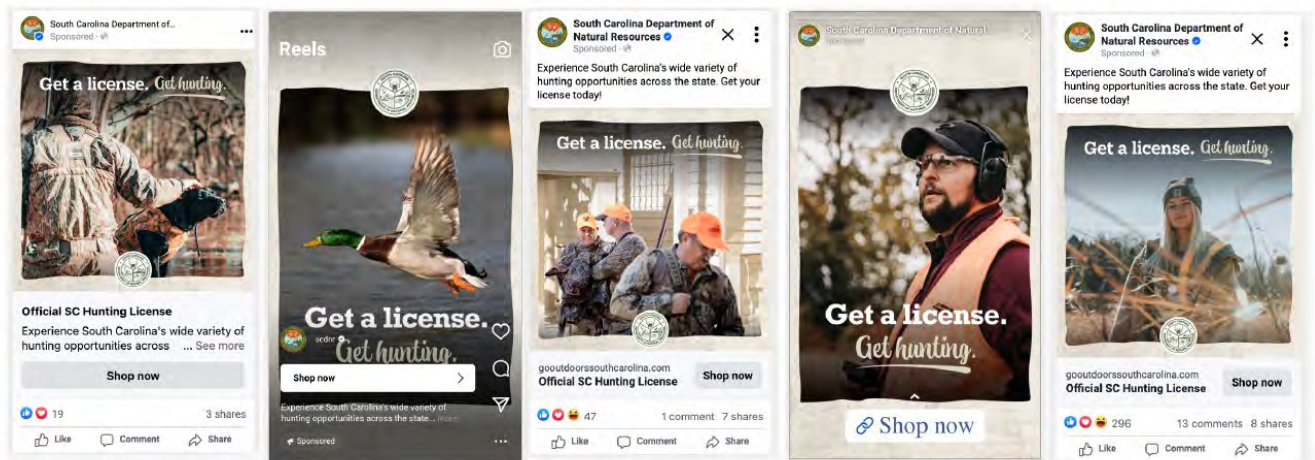




ACI R3 2021 MSCG Marketing Campaigns Report
South Carolina Department of Natural Resources
2/20/25

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Campaign Overview

The South Carolina Department of Natural Resources (SCDNR) ran a digital ad campaign promoting hunting in the fall of 2024. These efforts were similar to those completed in the fall of 2023, utilizing Snapchat in addition to Google Paid Search and Meta. The call to action to “Get a License. Get hunting,” was utilized again for 2024, as its simplicity has continued to perform well for SCDNR and other states that have utilized it. The target audiences included lapsed hunters and those indicating an interest in hunting with a focus on hunters 18-35 due to their high level of churn.

Campaign Goal

- Launch a multi-channel digital advertising campaign that can successfully track Return on Investment with license system sales to:
- Increase hunting license sales of 18+ year olds, and
 - Reduce license holder churn rate compared to previous years.

Metrics

Due to poor performance of Google Paid Search efforts in 2023 and a target audience of lapsed hunters, including those 18-35 that have continually shown levels of high churn, Snapchat was added to the digital campaign for 2024.

Channel Results							
Channel	Spend	Impressions	Click	CTR	Conversions	Revenue	ROAS
Snapchat	\$11,720.00	1,730,172	2,200	0.13%	2,554	\$124,691.00	10.6
Paid Search	\$8,966.00	65,145	25,350	38.91%	18,931	\$361,339.00	40.3
Meta	\$24,000.00	6,357,115	20,952	0.33%	10,225	\$417,955.01	17.4
Grand total	\$44,686.00	8,152,432	48,502	0.59%	31,710	\$903,985.01	
NOTE: For Snapchat "Click" represents user swipes.							

Call to Action

The campaign included the SCDNR logo and utilized the tagline/call to action “Get a License. Get Hunting,” to promote the sale of hunting licenses. The tagline/call to action was chosen due to successful performance in 2023 and amongst other Brandt states that have also utilized the tagline and call to action.

Future Efforts

Building on the success of digital advertising in the fall of 2023 and 2024, SCDNR plans to continue to promote the sale of fall/winter hunting licenses through Meta and Snapchat. Advertising efforts in 2025 will incorporate messaging on the use of the SCDNR newly created Public Lands and Public Fishing Access applications. The decision to test this messaging comes from recommendations within the RBFF’s *Psychology of Churn* which stressed the need for geographical support. SCDNR will continue to seek grant funding and utilize monies raised through the sale of SCDNR license hard cards to fund future efforts. If future funding is limited, efforts

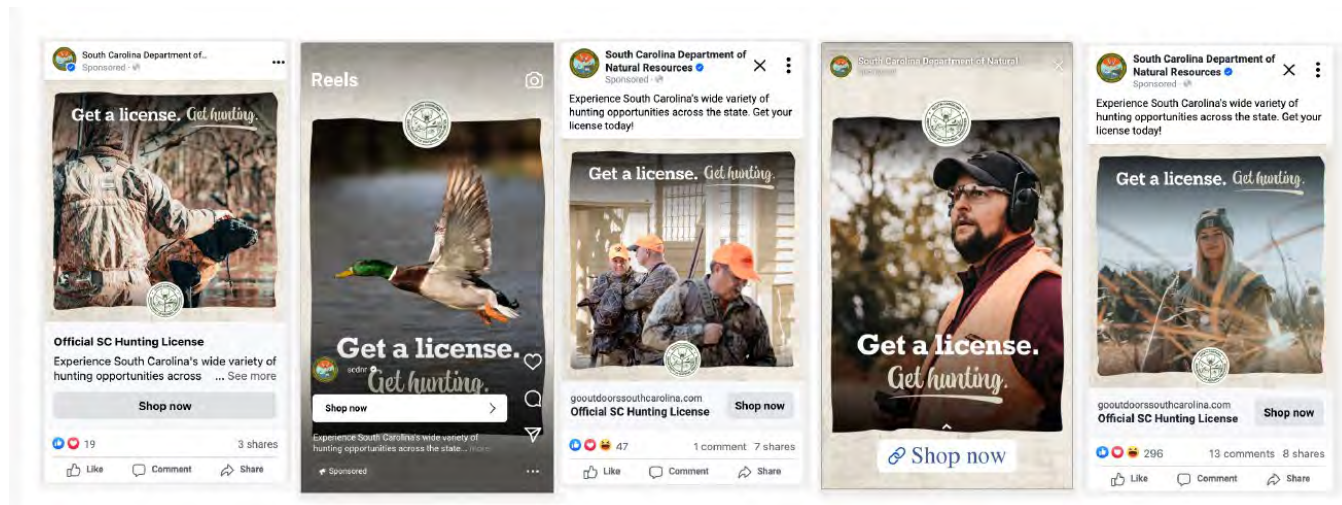
will focus on the months of October and November due to highest conversion rates for both 2023 and 2024. These months coincide with the South Carolina rut and most favorable weather conditions.

Target Audiences

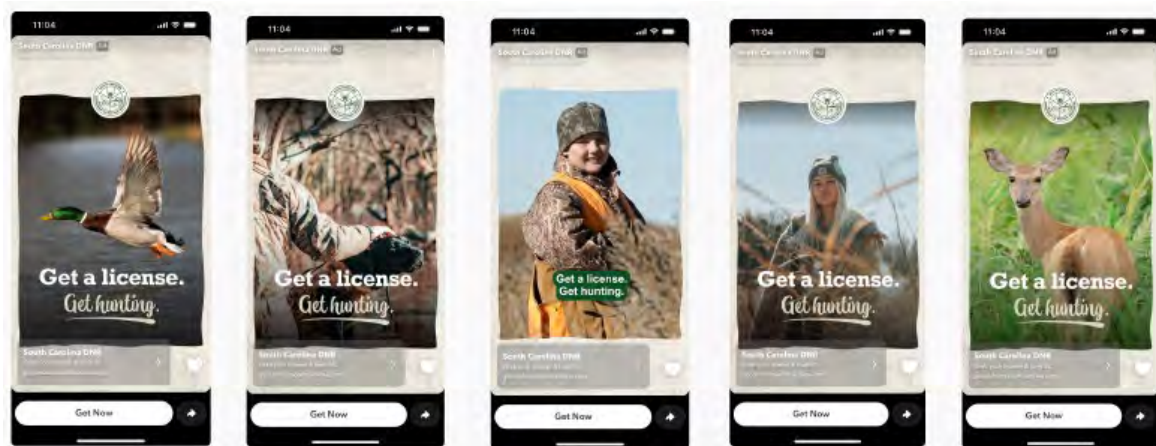
The campaign targeted South Carolina residents aged 18+ who do not have an active hunting license or whose license expired within the past two years; excluding current license holders wherever possible. All ads directed users to the GoOutdoorsSouthCarolina.com licensing page for a streamlined conversion process, with retargeting ads re-engaging users who visited the page but do not complete a purchase.

Images and Graphic Treatment

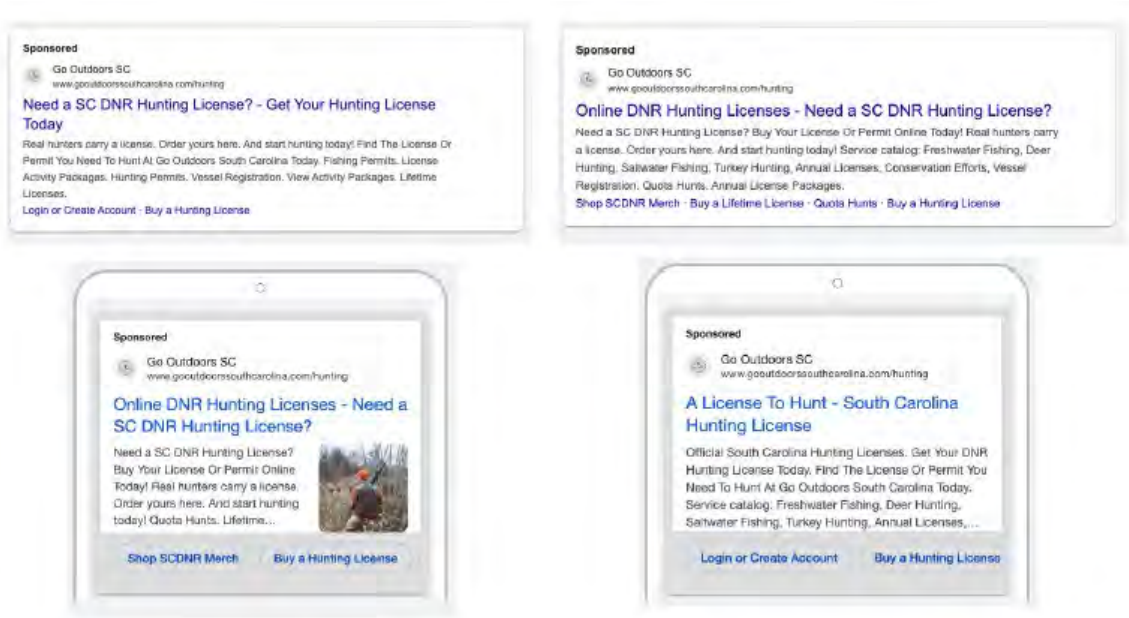
Meta



Snapchat



Paid Search



Assets / Paid Placements

Please see final report from our partnering advertising agency MGH.



Fall 2024 ACI Grant Hunting Digital Ad Campaign Performance Report

Campaign Objective:

As part of an ACI grant initiative, SC DNR ran a digital ad campaign similar to the one they ran the year prior – promoting hunting in South Carolina. The 2024 campaign ads ran September 19 - December 31, 2024 -- using only the best performing advertising channels from 2023.

Campaign Strategy:

Leveraging insights from the 2023 campaign, MGH recommended a data-driven digital advertising approach focused on Meta (Facebook and Instagram), Google Paid Search, and Snapchat. These channels have demonstrated the ability to produce excellent results in terms of driving online traffic to South Carolina hunting information (ultimately resulting in increased hunting participation as measured by hunting license sales), with Snapchat delivering reach to the youngest adult audience segment (age 18-35). Google Display ads, which were used at the start of the 2023 campaign, and then suspended due to lower performance levels, were completely excluded from the 2024 effort.

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Results/Insights:

Returns across all three channels were really strong. While the paid search campaign had the strongest returns, these are also the lowest funnel users who expressed interest through search ("where to hunt," "how to start hunting," etc.), so we wanted to make sure spend was split across the more visual channels like Meta and Snapchat. Snapchat also allows us to better target the younger audience that isn't necessarily on Meta. Across platforms, results trended across the fall months like we see typically see with returns picking up in October and then peaking in November before a slow downward trend in December.

On Meta, unsurprisingly, the lapsed audience saw a higher return on ad spend (ROAS; 24.3) compared to the interest audience (16.5). That being said, because of the size of the audience, the interest audience saw a bigger percentage of the Meta spend to drive more frequency over that larger audience size.

Of course the brand search campaign (includes terms such as "hunting license", "go outdoors sc", "dnr hunting license") saw significant returns. Because the Go Outdoors site is the only online source to purchase a license, we limited the amount of spend in this campaign. We do find value in including paid search advertising, as it allows us to guide online users to the license site in just one click (with a direct call to action). The non-brand campaign (includes terms such as "hunting", "hunting spots near me", "how to hunt") also saw great returns and allowed us to make sure that users searching these types of terms are aware of the fact that they NEED to have a license to hunt (and then can easily get to the site).

Snapchat was a nice visual addition to the campaign, which as mentioned above, also allowed us to reach a younger audience. The interest and look-a-like campaign actually saw stronger results than the lapsed audience. The likely reason for this is because the audience size was so much smaller for the lapsed audience (likely skews older; not as many previously licensed hunters on Snapchat).



Channel ▾	Spend	Impressions	Click	CTR	Conversions	Revenue	ROAS
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NOTE: For Snapchat "Click" represents user swipes.



Meta Results

Cost

\$24,000

ROAS

17.4

Impressions

6,357,115

Clicks

20,952

Conversions

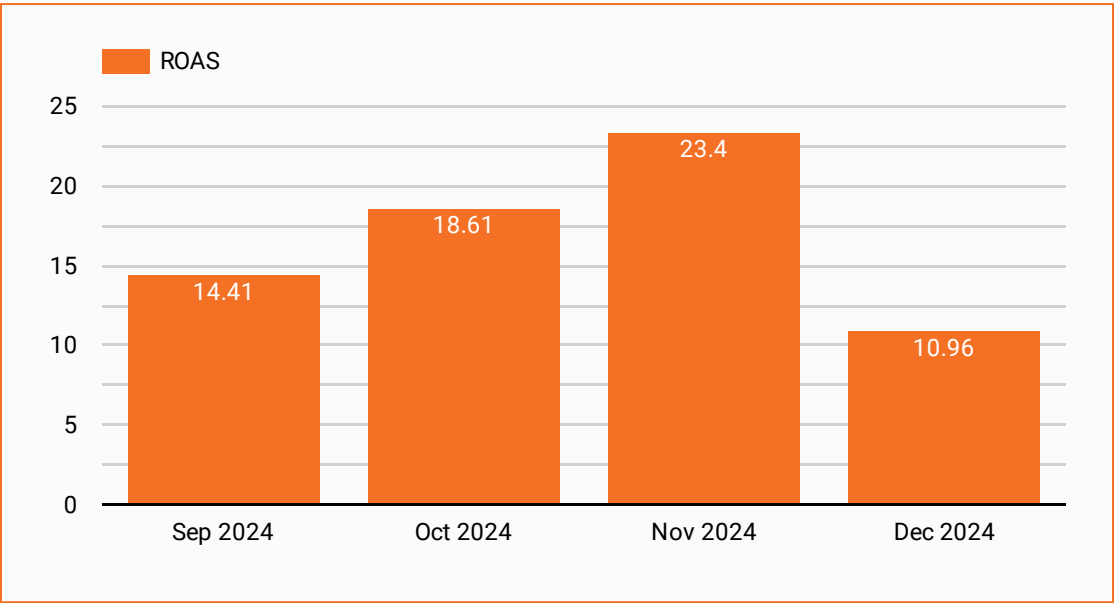
10,225

Revenue

\$417,955

CPM

\$3.78



Meta Results - Campaign Breakout

Lapsed Hunters

Cost

\$2,915

ROAS

24.3

Impressions

850,390

Clicks

2,703

Conversions

1,457

Revenue

\$70,956

CPM

\$3.43

Hunting Interests

Cost

\$21,085

ROAS

16.5

Impressions

5,506,725

Clicks

18,249

Conversions

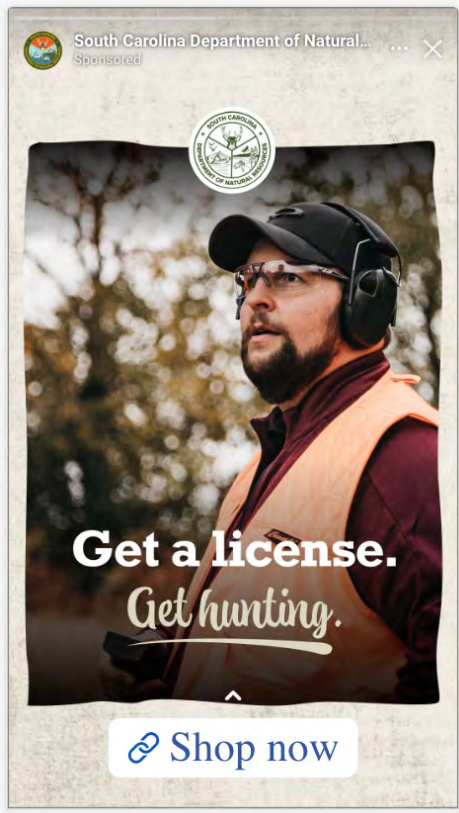
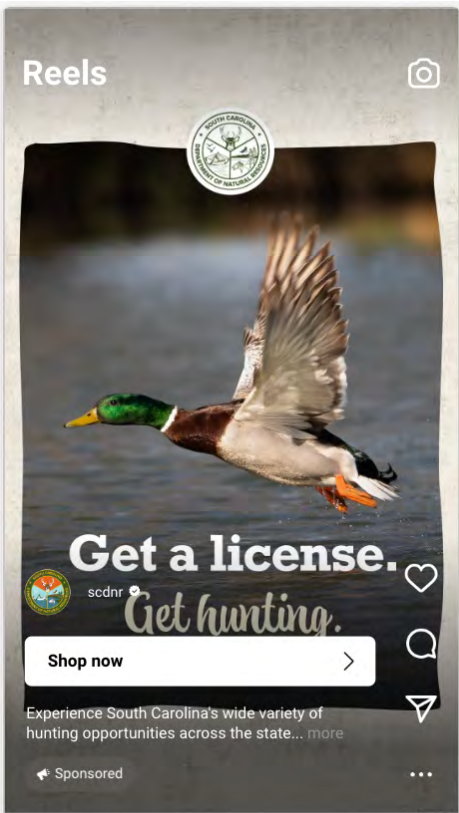
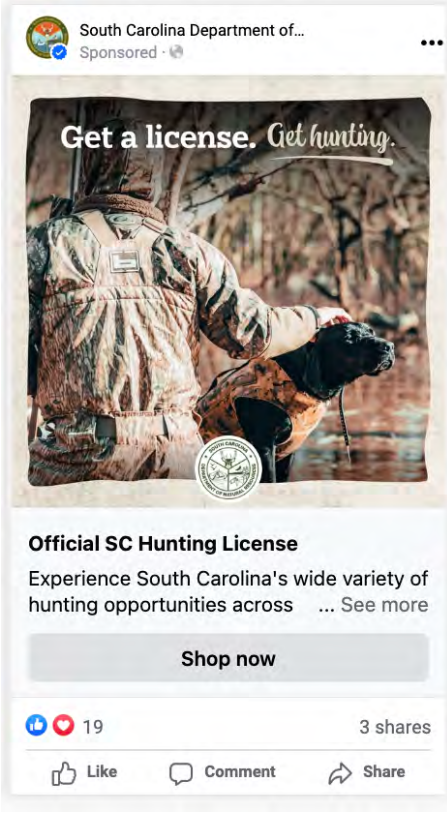
8,768

Revenue

\$346,999

CPM

\$3.83





Meta Results

Campaign name	Ad name	Impressions	Amount spent	Revenue	Conversions	ROAS ▼
2024 ACI Hunting	2024 Lapsed Hunters Static	72,513	\$248.32	\$7,676.71	135	30.91
2024 ACI Hunting	2024 Lapsed Deer 2 Static	301,063	\$1,004.80	\$26,568.96	546	26.44
2024 ACI Hunting	2024 Lapsed Duck Static	111,653	\$358.97	\$8,880.60	185	24.74
2024 ACI Hunting	2024 Lapsed Video 2	14,250	\$57.61	\$1,389.82	24	24.12
2024 ACI Hunting	2024 Lapsed Hunters in Woods Static	58,613	\$209.16	\$5,045.04	103	24.12
2024 ACI Hunting	2024 Lapsed Female Hunter Static	76,069	\$304.38	\$7,169.67	147	23.55
2024 ACI Hunting	2024 Lapsed Hunter in Tree Static	114,104	\$345.45	\$8,011.87	180	23.19
2024 ACI Hunting	2024 Lapsed Hunter with Dog Static	14,374	\$52.28	\$1,072.93	20	20.52
2024 ACI Hunting	2024 Hunting Interests Duck Static	780,252	\$2,654.75	\$52,002.12	1278	19.59
2024 ACI Hunting	2024 Hunting Interests Deer Static	540,685	\$1,986.81	\$33,990.80	816	17.11
2024 ACI Hunting	2024 Lapsed Deer Static	55,041	\$198.52	\$3,357.57	74	16.91
2024 ACI Hunting	2024 Hunting Interests Female Hunter Static	505,772	\$2,247.89	\$37,857.88	934	16.84
2024 ACI Hunting	2024 Hunting Interests Hunters in Woods Static	503,973	\$1,865.06	\$31,258.00	855	16.76
2024 ACI Hunting	2024 Hunting Interests Hunters Static	390,175	\$1,492.36	\$24,393.62	621	16.35
2024 ACI Hunting	2024 Hunting Interests Hunter in Tree Static	548,820	\$2,057.61	\$33,619.75	856	16.34
2024 ACI Hunting	2024 Lapsed Video 1	25,192	\$103.37	\$1,662.32	36	16.08
2024 ACI Hunting	2024 Hunting Interests Male Hunter Static	92,138	\$410.23	\$6,574.69	160	16.03
2024 ACI Hunting	2024 Hunting Interests Deer 2 Static	1,617,301	\$6,327.39	\$99,693.53	2498	15.76
2024 ACI Hunting	2024 Hunting Interests Video 2	233,769	\$878.67	\$12,473.53	321	14.2
2024 ACI Hunting	2024 Hunting Interests Video 1	144,187	\$637.33	\$8,454.50	237	13.27
2024 ACI Hunting	2024 Hunting Interests Hunter with Dog Static	149,653	\$526.68	\$6,681.03	192	12.69
2024 ACI Hunting	2024 Lapsed Male Hunter Static	7,518	\$32.36	\$120.07	7	3.71
Grand total		6,357,115	\$24,000.00	\$417,955.00	10225	17.41



Snapchat Results

Cost

\$11,720

Impressions

1,730,172

Swipes

2,200

Purchases

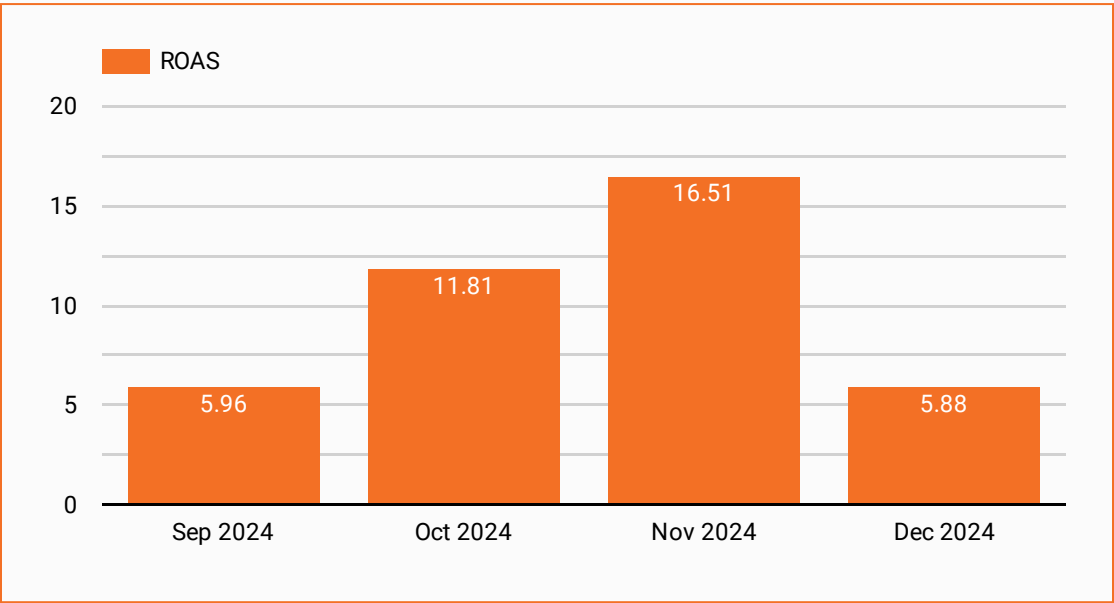
2,554

Revenue

\$124,691

ROAS

11



Snapchat Results - Campaign Breakout

Lapsed Hunters

Cost

\$4,500

Impressions

522,318

Swipes

767

Purchases

410

Revenue

\$22,965

ROAS

5

Hunting Interests

Cost

\$7,220

Impressions

1,207,854

Swipes

1,433

Purchases

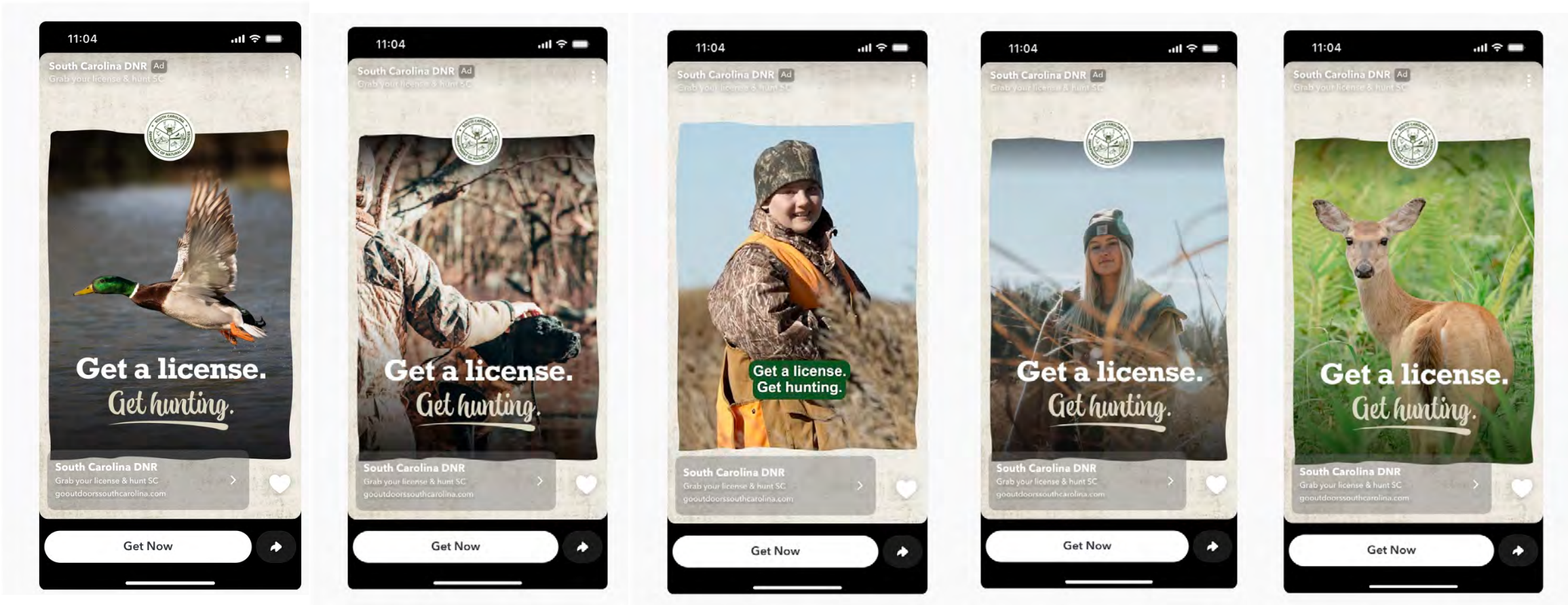
2,126

Revenue

\$101,726

ROAS

14





Snapchat Results

Audience	Ad name	Cost	Impressions	Swipes	Conversions	Revenue	ROAS ▾
2024 SC ACI LAL + Interests	2024 ACI Video 1	\$546.43	98,860	156	179	\$8,749.72	16.01
2024 SC ACI LAL + Interests	2024 ACI Hunter with Dog	\$3,348.9	555,136	616	1048	\$51,854.83	15.48
2024 SC ACI LAL + Interests	2024 ACI Deer	\$600.7	87,427	119	193	\$9,176.17	15.28
2024 SC ACI LAL + Interests	2024 ACI Hunters in Woods	\$302.53	56,268	79	94	\$4,194.23	13.86
2024 SC ACI LAL + Interests	2024 ACI Deer 2	\$564.15	98,146	97	146	\$7,706.92	13.66
2024 SC ACI LAL + Interests	2024 ACI Duck	\$629.29	99,851	159	173	\$7,748.66	12.31
2024 SC ACI LAL + Interests	2024 ACI Female Hunter	\$401.48	63,869	60	107	\$4,787.2	11.92
2024 SC ACI Lapsed Hunters	2024 ACI Male Hunter	\$241.36	27,877	40	29	\$2,836.46	11.75
2024 SC ACI LAL + Interests	2024 ACI Male Hunter	\$499.44	93,738	82	117	\$4,756.23	9.52
2024 SC ACI LAL + Interests	2024 ACI Video 2	\$135.79	23,766	29	30	\$1,192	8.78
2024 SC ACI LAL + Interests	2024 ACI Man in Tree Stand	\$91.24	14,928	17	17	\$749.57	8.22
2024 SC ACI LAL + Interests	2024 ACI Hunters	\$100.05	15,865	19	22	\$810.14	8.1
2024 SC ACI Lapsed Hunters	2024 ACI Deer	\$471.93	48,657	61	59	\$3,781.23	8.01
2024 SC ACI Lapsed Hunters	2024 ACI Female Hunter	\$192.73	25,176	44	15	\$940.23	4.88
2024 SC ACI Lapsed Hunters	2024 ACI Video 1	\$380	47,272	86	47	\$1,770.97	4.66
2024 SC ACI Lapsed Hunters	2024 ACI Hunter with Dog	\$1,903.55	227,303	322	147	\$8,755.5	4.6
2024 SC ACI Lapsed Hunters	2024 ACI Deer 2	\$531.68	63,222	84	55	\$2,413.46	4.54
2024 SC ACI Lapsed Hunters	2024 ACI Hunters in Woods	\$178.97	20,582	34	21	\$698.48	3.9
2024 SC ACI Lapsed Hunters	2024 ACI Duck	\$433.26	43,917	58	31	\$1,580	3.65
2024 SC ACI Lapsed Hunters	2024 ACI Hunters	\$55.75	5,782	14	3	\$91	1.63
2024 SC ACI Lapsed Hunters	2024 ACI Man in Tree Stand	\$48.46	5,886	12	1	\$70	1.44
2024 SC ACI Lapsed Hunters	2024 ACI Video 2	\$62.32	6,644	12	2	\$28	0.45
Grand total		\$11,720	1,730,172	2,200	2536	\$124,691	10.64



Paid Search Results

Cost

\$8,966

Impressions

65,145

Clicks

25,350

Conversions

18,931

Revenue

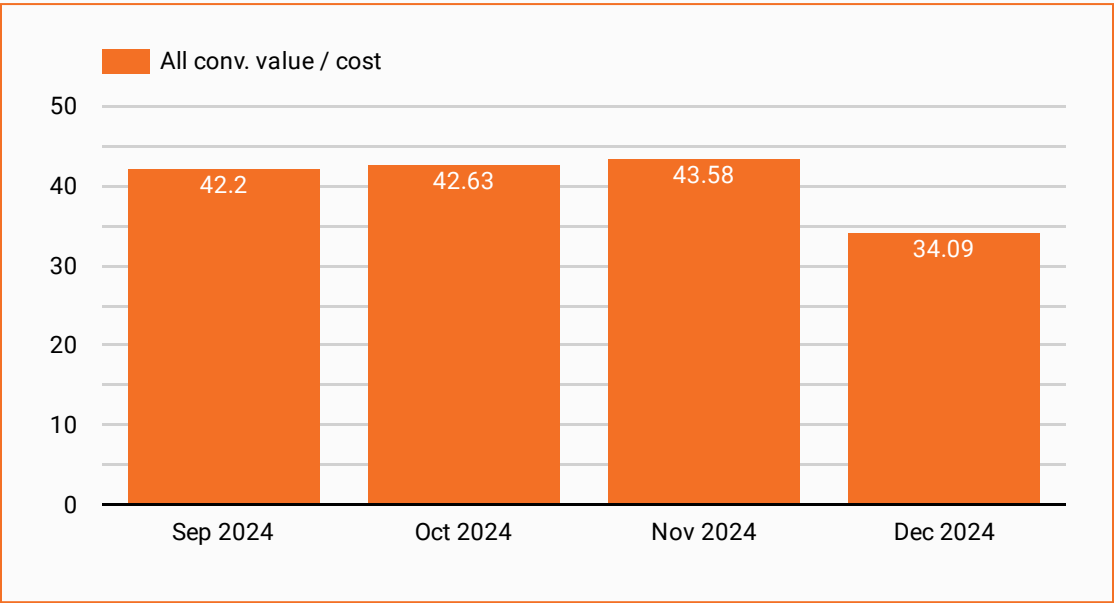
\$361,339

Conv. rate

75%

ROAS

40



Paid Search Results - Campaign Breakout

Non-Brand Terms

Cost

\$7,165

Impressions

48,290

Clicks

16,526

Conversions

12,124

Revenue

\$228,370

Conv. rate

73%

ROAS

32

Brand Terms (hunting license, go outdoors south carolina, etc.)

Cost

\$1,801

Impressions

16,855

Clicks

8,824

Conversions

6,807

Revenue

\$132,969

Conv. rate

77%

ROAS

74

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