



ACI R3 2024 MSCG Marketing Campaigns Report

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

FEBRUARY 26, 2025

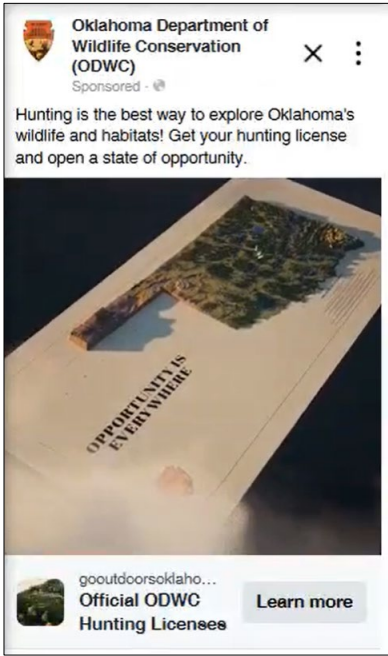
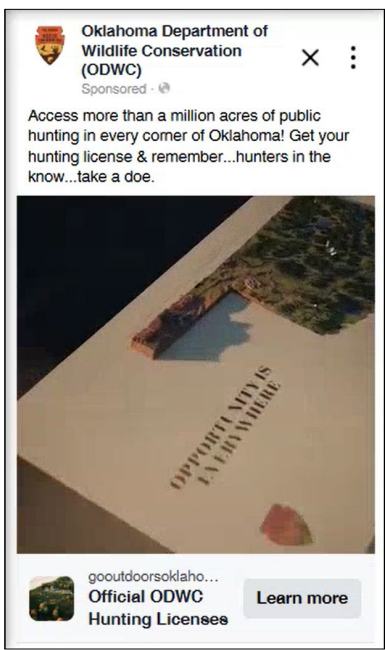
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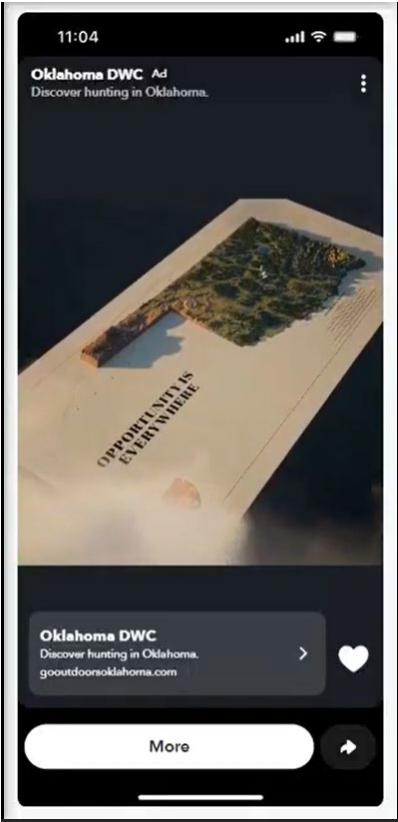
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Meta Social Ads:



Snapchat Ads:



Campaign Overview

As part of an ACI grant initiative, the Oklahoma Department of Wildlife Resources (ODWC), in partnership with Brandt Information Services and MGH, launched a strategic digital campaign to promote hunting access and opportunities across the state. This effort highlighted a newly produced video designed to educate and inspire both new and lapsed hunters in Oklahoma.

The campaign's primary objective was to maximize visibility for the video through targeted digital and social advertising during the fall and winter seasons. Leveraging data-driven strategies, the ads were tailored to resonate with potential hunters, sparking interest and driving engagement with the Go Outdoors Oklahoma online license purchase platform.

Campaign Goal

The goal of this campaign was to promote hunting as an accessible outdoor recreation activity in Oklahoma by driving hunting license conversions among new and lapsed hunters. Using targeted digital advertising on platforms such as Meta (Facebook and Instagram), YouTube/Demand Gen, and Snapchat, the campaign aimed to reach a qualified audience while leveraging existing customer data to exclude current hunting license holders. By building lookalike audiences and optimizing for conversions, the campaign ensured effective ad delivery and maximum ROI.

To support these goals, the campaign used high-quality, versioned video assets tailored for each platform and optimized for performance. Ads directed audiences to the GoOutdoorsOklahoma.com licensing page to streamline the user experience and license conversion process. Retargeting strategies were used to re-engage users who showed interest but did not complete a license purchase, ensuring a results-driven approach to increasing hunting participation in Oklahoma.

Metrics

Tactic	Spend	Revenue	ROI
Meta	\$9,500	\$360,169	37.9 ROAS
Snapchat	\$6,260	\$164,330	26.3 ROAS
YouTube	\$9,418	\$23,076	2.5 ROAS
TOTAL CAMPAIGN	\$25,178	\$547,545	22.2 ROAS

Tactic	Spend	Attributed Revenue*	ROAS
Meta	\$9,500		37.9
Snapchat	\$6,260		26.3
YouTube	\$9,418		2.5
Ad Agency Fees	\$2,240		
TOTAL CAMPAIGN	\$27,418	\$182,515*	6.66 Attributed ROI*

*The non-attributed revenue from this campaign represents the total revenue that the three different platforms attribute to their respective campaigns.

Because this consists of click-through and view-through conversions, there is very likely overlap and thus duplicate credit being attributed from the different platforms. Being overly conservative, we're saying that only 33% of the overall sales

should be attributed (\$182,515 attributed revenue). Typical heavy multi-channel campaigns see revenue impact is about 50-60% with overlap.

Facebook and Snapchat use a view-through attribution model. A 7-day click, 1-day view model is used for Meta and a 28-day click and 1-day view is used for Snapchat. We use these attribution models within these interfaces to avoid inflation of numbers as much as possible. Within Google Ads, we use a data-driven attribution model, meaning the last ad interaction gets more credit.

Call to Action

The Call to Action was “Learn More” on the social ads and “More” on the Snapchat ads, based on available CTAs in those platforms that made the most sense for this campaign. All ads directed to the GoOutdoorsOklahoma.com licensing page.

Future Efforts

This campaign was successful and insightful to have only run for about 6 weeks. It prompted learning and thinking a bit more about ROI tracking. We realized that for certain platform uses, the way the conversions are de-duplicated and the way our team calculates non-attributed vs. attributed revenue in a conservative fashion, we may not be able to determine the exact figures through these campaigns at all times. This results in seeing the ads as part of a larger, educational and engaging picture, not necessarily with full emphasis on sales only.

Access to public lands and education around those opportunities in Oklahoma will continue to be a priority for ODWC, so this was a great kickstart to promoting those programs and breaking down barriers for hunters and other outdoor enthusiasts.

Target Audiences

The target audience was new & lapsed hunting license holders. By leveraging existing customer data, we were able to exclude current hunting license holders from seeing these ads.

Retargeting strategies were used to re-engage users who showed interest but did not complete a license purchase, ensuring a results-driven approach to increasing hunting participation in Oklahoma.

Images and Graphic Treatment

The content used for these ads came from a video project done (also as part of this grant) with 1577 Productions. We do not have still images from this project; however, the inspiration for the style of the videos stemmed from this [Big 10 college football video](#), and contained bird’s eye view flyover of maps, low poly easily recognizable icons with simple but eye-catching animations, and “Easter Egg” references for people ‘in the know’.

Assets / Paid Placements

We ended up with 13 variations of the video based on specs needed for certain platforms.

Example of one of the final videos: <https://app.frame.io/reviews/81241d3e-5553-465e-af50-ef9e7322f894/9906b5a7-5414-47cd-ac95-96971d2fb1b3?version=e31fa993-d53c-4972-a6b5-ff6b093aada6>

Ads were placed on Meta, Snapchat, and YouTube.



OK Department of Wildlife Conservation Fall Hunting Video Ads - ACI Grant Campaign

November-December 2024

Campaign Objective:

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Results/Insights:

With a campaign run time of only a month and a half, there were concerns that the campaigns wouldn't be able to get enough data to ramp up and learn fast enough. However, across all channels, campaigns were able to get out of learning relatively quickly where we were able to see shifts of where spends favored audiences and videos.

For Meta, while the lapsed audience saw a significantly higher ROAS, spend was a lot lower. This was likely due to frequency as the lapsed audience was much smaller and finite while the LAL was much larger. It's not surprising that the lapsed audience performed better as they have history as hunters. Within the LAL campaign, there wasn't a large enough difference in ROAS between the lengths of videos to say one performed better than the other, however, the shorter two videos did perform better than the longer video for the lapsed audience.

For Snapchat, it was interesting to see that the LAL audience by far outperformed the lapsed audience. It could be that the lapsed audience is an older demographic and there aren't as many of them on the Snapchat platform. Within the LAL audience here, the longer video also saw a better performance, however, it is important to note that Snapchat favored the 46-second videos in both ad sets with spend.

Finally, for YouTube, like Meta, we saw the lapsed ad group perform better than the LAL audience, though spend was higher for the LAL audience because of the size. The returns and placements (Joe Rogan Experience, Fox News, Cleetus McFarland, Outdoor Boys, MeatEater, The Hunting Public, etc.) we saw for this campaign were really strong, especially for having only run a month and a half. Social returns are typically more inflated than Google campaigns, so while the YouTube returns look low comparatively, these were actually solid results for the campaign. The 16x9 (standard YT format) received more of the spend with the 37-second video having the best performance by far -- although the 55-second video also had a strong return. We do find that longer videos work better on YouTube than on social channels.



Overall Results

Attributed ROI

6.66

Attributed Revenue

\$182,515

Media Spend

\$25,178

Agency Fees

\$2,240

Total Spend

\$27,418

Non-Attributed Revenue

\$547,545

Channel Overview Results					
Channel ^	Spend	Impressions	Clicks/Swipes	Purchases	Platform ROAS
Meta	\$9,500.00	2,494,783	8,762	5,636	37.9
Snapchat	\$6,260.00	560,203	1,090	2,428	26.3
YouTube	\$9,418.00	949,082	11,246	340	2.5
Grand total	\$25,178.00	4,004,068	21,098	8,404	

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META RESULTS - OVERVIEW

Overall Campaign Performance - Comparisons are over previous year

Spend

\$9,500

ROAS

37.9

Impressions

2,494,783

Clicks

8,762

CTR

1.5%

CPC

\$1.08

Conversions

5,636

Revenue

\$360,139

CPM

\$3.81

Post reactions

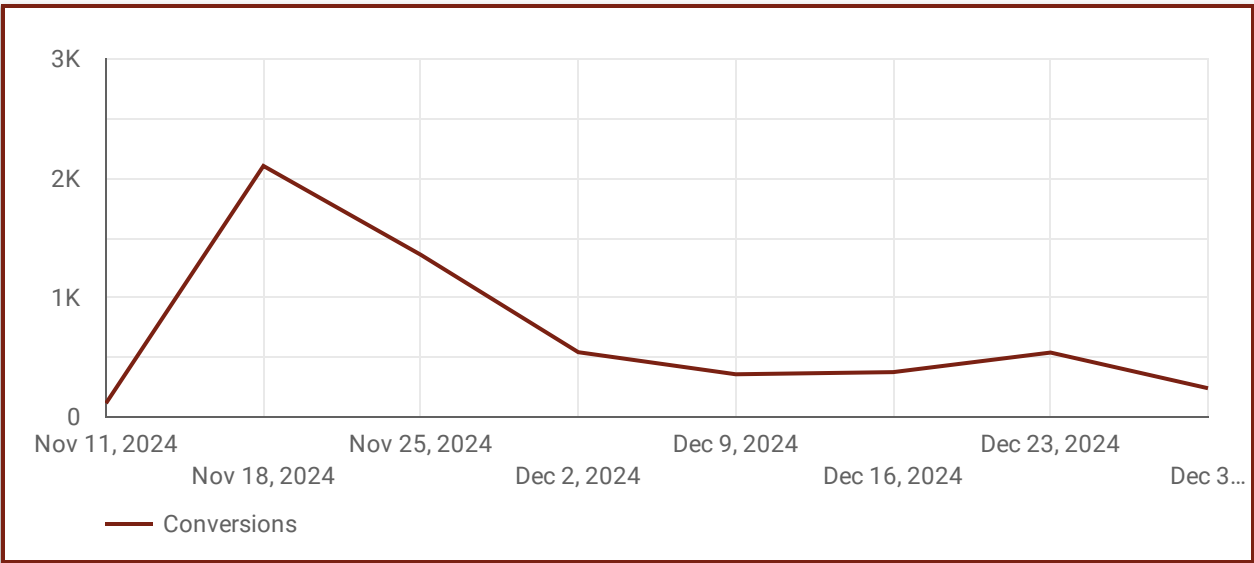
3,367

Post comments

118

Post shares

206



META RESULTS - AD GROUP SPECIFIC

Lapsed

Spend

\$1,254.48

ROAS

73.8

Impressions

326,349

Clicks

1,033

CTR

1.4%

CPC

\$0.27

Conversions

1,195

Revenue

\$92,634

CPM

\$3.84

Look-a-Like

Spend

\$8,245.52

ROAS

32.4

Impressions

2,494,783

Clicks

7,729

CTR

1.5%

CPC

\$0.3

Conversions

4,441

Revenue

\$267,506

CPM

\$3.80

CREATIVE PERFORMANCE

Ad name	Ad set name	Spend	Impressions	Clicks	Conversions	Revenue	ROAS ▼
2024 ACI Video 37 No Guns	2024 ACI Lapsed License Holders	\$379.97	103,832	314	342	\$30,575.00	80.47
2024 ACI Video 46 No Guns	2024 ACI Lapsed License Holders	\$213.91	69,652	222	236	\$16,447.00	76.89
2024 ACI Video 55 No Guns	2024 ACI Lapsed License Holders	\$660.60	152,865	497	617	\$45,611.53	69.05
2024 ACI Video 46 No Guns	2024 ACI Lookalike	\$1,402.04	448,396	1,606	802	\$48,123.41	34.32
2024 ACI Video 55 No Guns	2024 ACI Lookalike	\$3,907.69	887,102	3,043	2,184	\$130,721.33	33.45
2024 ACI Video 37 No Guns	2024 ACI Lookalike	\$2,935.79	832,936	3,080	1,455	\$88,660.93	30.20
Grand total		\$9,500.00	2,494,783	8,762	5,636	\$360,139.20	37.91



SNAPCHAT RESULTS - OVERVIEW

Overall Campaign Performance - Comparisons are over previous year

Spend

\$6,260

Impressions

560,203

Swipes

1,090

Swipe up rate

0.19%

Purchases

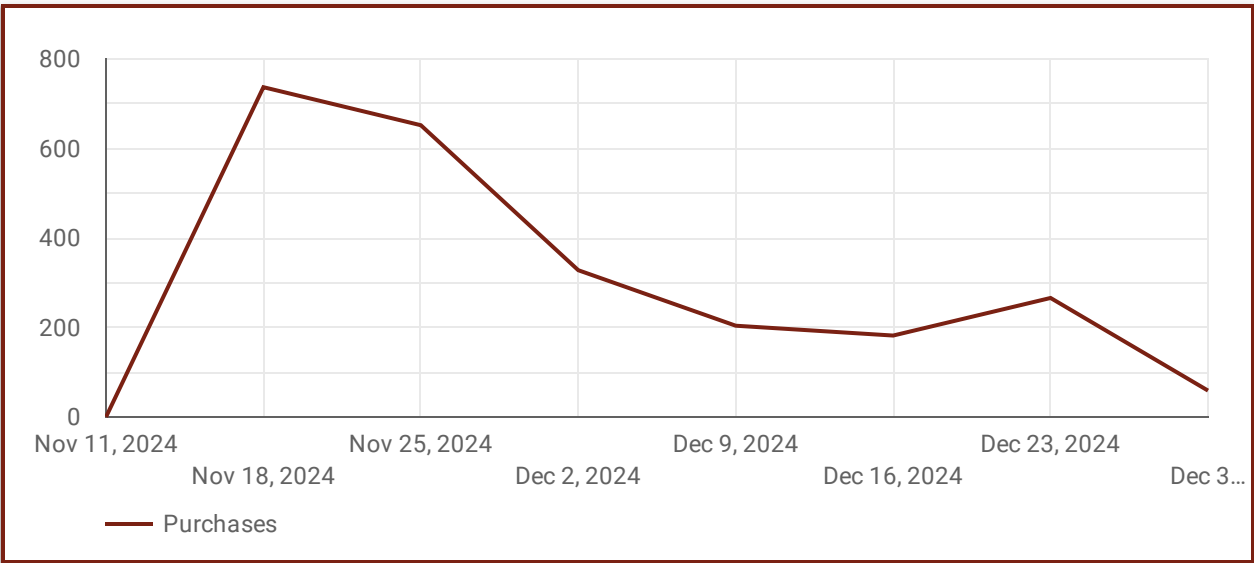
2,428

Revenue

\$164,330

ROAS

26.3



SNAPCHAT RESULTS - AD GROUP SPECIFIC

Lapsed

Spend

\$3,000

Impressions

246,852

Swipes

495

Swipe up rate

0.20%

Conversions

836

Revenue

\$42,476

ROAS

14.2

Look-a-Like

Spend

\$3,260

Impressions

313,351

Swipes

595

Swipe up rate

0.19%

Conversions

1,592

Revenue

\$121,854

ROAS

37.4

CREATIVE PERFORMANCE

Ad name	Ad Set Name	Spend	Impressions	Swipes	Conversions	Revenue	ROAS ▼
2024 ACI Video 55 No Guns	2024 ACI Lookalike	\$593.01	53,612	119	384	\$32,767.50	55.26
2024 ACI Video 37 No Guns	2024 ACI Lookalike	\$610.52	57,085	141	321	\$21,594.50	35.37
2024 ACI Video 46 No Guns	2024 ACI Lookalike	\$2,056.48	202,654	335	887	\$67,491.50	32.82
2024 ACI Video 37 No Guns	2024 ACI Lapsed Hunters	\$563.73	43,230	97	163	\$8,745.00	15.51
2024 ACI Video 455 No Guns	2024 ACI Lapsed Hunters	\$478.95	36,109	92	149	\$6,649.00	13.88
2024 ACI Video 46 No Guns	2024 ACI Lapsed Hunters	\$1,957.31	167,513	306	524	\$27,082.00	13.84
Grand total		\$6,260.00	560,203	1,090	2,428	\$164,329.50	26.25



Google YouTube Campaign Performance

Overall

Cost

\$9,418

Impressions

949,082

Video views

135,383

Video view rate

14%

Clicks

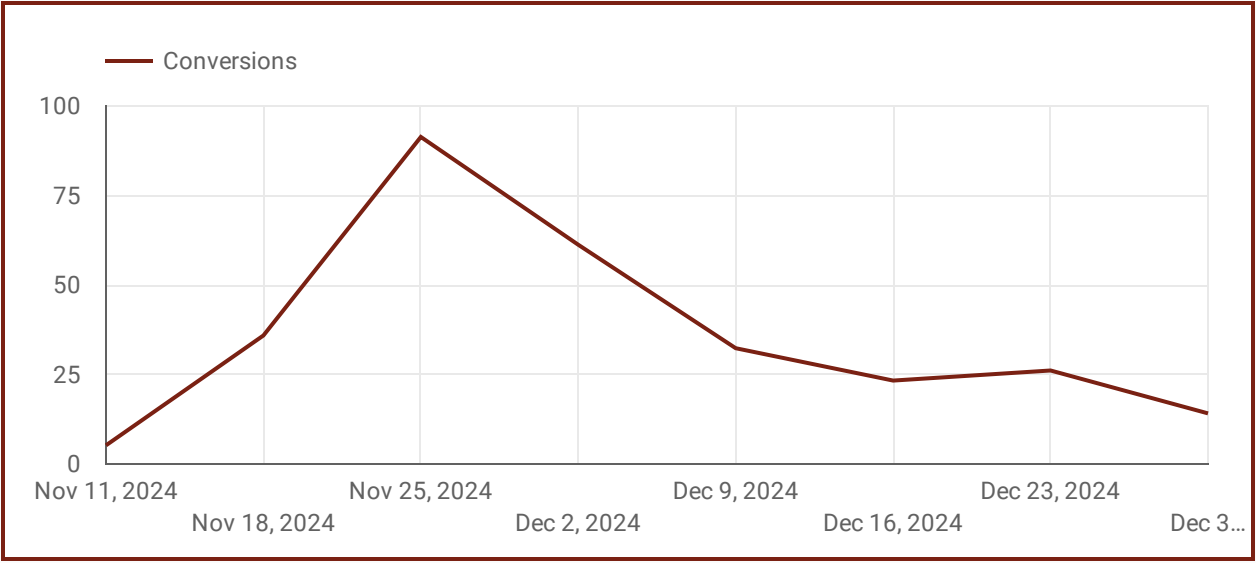
11,246

Revenue

\$23,076

ROAS

2.5



YOUTUBE RESULTS - AD GROUP SPECIFIC

Lapsed

Cost

\$2,331

Impressions

173,221

Video views

32,687

Video view rate

19%

Clicks

723

Revenue

\$9,443

ROAS

4.1

Look-a-Like

Cost

\$7,087

Impressions

775,861

Video views

102,696

Video view rate

13%

Clicks

10,523

Revenue

\$13,633

ROAS

1.9

Video Performance

Video title	Cost	Impressions	Video view rate	Clicks	Revenue	ROAS ▾
ODWC Hunting UNREAL V4 16x9 37 NO GUN	\$590.23	60,859	14.48%	1,007	\$3,812.73	6.46
ODWC Hunting UNREAL V4 1x1 46 NO GUN	\$613.48	60,807	15.67%	563	\$2,875.81	4.69
ODWC Hunting UNREAL V4 16x9 55	\$760.36	75,538	17.29%	1,199	\$2,716.37	3.57
ODWC Hunting UNREAL V4 16x9 46	\$551.28	48,920	15.67%	457	\$1,453.83	2.64
ODWC Hunting UNREAL V4 16x9 37	\$1,658.13	148,356	14.42%	1,128	\$3,759.75	2.27
ODWC Hunting UNREAL V4 1x1 46 1	\$427.62	42,683	10.81%	370	\$891.87	2.09
ODWC Hunting UNREAL V4 16x9 46 NO GUN	\$1,990.91	209,845	13.77%	3,244	\$4,118.13	2.07
ODWC Hunting UNREAL V4 16x9 55 NO GUN	\$615.63	58,336	17.84%	834	\$966.32	1.57
ODWC Hunting UNREAL V4 1x1 37 1	\$456.02	44,971	13.26%	453	\$643.76	1.41
Opportunity is Closer than You Think!	\$468.23	48,973	12.86%	396	\$547.83	1.17
ODWC Hunting UNREAL V4 1x1 55	\$295.41	36,557	13.18%	464	\$319.26	1.08
ODWC Hunting UNREAL V4 1x1 55 NO GUN	\$854.53	98,751	12.79%	1,007	\$885.18	1.04
ODWC Hunting UNREAL V4 1x1 37 NO GUN 2	\$135.7	14,486	8.82%	124	\$85	0.63
Grand total	\$9,417.52	949,082	14.26%	11,246	\$23,075.83	2.45