Retaining and Reactivating NY Anglers

Greg Kozlowski

December 14, 2016
2014 NY Sport License Restructuring

• Historic license year: October 1 through September 30
• Sport License Restructuring: February 1, 2014
  ▪ 365 day annual fishing license from date of purchase
  ▪ Removed sport license bundles (e.g. sportsman license)
  ▪ Fishing licenses purchased between October 1, 2013 and January 31, 2014 expire on September 30, 2014.
% of license holders providing email address

2015

- Email address
- No email address

2016

- Email address
- No email address
Lapsed Anglers: Building on RBFF Efforts

2015 RBFF Email Efforts
- Email sent 4/1/15 to 12,672 lapsed annual license holders (since 2012/13 license year)
- Response rate of 3.13%
- Lift was 1.07%

2015 NY efforts
- Email sent 6/18/15 to 11,996 lapsed annual license holders
- Response rate of 3.64%
Expanding the effort - 2015

Questions:

• Why only resident annual license holders?
• Why wait for an angler to be lapsed for 2 years?
• What is the cost per email?
• Can we offer an incentive?
Expanding the effort - 2015

• People who purchased a license for 2013/14 whose license expired on 9/30/14* (43,763 customers).
  * License purchased before 2/1/14.

• Email dates
  ▪ 6/29/15
  ▪ 7/24/15

• No control group
IT’S TIME TO RENEW YOUR FISHING LICENSE

FISHING IN NY HAS NEVER BEEN A BETTER VALUE

- Annual license is now good for 365 days from date of purchase.
- Price reduced to $25 – One of the least expensive fishing licenses in the Northeast.

RENEW YOUR LICENSE TODAY

Renew your license on-line before September 1, 2015 and you will be entered into a drawing for one of five $100 Dick’s Sporting Goods gift cards.

Questions or comments concerning this e-mail should be directed to twfish@dec.ny.gov

www.dec.ny.gov

IT’S TIME TO RENEW YOUR FISHING LICENSE

Go fishing and reconnect yourself and your family with New York’s great outdoors this summer.

- Resident licenses reduced to $25; Non-Resident Licenses to $50; No fee for children under 16 years of age
- Annual fishing license is now good for 365 days from date of purchase
- Easy access with over 500 boat launches and fishing access sites
- Stay and fish at over 113 DEC and ORRHP campgrounds – most with direct water access
- Improved, user-friendly on-line license system

RENEW YOUR LICENSE TODAY

Renew your license on-line before September 1, 2015 and you will be entered into a drawing for one of five $100 Dick’s Sporting Goods gift cards.

www.dec.ny.gov
### 2015 Results

<table>
<thead>
<tr>
<th>Date sent</th>
<th>Emails delivered</th>
<th># of people buying license*</th>
<th>response rate</th>
<th>Licenses purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/1/2015</td>
<td>12,672</td>
<td>397</td>
<td>3.13%</td>
<td>421</td>
</tr>
<tr>
<td>6/18/2015</td>
<td>11,996</td>
<td>437</td>
<td>3.64%</td>
<td>472</td>
</tr>
<tr>
<td>6/29/2015</td>
<td>43,763</td>
<td>2,087</td>
<td>4.77%</td>
<td>2264</td>
</tr>
<tr>
<td>7/24/2015</td>
<td>40,312</td>
<td>1,669</td>
<td>4.14%</td>
<td>1846</td>
</tr>
</tbody>
</table>
2016 Lapsed Angler Effort

- Emails sent 6/29/16 and 8/11/16
- Delivered to 58,114 customers
- 3,061 delivery failure customers used as a control group
# 2016 Lapsed Angler Results

<table>
<thead>
<tr>
<th>Email Date</th>
<th>Response Rate</th>
<th>Lift</th>
<th>Revenue Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/29/16</td>
<td>5.50%</td>
<td>2.69%</td>
<td>$41,364</td>
</tr>
<tr>
<td>8/11/16</td>
<td>7.60%</td>
<td>-1.96%</td>
<td>?</td>
</tr>
</tbody>
</table>
# 2017 Lapsed Angler Results

<table>
<thead>
<tr>
<th>Email Date</th>
<th>Response Rate</th>
<th>Lift</th>
<th>Revenue Generated by Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/24/17</td>
<td>6.96%</td>
<td>3.18%</td>
<td>$47,669</td>
</tr>
<tr>
<td>6/30/17</td>
<td>7.00%</td>
<td>1.03%</td>
<td>$11,866</td>
</tr>
</tbody>
</table>
Considerations for Lapsed Anglers

• Continue lapsed angler renewal efforts
• Consider sending email at times when people are motivated to purchase fishing licenses (holidays, awesome weather)
  ▪ Memorial Day/July 4th
  ▪ Start of a fishing season
  ▪ First really nice day of the “open water” fishing season
• Ask why they purchased their last fishing license.
Courtesiy License Renewal Reminders

• 365 day license can expire any day of the year
• No “sticker-in-the-windshield” to remind anglers to renew their license
Courtesy License Renewal Reminders

• Send reminder emails once a month (target of the 15th)
• Email sent to people:
  ▪ Whose annual license expires during that month
  ▪ Have not renewed their license yet
  ▪ Have provided us with an email address
• First email sent May 2016.
Courtesy License Renewal Email Open and Online Click Rates

Unique Open Percentage

Unique Online Clicks

May-16, June-16, July-16, August-16, September-16, October-16, November-16, December-16, January-17, February-17, March-17, April-17, May-17, June-17, July-17, August-17
2016 daily percentage of emailed customers purchasing a license after receiving email

% Delivered
% Delivery Failure
% of customers that purchased a license within 15 days of email being sent May 2016 - August 2017

- Blue: Email delivered
- Green: Delivery failure (control)
Recommendations

- Get more email addresses!
- Continue monthly reminders
- Focus on vacation months if you can only send a couple of emails out
- Consider sending out every 1 or 2 weeks
- Automate if possible!
Thank You

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