



ACI R3 2021 MSCG Marketing Campaigns Report

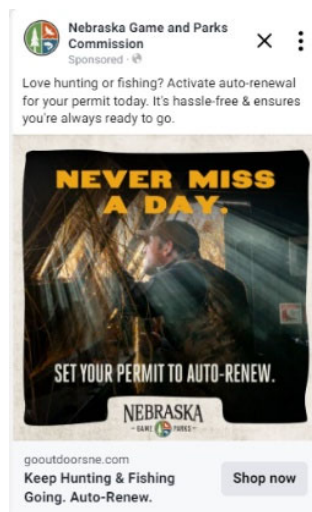
Nebraska Game and Parks

1/30/25

Jane Gustafson

Assistant Division Administrator/Marketing Manager

jane.gustafson@nebraska.gov



Campaign Overview

The Nebraska Game and Parks Commission (NGPC) ran a digital ad campaign promoting the new “auto-renew” feature of our permitting system in the spring and fall of 2024. The focus was to build awareness and encourage two targeted groups to set their annual permits to auto-renew. The campaign utilized Meta (Facebook and Instagram) and targeted Google Display Network (GDN) ads. (Targeted emails from the state marketing team supported these efforts.) The campaign consisted of two parts: a spring flight (to target hunt/fish combination permit holders) and a fall flight.

The NGPC team worked with the TTG/Brandt Marketing team (permit vendor) and MGH, the Brandt advertising agency to create a way to identify and track the auto-renew feature within our permitting system. This ability was new to our permitting system platform and allowed us to monitor the metrics of this campaign, to gauge success and revenue generation.

Campaign Goal

To increase the number of annual small-game hunt and combination hunt/fish permit holders opted in to auto renew, and to increase revenue. The more customers who turned on the auto-renew, the bigger the reduction in churn among our hunter numbers, and the more steady our revenue stream would become. In addition, auto-renewal removes a barrier (lack of a current permit) experienced by our hunters when the new year started (Nebraska’s annual hunting and combination permits are good January 1 – December 31) or by our hunters whenever a small game, upland or waterfowl season opened.

Metrics

Additional Metrics can be found on the final reports produced by MGH (at the end of this report).

Tactic	Spend	Impressions	Clicks	Auto-Renew Events	Revenue
Meta (Facebook, Instagram)	\$26,980	4,617,437	28,004	955	\$848,709
Google Display	\$15,110.79	2,681,153	2,357	210	\$141,132
TOTAL CAMPAIGN (media)	\$42,090.79	7,298,590	30,361	1,165	\$989,841

Call to Action

The campaign included Nebraska Game and Parks logo, and appropriate imagery (annual permits are for small game, upland and waterfowl hunting) and included these simple, direct call-to-action phrases: Never Miss a Day. Keep hunting. Set your permit to Auto Renew.

Future Efforts

Building upon the success of auto-renewal promotion, NGPC will continue to promote auto-renewal to annual permit holders as a way to prevent churn and provide convenience for customers. Based on the results of this effort, paid use of Meta and Google will be considered when feasible, supported by direct email marketing. Both target audiences offer benefits, so the dual approach will be continued.

It was noted that the hunting search volume and demand for information in Nebraska actually picked up and was stronger later than the August 5-October 31 time frame when fall flight of this campaign ran; starting a fall effort a month later might capitalize upon the demand for hunting information. This would need to be watched for results, however, since Nebraska's permits run on a calendar year basis, and much of the search volume for hunting is centered around deer and big game hunting, which does not require the purchase of an annual, small game hunting permit to participate in.

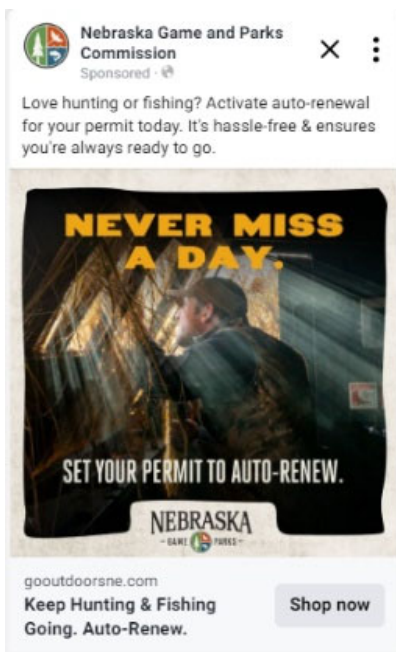
Target Audiences

The target audience included two groups of customers:

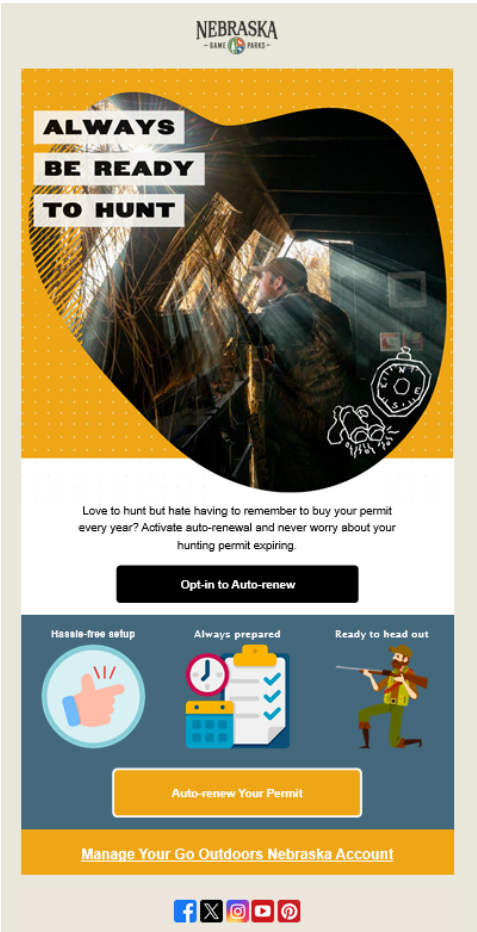
- those with current annual hunt or fish/hunt combination permit that had not yet opted in for the auto-renewal feature
- lapsed annual hunt or fish/hunt combination permit customers from the past three years who might purchase a permit and choose to turn on the auto-renew feature.

Images and Graphic Treatment

Meta & Google (same imagery used in both)



Supporting Emails:



Assets / Paid Placements

For a more in-depth look at the results of all paid media, please see the final reports produced by MGH, our partnering advertising agency.



AUTO-RENEW CAMPAIGN

MARCH - JUNE 2024

Meta Results

Overall

Cost
\$15,000

Impressions
2,419,750

Reach
88,760

Clicks
15,759

Auto-Renew Events
618

Total Revenue
\$823,283

Meta - Audience Breakout

Lapsed Permit Holders

Cost
\$12,545

Impressions
1,987,587

Reach
74,765

Clicks
12,899

Auto-Renew Events
549

Total Revenue
\$735,681

Current Permit Holders

Cost
\$2,455

Impressions
432,163

Reach
13,962

Clicks
2,860

Auto-Renew Events
69

Revenue
\$87,602

Google Display Results

Overall

Cost \$10,203.19	Impressions 1,929,834	Clicks 1,667	Auto-Renew Events 154	Revenue \$91,198	ROAS 8.9
---------------------	--------------------------	-----------------	--------------------------	---------------------	-------------

Google - Audience Breakout

Lapsed Permit Holders

Cost \$7,445.29	Impressions 1,398,443	Clicks 1,212	Auto-Renew Events 122	Revenue \$72,986	ROAS 9.8
--------------------	--------------------------	-----------------	--------------------------	---------------------	-------------

Current Permit Holders

Cost \$2,757.90	Impressions 531,391	Clicks 455	Auto-Renew Events 32	Revenue \$18,213	ROAS 6.6
--------------------	------------------------	---------------	-------------------------	---------------------	-------------

Spring Auto-Renew Campaign Overview

The spring Nebraska Auto-Renew Permit ads ran March 18 - June 30 which consisted of Meta (FB/IG) ads and Google Display Network (GDN) ads. The ads targeted lapsed and current permit holders (small game hunters, combo hunt/fish permit holders and fishing permit holders), and featured a message to set annual permits to auto-renew. Total media budget for the spring campaign was set at \$25,300.

Between the Meta and Google ads, the spring campaign delivered over 4.3 million impressions and 772 auto-renew events. The auto-renew ads will run again in the fall of 2024, with a media budget of \$16,800.



AUTO-RENEW CAMPAIGN

Fall -- Aug. 5 - Oct. 31, 2024



Campaign was optimized for setting licenses to auto-renew (events), not license purchases. But ads did produce some sales, so ROI included here.

Overall

Attributed ROI 1.66	Attributed Revenue \$32,398	Media Spend \$16,888	Agency Fees \$2,640	Total Spend \$19,528	Non-Attr. Revenue \$75,360	Auto-Renew Events 393
------------------------	--------------------------------	-------------------------	------------------------	-------------------------	-------------------------------	--------------------------

Meta Results

Overall

Cost
\$11,980

Impressions
2,197,687

Reach
85,341

Clicks
12,245

Auto-Renew Events
337

Total Revenue
\$25,426

Post reactions
711

Post comments
37

Post shares
33

Meta - Audience Breakout

Lapsed Permit Holders

Cost
\$9,777

Impressions
1,799,128

Reach
73,521

Clicks
9,732

Auto-Renew Events
267

Total Revenue
\$22,739

Current Permit Holders

Cost
\$2,203

Impressions
398,559

Reach
11,904

Clicks
2,513

Auto-Renew Events
70

Revenue
\$2,687

Google Display Results

Overall

Cost
\$4,907.60

Impressions
751,319

Clicks
690

Auto-Renew Events
56

Revenue
\$49,934

ROAS
10.2

Google - Audience Breakout

Lapsed Permit Holders

Cost
\$2,819.98

Impressions
431,649

Clicks
404

Auto-Renew Events
25

Revenue
\$23,758

ROAS
8.4

Current Permit Holders

Cost
\$2,087.62

Impressions
319,670

Clicks
286

Auto-Renew Events
31

Revenue
\$26,176

ROAS
12.5

Fall Auto-Renew Campaign Overview

The fall Nebraska Auto-Renew Permit ads ran August 5 - October 31 which consisted of Meta (FB/IG) ads and Google Display Network (GDN) ads. The ads targeted lapsed and current permit holders (small game hunters, combo hunt/fish permit holders and fishing permit holders), and featured a message to set annual permits to auto-renew. Total media budget for the fall campaign was set at \$16,800.

Between the Meta and Google ads, the fall campaign delivered over 2.95 million impressions and 393 auto-renew events. These auto-renew events were counted when a user clicked on one of the "auto-renew" links/buttons from within the licensing site. While the goal of the campaign was to see existing license holders and lapsed license holders opt-in to auto-renew, because the lapsed license holders would also have to purchase a license again to even opt-in to auto-renew, we were also able to track revenue attributed to the campaign.

One of the biggest differences between the fall campaign and the spring campaign was that budgets were a little more evenly split between channels (small shifts were made throughout the campaign) and produced strong sales (to regain the lapsed customers and get them to enroll in auto-renew) whereas in the fall, we really wanted to focus the campaigns on the auto-renew events; even if that meant lower license sales and ROAS. So at the start of the campaign in August, a larger percentage of the budget was put into Meta. Throughout the campaign, we continued to see Meta really drive those auto-renew conversions, while Google Display was really driving revenue -- so we shifted additional budget from Google to Meta to support increasing the number of auto-renew events.

Revenue attributed to the campaign was \$75,000 dollars. Like the spring, this includes click and view-through conversions (as well as existing license holders potentially buying additional licenses that they were going to buy anyway). This revenue could also be attributed to other sources like organic, referral, etc. We use an attribution model where we only give the campaigns a small portion of the credit/value to make sure we aren't over-reporting on attributed revenue. The attributed revenue based on our model was a little over \$32k, giving a 1.7 campaign ROI (compared to a 1.9 in the spring). So the biggest shift from the spring to the fall was that we really focused the spends on the channel (Meta) that was seeing the largest number of auto-renew conversions.

One other note, if running similar campaigns in the future is of interest, looking at hunting search volume and demand, in Nebraska the demand starts to pick up in the beginning of October but really hits its peak towards the end of November. So it may be worth starting the fall campaign a month later to really capitalize on the demand for hunting.