the nation today are geared towards increasing resident hunters. Virginia, similar to most of the northeast and southeast, is a short drive for nonresidents to come visit and go hunting. We are missing out on a great opportunity by only targeting residents. This year in particular, with people considering family vacations within a short driving distance, was a great opportunity to highlight the great things Virginia has to offer.

When a person goes hunting in their home state, and then takes a hunting trip out of state, it increases their avidity for the sport creating higher likelihood of retention.

The campaign was a success, proving over a 6.69 Return On Investment (ROI). In addition, the full GoOutdoorsVirginia system had an overall 22.4% increase in nonresident hunting license revenue compared to previous license year.

Campaign Goal

The digital advertising campaign drove Virginia hunting awareness and hunting participation license revenue to nonresidents in surrounding states. Nonresident digital ads were live from December 2020 through March 2021, with trailing retargeting digital ads continuing into April 2021. Images used included active hunting images with proper hunting safety reflected and game images such as turkey. Our advertising agency regularly monitored the ad placements and real-time data dashboards to view digital ad performance metrics.

Metrics

The social ads generated \$14,360 in revenue for prospecting (1.3 ROAS) and \$89,992 in revenue (17.2 ROAS) for retargeting. This campaign reached 679,216 out-of-state residents, resulting in 2.5 million impressions. The “Hunt Virginia” ads were shared 461 times over the course of the 3+ month campaign.

For the search ads, the overall campaign returns came in at 2.03 ROAS. Just over 600,000 impressions were delivered to potential Virginia hunters and will go towards building overall brand awareness in the area. Washington, DC traffic had lower spends (triggered by demand) but the highest returns. Maryland, North Carolina and West Virginia were the highest spends by state and also some of the highest returns.

The standalone ACI Display campaign returned a 0.6 ROAS. The main benefit for this initiative was to build awareness in the region (driving search) and also bringing users into the general remarketing pool to benefit other running campaigns. Almost 20 million impressions were delivered (19,954,006) and 52,133 clicks generated. While West Virginia had the highest returns most demand came from New Jersey, North Carolina and Tennessee driving spends in those states.

Call to Action

Social ads and digital display ads had the “Shop Now” call to action. That CTA brought customers to our “Visit Virginia to Hunt” landing page, where they could find information on where to hunt, WMAs, etc. The landing page also contained two clickable buttons that said “Buy Your License”, which then directed the customer to the GoOutdoorsVirginia.com licensing site. In mid-January, we removed the step to visit the landing page for the prospecting ads and sent users directly to the licensing site instead.

Target Audience

People ages 18-65 in Kentucky, Maryland, DC, North Carolina, New Jersey, Tennessee and West Virginia who:

- Previously purchased a license; OR
- Have selected Facebook interests for hunting and outdoor recreation; OR
- Who qualify for our customer Facebook audience look-a-like users; AND
- Do not currently hold a valid hunting license in Virginia

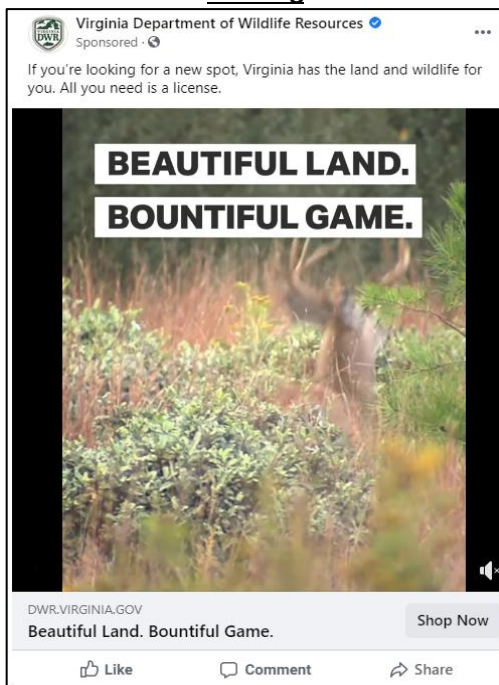
Paid Placements

Tactic	Spend	Revenue	ROI
DEC Display (Ongoing Campaign)	\$ 868.00	\$ 8,698.00	10.02074
DEC Search (Ongoing Campaign)	\$ 1,378.00	\$ 69,500.00	50.43541
DEC Social (Ongoing Campaign)	\$ 2,563.95	\$ 48,605.42	18.95724
DEC Agency Fees (Ongoing Campaign)	\$ 1,000.00		
ACI Display	\$ 17,785.00	\$ 31,101.00	1.748721
ACI Search	\$ 11,697.00	\$ 48,884.00	4.179191
ACI Social Prospecting	\$ 11,202.99	\$ 14,360.50	1.281845
ACI Social Retargeting	\$ 5,217.25	\$ 89,992.02	17.24894
ACI Agency Fees	\$ 5,800.00		
APR Display (Ongoing Campaign)	\$ 2,059.00	\$ 45,518.00	22.10685
APR Social Retargeting (Ongoing Campaign)	\$ 637.74	\$ 46,509.10	72.928
TOTAL CAMPAIGN	\$ 60,208.93	\$ 403,168.04	6.69615

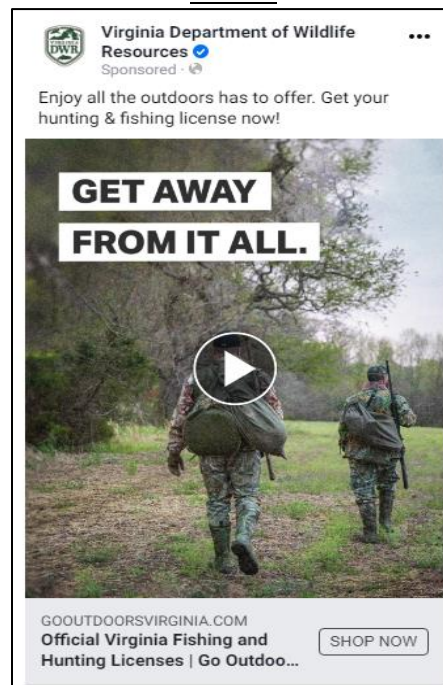
Images and Graphic Treatment

Social Ads

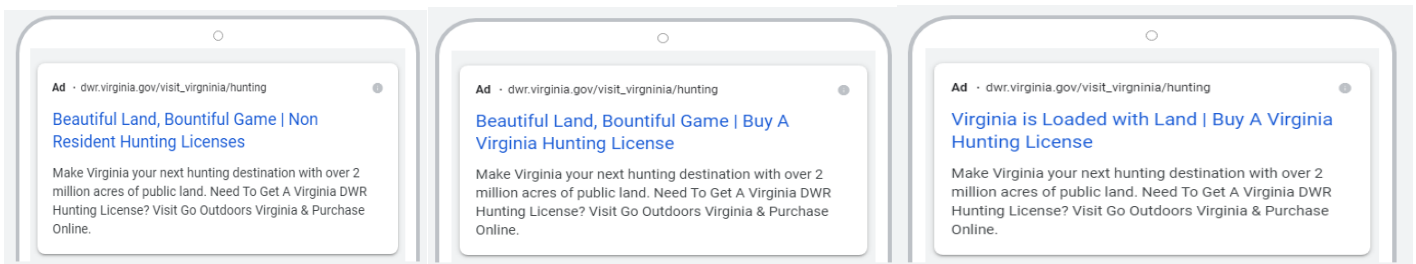
Hunting



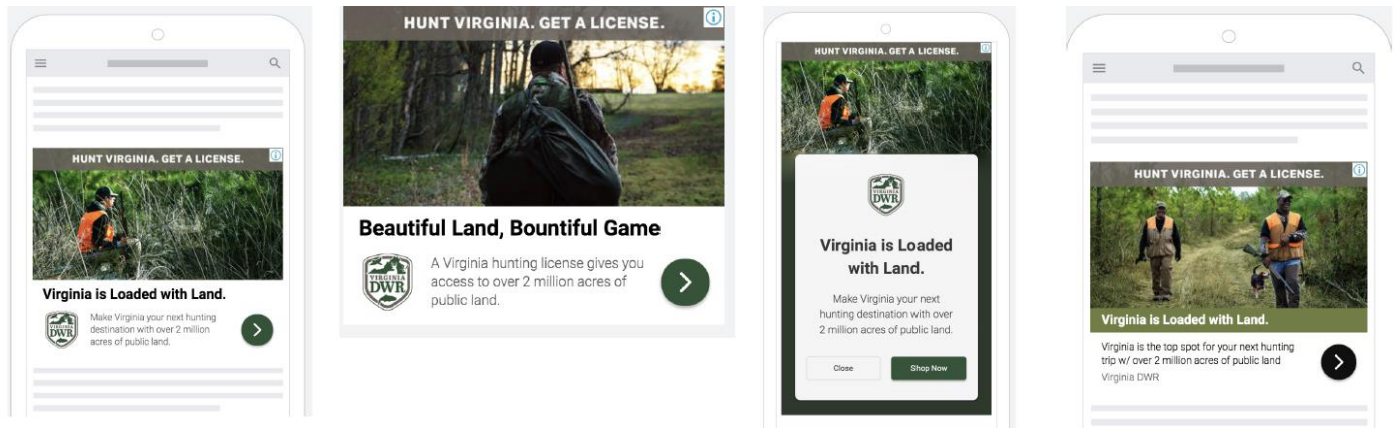
Combo



Paid Search Ads



Display Network Ads



Owned Media

- Website: <https://dwr.virginia.gov/visit-virginia-to-hunt/>
- Notes from the Field Hunting: Customers who previously purchased a hunting license (regardless of residency) are added to a monthly newsletter. Example: <https://us13.campaign-archive.com/?u=45990eceac23c0f445b0fc768&id=f90b64e242>
- Examples of content created/shared on the DWR blog, in email, and on social media channels
 - o <https://dwr.virginia.gov/blog/late-season-madness/>
 - o <https://dwr.virginia.gov/blog/2021-spring-gobbler-forecast/>
 - o https://www.youtube.com/watch?v=4GDv_bYpREg

Future Efforts:

With how well the overall campaign was, we will include it in our ongoing digital advertising strategy for years to come. In the future, we would run the test campaign September through November when it is a more popular time for hunting in Virginia.



GOOUTDOORSVIRGINIA.COM

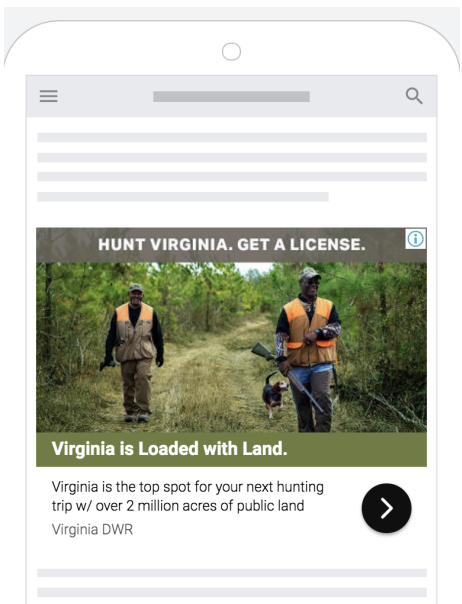
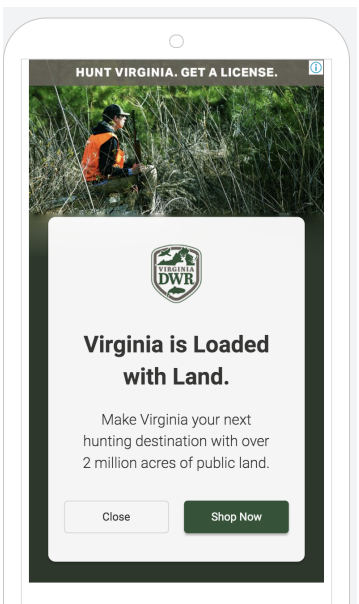
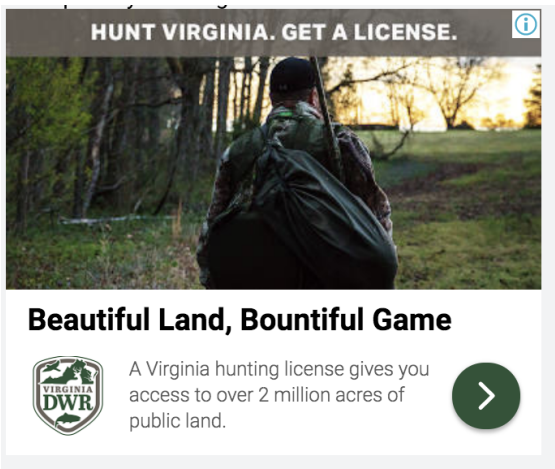
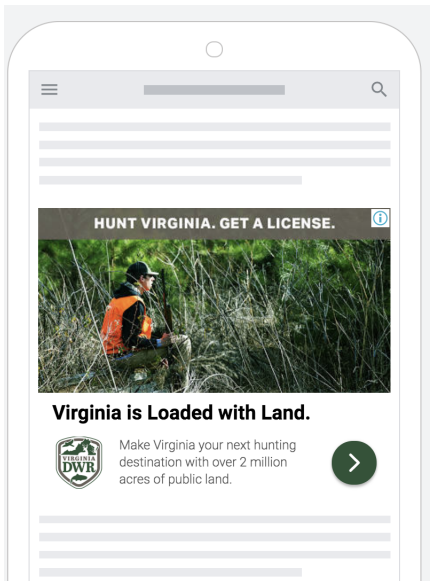
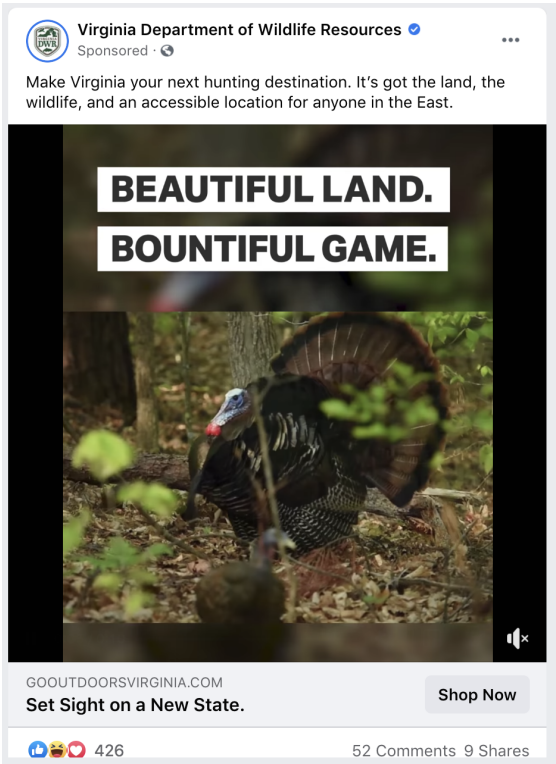
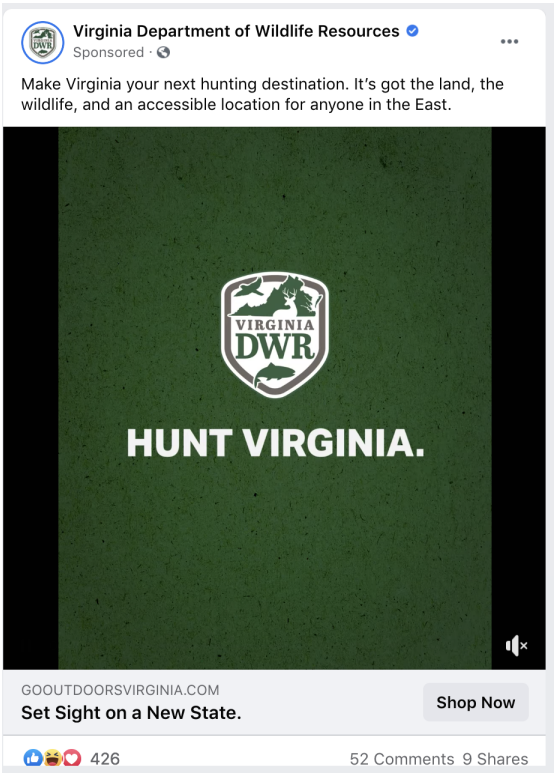
ACI Grant Wrap Up Report

OBJECTIVE

Generate Virginia hunting license revenue among non-residents in surrounding states from mid-December 2020 through March 2021.

MARKETING STRATEGY

Utilize a layered marketing approach consisting of social ads, digital display ads and paid search ads to reach prospective hunting license buyers in the states/areas of Kentucky, Maryland, District of Columbia, North Carolina, New Jersey, Tennessee and West Virginia.

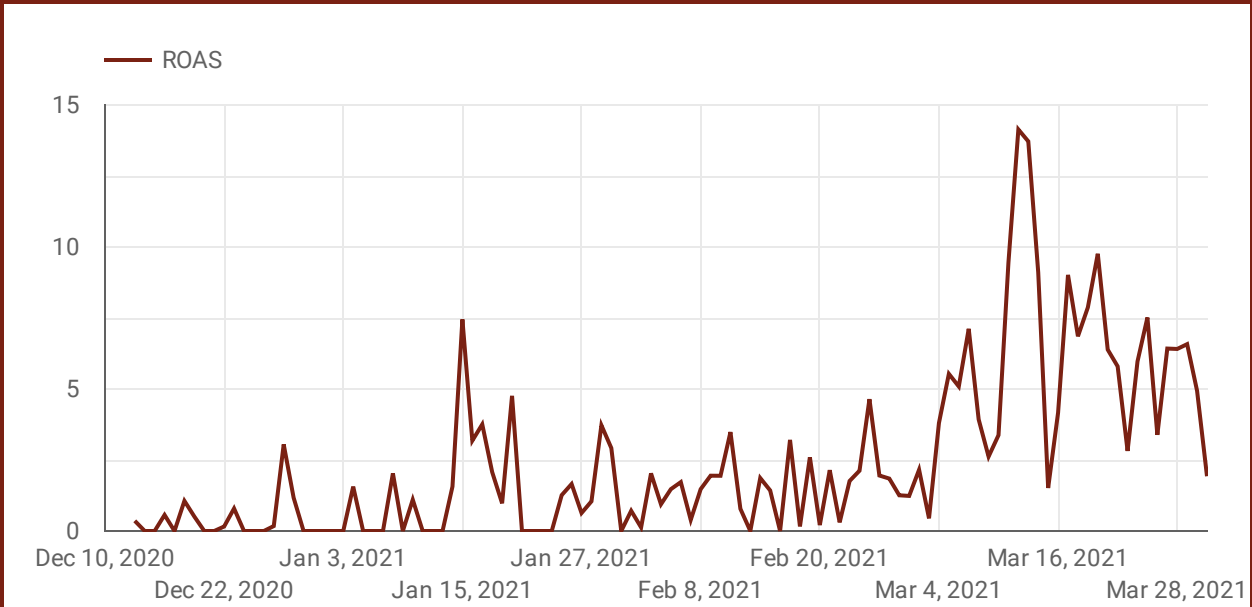




SEARCH RESULTS

ACI Search

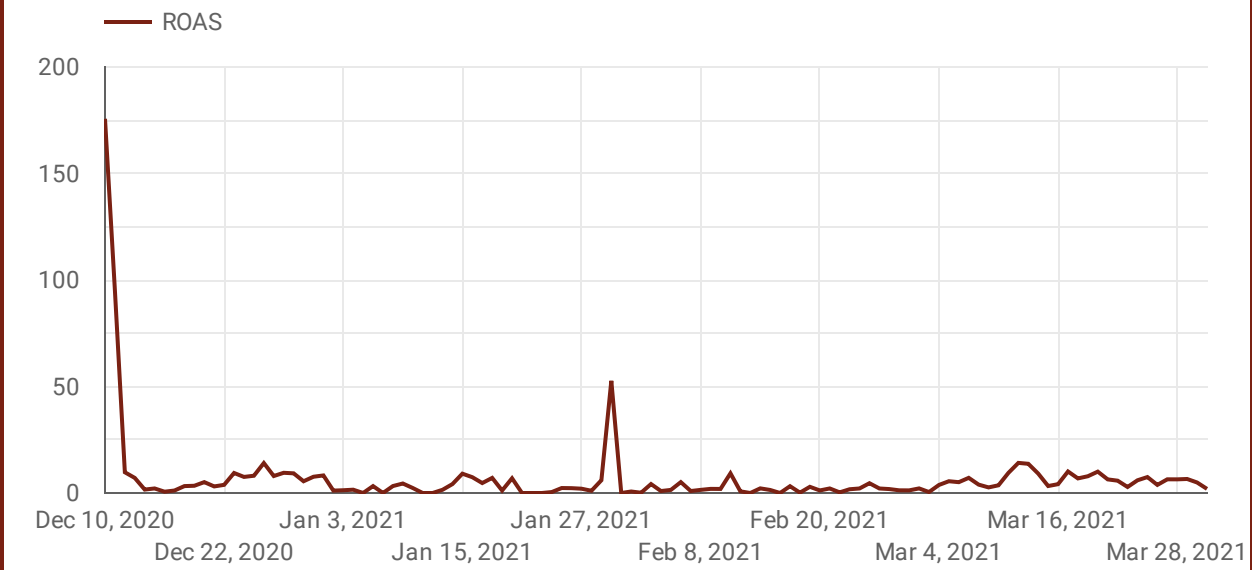
Impressions 603,074	Clicks 7,552	Conversions 574
Conversion Rate 7.60%	Revenue \$23,341	Spend \$11,498
	ROAS 2.03	



*Note - The ACI search campaign launched on December 11.

ACI Search and General Hunting (general hunting results are included as once a user clicks on one of our ads from the ACI campaign, they are added to the general hunting remarketing audience)

Impressions 608,596	Clicks 8,802	Conversions 1,080
Conversion Rate 12.27%	Revenue \$48,884	Spend \$11,697
	ROAS 4.18	

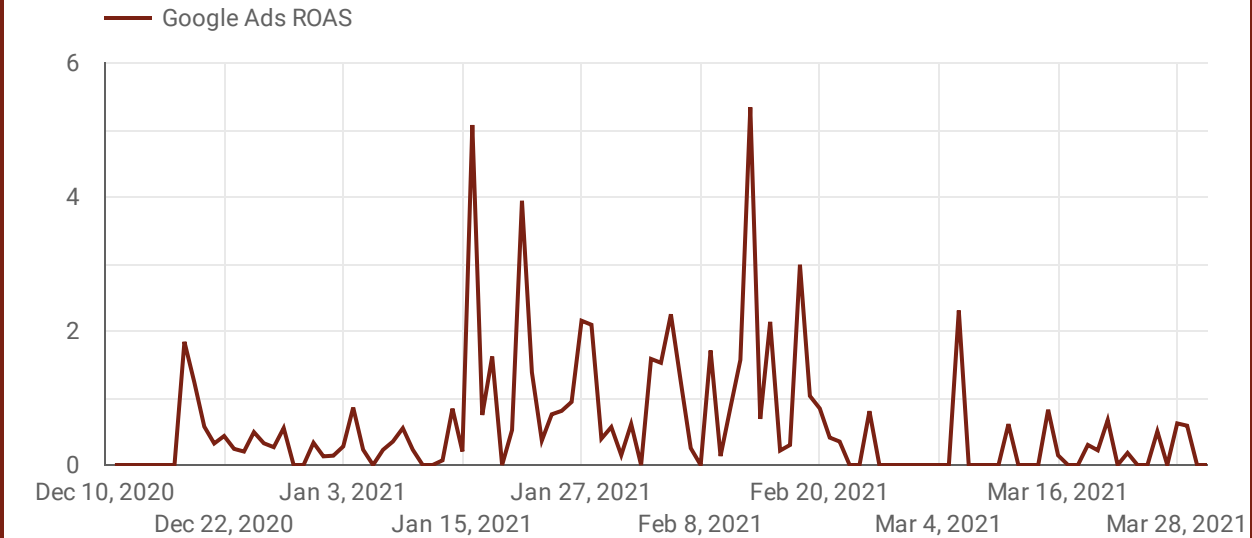


*Note - The ACI search campaign launched on December 11.

DISPLAY RESULTS

ACI Display

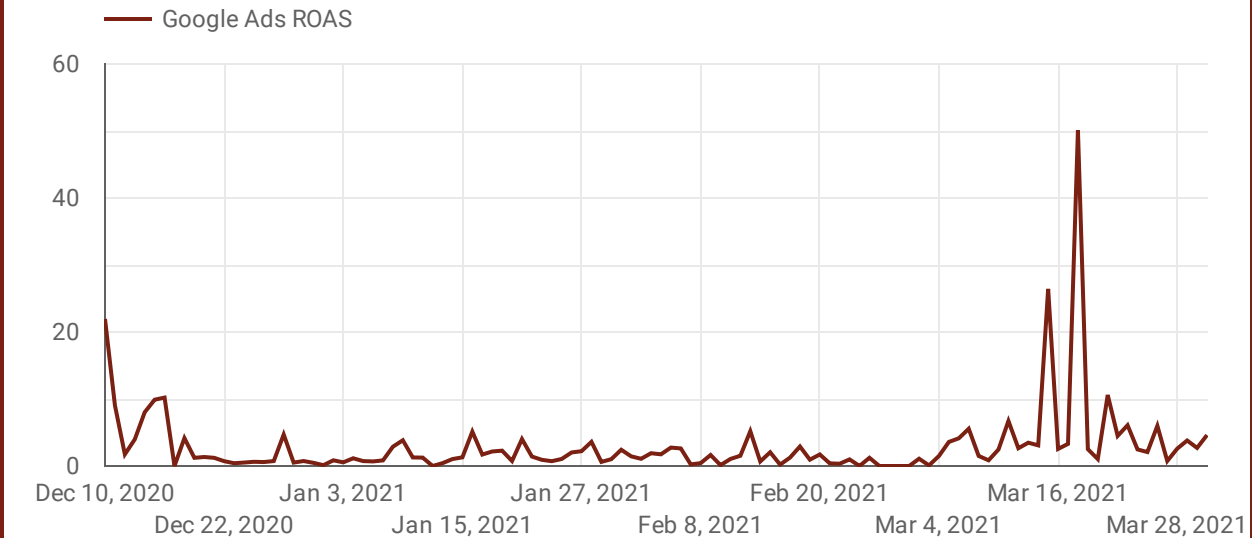
Impressions 19,954,006	Clicks 52,133	CT + VT Conversions 225
VT Conversions 44	CT Revenue \$8,240	CT + VT Revenue \$9,998
Click conversion rate 0.3%	Spend \$16,551	ROAS 0.6



*Note - The ACI display campaign launched on December 11.

ACI Display & Hunting Display (general hunting results are included as once a user clicks on one of our ads from the ACI campaign, they are added to the general hunting remarketing audience)

Impressions 20,338,538	Clicks 54,306	CT + VT Conversions 695.0
VT Conversions 462.0	CT Revenue \$11,641	CT + VT Revenue \$31,101
Click conversion rate 0.4%	Spend \$17,785	ROAS 1.7



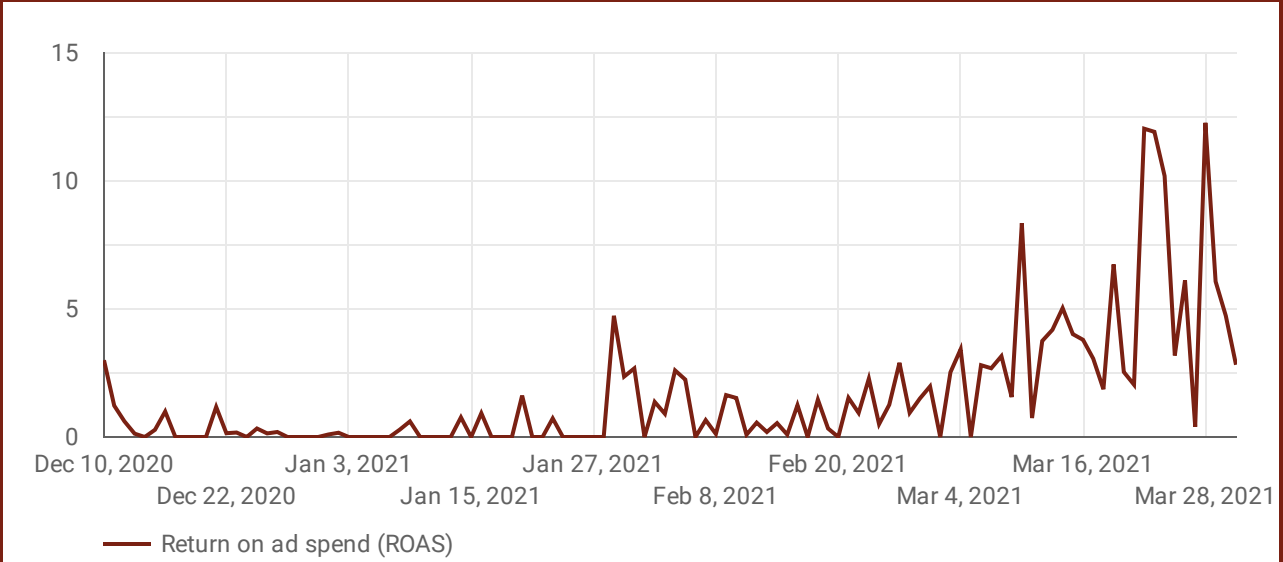
*Note - The ACI display campaign launched on December 11.



SOCIAL RESULTS

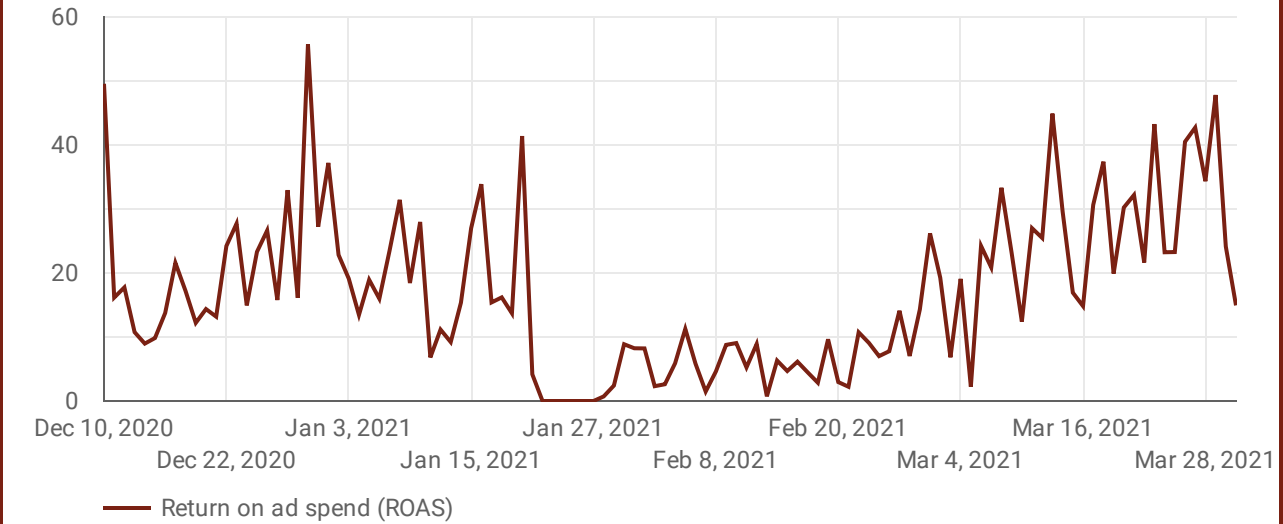
ACI - Prospecting

<div>Spend</div> <div>\$11,202.99</div>	<div>Impressions</div> <div>2.5M</div>	<div>CPM</div> <div>\$4.45</div>
<div>Clicks</div> <div>45,945</div>	<div>CTR</div> <div>1.8%</div>	<div>CPC</div> <div>\$0.24</div>
<div>Conversions</div> <div>272</div>	<div>Revenue</div> <div>\$14,360.50</div>	<div>ROAS</div> <div>1.3</div>



All Remarketing (all social remarketing results are shown as once a user clicks on one of our ads from the ACI campaign, they are added to the general remarketing audience)

<div>Spend</div> <div>\$5,217.25</div>	<div>Impressions</div> <div>841.0K</div>	<div>CPM</div> <div>\$6.20</div>
<div>Clicks</div> <div>5,167</div>	<div>CTR</div> <div>0.6%</div>	<div>CPC</div> <div>\$1.01</div>
<div>Conversions</div> <div>1,859</div>	<div>Revenue</div> <div>\$89,992.02</div>	<div>ROAS</div> <div>17.2</div>





Digital Advertising Insights

General

- Results are a little hard to quantify because of the site visitors joining the general remarketing pool however we pulled Tableau data for January-March 2021 and January-March 2020. Looking at license types that contained "hunting" and "non-resident" we saw an overall 22.4% increase in revenue in 2021 compared to 2020.
- Something to note is that this campaign was run during Virginia's slowest months of the year in license sales. In the future, we'd recommend running this test campaign September-November when it's a more popular time for hunting in Virginia.

Social

- The VA DWR ACI campaign ran from mid-December 2020 to March 31 and generated \$14,360 in revenue for prospecting (1.3 ROAS) and \$89,992 in revenue (17.2 ROAS) for retargeting. As a reminder: anyone who clicked through to the licensing site but did not make a purchase was then added into the general campaign's retargeting pool, which includes Virginia residents.
- Virginia's ACI prospecting campaign reached 679,216 out-of-state residents, resulting in 2.5 million impressions. The "Hunt Virginia" ads were shared 461 times over the course of the 3+ month campaign.

Search

- Overall campaign returns came in at 2.03 ROAS.
- Just over 600,000 impressions were delivered to potential Virginia hunters and will go towards building overall brand awareness in the area.
- Washington, DC traffic had lower spends (triggered by demand) but the highest returns. Maryland, North Carolina & West Virginia were the highest spends by state & also some of the highest returns.

Display

- The standalone ACI Display campaign returned a 0.6 ROAS. The main benefit for this initiative was to build awareness in the region (driving search) and also bringing users into the general remarketing pool to benefit other running campaigns.
- Almost 20 million impressions were delivered (19,954,006) and 52,133 clicks generated.
- While West Virginia had the highest returns most demand came from New Jersey, North Carolina and Tennessee driving spends in those states.