



Text messages to lapsed year from purchase anglers RBFF State R3 Program Grants

OVERVIEW & OBJECTIVES

- Reach lapsed Year-From-Purchase (YFP) fishing license holders in Texas via text message, with the goal of increasing license renewals.
- Paired with emails to the same stakeholders, the idea is that text message reminders to these group of anglers will increase revenue for the program.
- Text messages will be sent at the onset of expiration, and at 60-days, 90-day, and 120-day intervals.
- Goal: increase renewals among lapsed Year-From-Purchase (YFP) fishing license holders in Texas
- Objective 1: Reach 200,000 people within our target audience with our text messages a minimum of two times (400,000 text messages total)

Today 4:12 PM

From TPWD:
Your Year-From-Purchase All Water Fishing License has expired. Renew now at bit.ly/TPWD-YFP120Sept

Example of the text message we sent to our Year-From-Purchase anglers once their fishing license was expired. The text message was the same for: just expired, 60-day, 90-day, and 120-day lapsed expirations – only the URL changed.

RESULTS

| Send Date | Campaign | Delivered | Clicks | Revenue | Cost | ROI |
|---------------|-------------|----------------|---------------|------------------|--------------------|-------------|
| 5/4/23 | YFP Renewal | 36,494 | 3,855 | \$34,608 | \$912.35 | 37.9 |
| 5/10/23 | YFP 60-Day | 21,338 | 1,828 | \$9,518 | \$533.45 | 17.8 |
| 6/7/23 | YFP Renewal | 38,017 | 4,239 | \$38,997 | \$950.43 | 41.0 |
| 6/14/23 | YFP 60-Day | 23,978 | 1,562 | \$9,959 | \$599.45 | 16.6 |
| 6/14/23 | YFP 90-Day | 21,541 | 1,229 | \$10,263 | \$538.53 | 19.1 |
| 6/14/23 | YFP 120-Day | 5,085 | 454 | \$2,128 | \$127.13 | 16.7 |
| 7/12/23 | YFP Renewal | 37,311 | 3,529 | \$19,972 | \$932.78 | 21.4 |
| 7/13/23 | YFP 60-Day | 25,936 | 1,392 | \$8,225 | \$648.40 | 12.7 |
| 7/13/23 | YFP 90-Day | 26,631 | 1,176 | \$5,932 | \$665.78 | 8.9 |
| 7/13/23 | YFP 120-Day | 20,023 | 831 | \$4,684 | \$500.58 | 9.4 |
| 8/11/23 | YFP Renewal | 38,319 | 2,339 | \$21,285 | \$957.98 | 22.2 |
| 8/11/23 | YFP 60-Day | 26,953 | 870 | \$6,851 | \$673.83 | 10.2 |
| 8/11/23 | YFP 90-Day | 27,980 | 633 | \$4,927 | \$699.50 | 7.0 |
| 8/11/23 | YFP 120-Day | 24,480 | 456 | \$3,679 | \$612.00 | 6.0 |
| 9/7/23 | YFP 120-Day | 26,783 | 702 | \$3,151 | \$669.58 | 4.7 |
| TOTALS | | 400,869 | 25,095 | \$184,179 | \$10,021.73 | 18.4 |

PARTNERS

- Recreational Boating and Fishing Foundation



Texas Anglers
from our Neighborhood Fishin' website

SUPPORT

"Given the importance of retaining Texas anglers, we are very pleased with the results of this campaign. It is especially exciting to be able to test and validate a communication method that can create an 18x return on investment, and we are grateful to RBFF for the grant to test out this initiative. We look forward to further tests of this kind."

- Cory Chandler, Deputy Communications Director, TPWD

BENEFITS

- As the results indicated, the text messaging component included 400,869 text messages delivered, with over 25K clicks, and over \$184K in revenue, at a cost of \$10,021.
- With an overall ROI of 18.4, this program showed real success in reaching lapsed Year-From-Purchase fishing license holders and increasing license renewals.
- This test shows that our customers are receptive to receiving text message reminders about their expired YFP fishing license.
- Certainly, we've uncovered, and vetted, an opportunity to engage with our customers in a format that is always with them (their cell phone), and that merits further study and inclusion in future marketing efforts.



Two people fishing together at Garner State Park in Concan, TX

METHODOLOGY

- The target audience was reached with a combination of email and SMS text messages. The target audience included all lapsed YFO fishing license holders in Texas, regardless of age or gender, which numbered 472,366 in 2022.
- An email and text notice of license expiration was sent when the YFP license was initially expired, followed by a 60-day reminder email and text of expiration to customers who still have not renewed their license.
- 90-day and 120-day reminder email and text messages followed.
- We have found that multiple reminders to renew licenses have increased sales and reduced the lag time between renewals.

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LESSONS LEARNED & FUTURE PLANS

- We learned that our target audience was receptive to receiving text messages to remind them about their expired license.
- Prior to this campaign, our team had little experience sending text messages to our customers, and it was certainly the first time we used text messages to generate revenue from our license products. Upon learning about the delivery mechanisms we had at our disposal to send text messages to our customers, we were able to carry out the objectives of the campaign.
- Future study is warranted to test whether text messages would work in other scenarios and programs (other sorts of fishing licenses, hunting licenses, state park passes, etc.).
- Propose to agency leadership of the need for additional funding to increase agency-wide texting capabilities for future use.

