



OSCF/KY WILD R3 PROJECT

COME WITH: CAMPAIGN REVIEW



META

TURKEY HUNTING

	VIEWS	CLICKS	LICIENCES PURCHASES
KY Fish & Wildlife	603,284	1,501	~ 6,000
OSCF	370,120	2,223	~ 2,300
TOTAL CONVERSION VALUE			~ \$407,870

GRAPHIC



fw.ky.gov
WHO ARE YOU BRINGING?
Whether you're a first-time hunt...

[Lear...](#)



META - TARGET SHOOTING

	IMPRESSIONS	REACH	CLICKS	LICENSES PURCHASES	REVENUE
KY Fish & Wildlife	1,135,554	581,223	27,844	523	\$20,778
OSCF	105,672	63,933	1,721	N/A	N/A

TOP PERFORMING CREATIVE

Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Kentucky has ranges ready for you—and someone new. Whether it's your first time or your hundredth, make it a day to share.

FIND A RANGE. BRING A FRIEND.

Map showing range locations across Kentucky, including Cincinnati, Nashville, and the Appalachian Mountains.

fw.ky.gov
Find a Range. Bring a Friend. [Learn more](#)

Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Long days. Clear sights. The perfect time to hit the range—and the perfect season to teach someone new.

HIT THE RANGE THIS SUMMER.

fw.ky.gov
Hit the Range This Summer [Learn more](#)

Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Thinking about taking someone shooting or hunting for the first time? Start with safety.

Free certification options are available across Kentucky.

FREE HUNTER EDUCATION CERTIFICATION!

fw.ky.gov
Free Hunter Education Certification [Learn more](#)



META - DEER HUNTING

	IMPRESSIONS	REACH	CLICKS	LICENSES PURCHASES	REVENUE
KY Fish & Wildlife	2,947,602	378,086	53,959	8,089	\$593,094
OSCF	180,727	101,837	2,945	N/A	N/A

TOP PERFORMING CREATIVE

Kentucky Department of Fish and Wildlife Resources
Sponsored

Kentucky's public lands are open and waiting. Invite a new hunter, share your knowledge, and help grow our hunting community.



COME WITH. SHARE THE TRADITION.

fw.ky.gov
Pass on the Tradition
Discover where to hunt an... [Learn more](#)

Kentucky Department of Fish and Wildlife Resources
Sponsored

Don't miss a day in the field. Purchase your Kentucky hunting license online today—it's quick, simple, and the key to ...See more



COME WITH. SHARE THE TRADITION.

fw.ky.gov
Don't Miss a Day in the Woods [Shop now](#)

Kentucky Department of Fish and Wildlife Resources
Sponsored

Before the hunt begins, take the first step. Buying your Kentucky hunting license only takes minutes and helps preserve ...See more



COME WITH. HUNT TOGETHER.

fw.ky.gov
Get Your Hunting License in Minutes [Shop now](#)



META - TRAPPING

	IMPRESSIONS	REACH	CLICKS	LICENSES PURCHASES	REVENUE
KY Fish & Wildlife	1,091,563	280,503	17,900	125	\$4,405
OSCF	39,497	23,913	509	N/A	N/A

TOP PERFORMING CREATIVE



Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Trapping season is a hands-on tradition built on respect and responsibility. This year, invite someone to come with you—teach ...See more

FOLLOW THE TRACKS

TRAPPING IS A FIRST STEP IN LEARNING TO TRACK AND HUNT.

fw.ky.gov
Come With This Trapping Season [Learn more](#)

Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Teach the tracks. Pass on the passion. Season dates and license info below.

TRACKS LEAD TO ADVENTURE

TRAPPING BUILDS CONFIDENCE AND OUTDOOR SKILLS.

fw.ky.gov
Trapping Starts Here [Learn more](#)
Introduce a friend or famil...

Kentucky Department of Fish and Wildlife Resources
Sponsored · 🌐

Build skills. Build memories. Share the tradition. Learn more and get your license below.

TRACK IT, TRAP IT.

TRAPPING IS A GREAT WAY TO SPARK LOVE OF THE GREAT OUTDOORS.

fw.ky.gov
Share the Tradition [Learn more](#)
Take someone along this ...

META FULL REPORT

	IMPRESSIONS	CLICKS	LICENSES PURCHASES	REVENUE
KY Fish & Wildlife	5,774,783	144,885	18,025	\$1,108,913
OSCF	614,694	6,250	N/A	N/A





EMAIL MARKETING

KY FISH & WILDLIFE – Come With Turkey

Segment	Total Sent	Total Delivered	Total Opens	Total Clicks	OSCF Link Clicks	Total Count (Sales)	Total Revenue
-Reactivation	200,774	197,369	131,199	24,477	2,904	5,247	\$ 290,212.00
-Retention	161,956	159,926	119,456	18,415	2,278	47,134	\$ 2,905,476.00
-Current License Holders + Harvested Turkey (Past 5 Years)	39,366	38,852	29,033	435	166	1,705	\$ 65,420.00
TOTALS	402,096	396,147	279,688	43,327	5,348	54,086	\$ 3,261,108.00



EMAIL MARKETING

KY FISH & WILDLIFE – Come With Target

Delivery Metrics - Details

138,106 Total Sent

136,435 (99%) Delivered

0 (0%) Pending

1,671 (1%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

84,573 Total Opens

67125 (49%) Unique Opens

6,768 Total Clicks

4764 (3%) Unique Clicks

15 # of Links



EMAIL MARKETING

KY FISH & WILDLIFE – Come With Deer Hunting

Category	Total Sent	Total Delivered	Total Opens	Total Clicks	OSCF Link Clicks	Total Count	Total Revenue
Reactivation	123,127	120,441	70,450	1,473	37	1,623	\$106,972.24
Retention	75,311	74,133	51,767	1,976	44	7,303	\$550,833.24
Current License Holders (Deer)	134,149	132,219	88,925	3,684	198	1,088	\$35,219.36

Deer – Come With KY Campaign

Performance Summary (through October 15)

Summary

- Total Email Sends: 332,587
- All Queries Total Count: 10,014
- All Queries Total Revenue: \$693,025



EMAIL MARKETING

KY FISH & WILDLIFE – Come With Trapping

Total Sent	Total Delivered	Total Opens	Total Clicks	OSCF Link Clicks
1,660	1,640	1,062	34	2



EMAIL MARKETING

KY FISH & WILDLIFE

KDFWR Email Campaign:	Total Sent	Total Delivered	Total Opened	Total Clicks	Total Revenue	
Spring 2025 - Turkey 'Come With'		402,096	396,147	279,688	43,325	\$3,261,108.00
Summer 2025 - Range 'Come With'		138,106	136,435	95,430	7,256	NA
Fall 2025 - Deer 'Come With'		332,587	326,793	211,142	7,133	\$ 693,025.00
Winter 2025 - Trapping 'Come With'		1,660	1,640	1,062	34	NA



THANK YOU!

