



# Hispanic Hunters Campaign

## Campaign Overview

Reach Hispanics, in Kansas, without a current hunting license and provide them with access to hunting opportunities in the state and emphasize the importance of buying a hunting license. Google and Meta do not allow targeting based on race/ethnicity so we prioritized ad dollars to campaigns for users with their browser language set at Spanish.

## Campaign Goal

The primary goal of the campaign was to reach the Hispanic audience in Kansas and drive them to a landing page that brings awareness to the benefits and excitement that hunting provides. The secondary goal of the campaign was to encourage these users to buy a hunting license

Impressions	Clicks	Conversions	Revenue	Cost	ROAS
6,352,559	12,282	1,082	\$43,104.23	\$40,020.98	1.08

	Channel	Impressions	Clicks	Conversions	Revenue	Cost	ROAS
1.	Google	3,139,838	4,588	210	\$6,823.52	\$17,821.66	0.38
2.	Division D	1,610,925	5,142	225	\$10,610.71	\$10,000	1.06
3.	Facebook	1,601,796	2,552	647	\$25,670.00	\$12,199.32	2.1

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## Facebook: Hispanic Hunters Campaign Overview

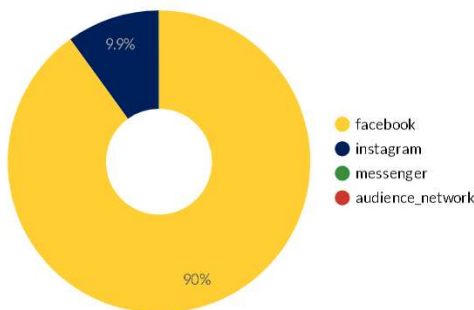
### Facebook Ads Cost & Impressions

total spend & results

Amount spent <b>\$12,199.32</b>	CPM <b>\$7.62</b>
Impressions <b>1,601,796</b>	Clicks <b>2,552</b>
Website purchases <b>647</b>	Revenue <b>\$25,670</b>

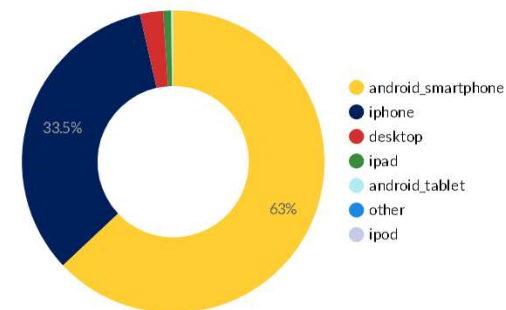
### Placements

impressions consumed by placement



### Devices

impressions consumed by user device



### Facebook Ads Campaign Breakdown

by Amount spent, CPM and Cost per Result

	Campaign name	Amount spent	Impressions	CPM	Frequency	Clicks	Website purchases
1.	2022   Prospecting	\$11,841.00	1,577,105	\$7.51	14.72	2,447	647
2.	2022   Remarketing	\$358.32	24,691	\$14.51	64.47	105	0
	<b>Grand total</b>	<b>\$12,199.32</b>	<b>1,601,796</b>	<b>\$7.62</b>	<b>14.95</b>	<b>2,552</b>	<b>647</b>

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## Google Ads: Hispanic Hunters Campaign Overview

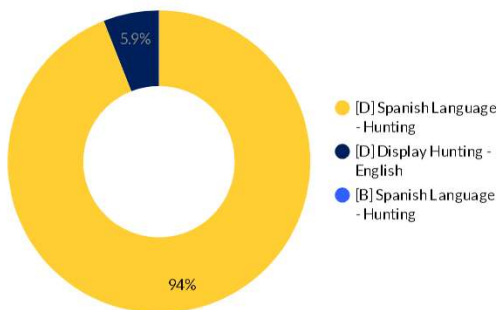
### Google Ads Cost & Impressions

total spend & results

Cost <b>\$17,821.66</b>	Impressions <b>3,139,838</b>
Clicks <b>4,588</b>	CTR <b>0.15%</b>
All conv. <b>211</b>	Revenue <b>\$6,867.52</b>

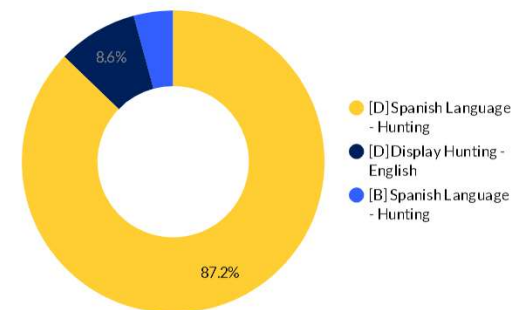
### Impressions

impressions consumed by campaign



### Clicks

clicks consumed by user campaign



### Google Ads Campaign Breakdown

by Amount spent, Clicks, Users and Cost per Results

	Campaign	Spend	Impressions	Clicks	CTR	Conversions	Revenue
1.	[D] Spanish Language - Hunting	\$15,301.70	2,952,672	4,002	0.14%	178.00	\$6,234.52
2.	[D] Display Hunting - English	\$1,773.41	185,599	393	0.21%	3.00	\$73
3.	[B] Spanish Language - Hunting	\$746.55	1,567	193	12.32%	30.00	\$560
	<b>Grand total</b>	<b>\$17,821.66</b>	<b>3,139,838</b>	<b>4,588</b>	<b>0.15%</b>	<b>211.00</b>	<b>\$6,867.52</b>

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\*Please note that Google Data Studio and Google Analytics may contain occasional data discrepancies between platforms. Some numbers are subject to change in the future.

## Division D Programmatic Display: Hispanic Hunters Campaign Overview

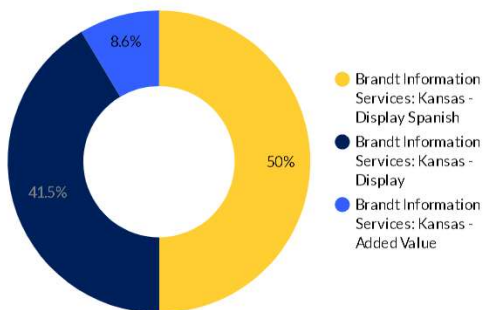
### Division D Ads Cost & Impressions

total spend & results

Spend <b>\$10,000.00</b>	Impressions <b>1,610,925</b>
Total Clicks <b>5,142</b>	Revenue <b>\$10,610.71</b>
Conversions <b>225</b>	

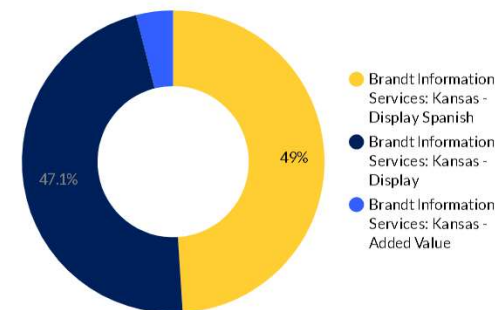
### Impressions

impressions consumed by campaign



### Clicks

clicks consumed by user campaign



### Division D Campaign Breakdown

by Amount spent, Clicks, Users and Cost per Results

Line Item	Impressions	Spend	Total Clicks	Conversions	Revenue
1. Brandt Information Services: Kansas - Display Spanish	804,896.00	\$5,500	2,519	30.00	\$1,488
2. Brandt Information Services: Kansas - Display	667,950.00	\$4,500	2,420	192.00	\$8,931.71
3. Brandt Information Services: Kansas - Added Value	138,079.00	\$0	203	3.00	\$191
<b>Grand total</b>	<b>1,610,925.00</b>	<b>\$10,000</b>	<b>5,142</b>	<b>225.00</b>	<b>\$10,610.71</b>

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\*Division D is static data within the timeframe so adjusting dates won't update data.

## Insights/Wrap Up

## Campaign Overview

**Campaign Goal** - Reach the Hispanic population in Kansas without a current hunting license and provide them with access to hunting information and opportunities in the state, and emphasize the importance of buying a hunting license.

### Overall Targeting

- KS Spanish-speaking adults age 18-65 who have interest in hunting and outdoor-related activities (exclude current license holders)
- Recent Spanish-speaking Hunter Education Graduates (do not have hunting license)
- Retarget people who visit the Explore Your Element and Spanish Hunting web pages (but do not have license)

The primary goal of the campaign was to reach this audience and drive them to the Explore Your Element landing page to educate them on the importance of having their hunting license. Ultimately we wanted them to purchase a license but understood that this wouldn't be the main goal since they weren't being taken directly to the license subdomain.

## Facebook

- Two different audiences for prospecting campaign - Spanish language targeting as well as English language with Spanish interests
  - The English language/Spanish interest audience was added in after the campaign launched when frequency on the Spanish language campaign began to get too high because of audience size limitations.
- Remarketing campaign targeting users who visited the Spanish landing page but didn't purchase a license

### Insights

- The social campaign did great from a return standpoint with a 2.1 ROAS and serving 1.6 million impressions.
- The remarketing campaign didn't produce any license purchases, and the frequency got extremely high, so we paused this campaign early on within the campaign.
- As mentioned above, the English language ads were introduced when frequency in the Spanish language audience started getting high. So while that did help and returns looked great, a large portion of the budget did go to the Spanish language ads - and we can't say for certain this didn't produce some purchases among non-Hispanics. So towards the end of the campaign we shifted more budget to Google Display ads that we know for sure reached the Spanish language target (but had lower returns compared to the social ads).

## Google

- We ran two display campaigns
  - Spanish Language ads targeting user who browse in Spanish and have hunting interests - this received the majority of the budget for the overall campaign
  - English Language ads targeting users with Spanish interests - this was only about 10% of the overall display budget as we didn't want to risk serving too many ads to non-Hispanics
- We ran a search campaign focusing on users searching for hunting licenses, hunting spots and other hunting terms in Spanish

### Insights

- Overall the campaign only generated a 0.4 ROAS but again, the majority of the budget was hitting our direct audience. We were also able to serve 3.1 million impressions overall and nearly 3 million were within that Spanish language specific campaign.
- As mentioned above we shifted social budget to the Spanish Language Hunting display campaign to use as much of our budget as we could to reach our audience.

## Division D - Programmatic Display

- Early on in the campaign, when we realized we might not be able to ramp up the Spanish language specific audience without frequency getting too high, we introduced a programmatic display campaign through a partner, Division D. We shifted social budget to support this campaign. We ran two separate targets:
  - Spanish Language browsers
  - English Language browsers who visited Spanish content

### Insights

- Overall the campaign only generated a 1.1 ROAS, but was able to serve 1.6 million impressions.
- Ads appeared on sites such as yahoo, cbs sports, fox news, cnn, ap news and hundreds of Spanish sites or Spanish versions of these sites.

Analytics Overview

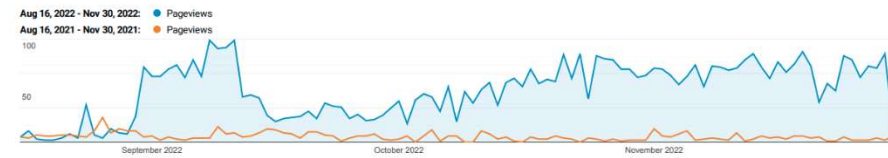
Analytics KDWP Public Website  
ksoutdoors.com [Go to report](#)

Pages

All Users  
+0.00% Pageviews

Aug 16, 2022 - Nov 30, 2022  
Compare to: Aug 16, 2021 - Nov 30, 2021

Explorer



This data was filtered with the following filter expression: /Espanol

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	848.95% ↑ <small>(+428 % 37.2)</small>	964.86% ↑ <small>(+728 % 44.4)</small>	214.19% ↑ <small>(00:02:43 % 00:00:52)</small>	3,051.41% ↑ <small>(+4,175 % 1.42)</small>	20.12% ↓ <small>(-7.55% % 73.24%)</small>	157.51% ↑ <small>(+1.82% % 31.64%)</small>	0.00% <small>(\$0.00 % \$0.00)</small>
1. /Espanol							
Aug 16, 2022 - Nov 30, 2022	5,406 <small>(99.59%)</small>	4,707 <small>(99.56%)</small>	00:02:44	4,463 <small>(99.73%)</small>	87.97%	81.50%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	540 <small>(94.41%)</small>	421 <small>(94.82%)</small>	00:00:54	128 <small>(90.14%)</small>	70.31%	30.93%	\$0.00 <small>(\$0.00%)</small>
% Change	901.11%	1,018.05%	202.98%	3,386.72%	25.11%	163.54%	0.00%
2. /layout/set/print/Espanol							
Aug 16, 2022 - Nov 30, 2022	13 <small>(0.24%)</small>	12 <small>(0.23%)</small>	00:00:13	4 <small>(0.09%)</small>	75.00%	69.23%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	6 <small>(1.09%)</small>	3 <small>(0.44%)</small>	00:00:08	0 <small>(0.00%)</small>	0.00%	0.00%	\$0.00 <small>(\$0.00%)</small>
% Change	116.67%	300.00%	59.57%	=%	=%	=%	0.00%
3. /Espanol?fbclid=IwAR061q1m_lfEZY6No8HwoALBKxKGCHdH_K_gYVHSjJfOudhXcLL37Pjs							
Aug 16, 2022 - Nov 30, 2022	1 <small>(0.02%)</small>	1 <small>(0.02%)</small>	00:00:00	1 <small>(0.02%)</small>	100.00%	100.00%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	0 <small>(0.00%)</small>	0 <small>(0.00%)</small>	00:00:00	0 <small>(0.00%)</small>	0.00%	0.00%	\$0.00 <small>(\$0.00%)</small>
% Change	=%	=%	0.00%	=%	=%	=%	0.00%
4. /Espanol?fbclid=IwAR0Cq72pEy0IAoH919nMkGGY0IWSrP9jD0MgrLJLHPZ7HfQuZRIfs							
Aug 16, 2022 - Nov 30, 2022	1 <small>(0.02%)</small>	1 <small>(0.02%)</small>	00:00:00	1 <small>(0.02%)</small>	100.00%	100.00%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	0 <small>(0.00%)</small>	0 <small>(0.00%)</small>	00:00:00	0 <small>(0.00%)</small>	0.00%	0.00%	\$0.00 <small>(\$0.00%)</small>
% Change	=%	=%	0.00%	=%	=%	=%	0.00%
5. /Espanol?fbclid=IwAR12XD3M7y-ZUUsjFYW689h4A-Npiz6vNvXUAIU8w2_7vOUmn7Yz8-gf8							
Aug 16, 2022 - Nov 30, 2022	1 <small>(0.02%)</small>	1 <small>(0.02%)</small>	00:00:00	1 <small>(0.02%)</small>	100.00%	100.00%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	0 <small>(0.00%)</small>	0 <small>(0.00%)</small>	00:00:00	0 <small>(0.00%)</small>	0.00%	0.00%	\$0.00 <small>(\$0.00%)</small>
% Change	=%	=%	0.00%	=%	=%	=%	0.00%
6. /Espanol?fbclid=IwAR23d2ET6RDecyDagouQTY4A3mwpFS0F9yzzPKR13XxY0609_JuA4K0B							
Aug 16, 2022 - Nov 30, 2022	1 <small>(0.02%)</small>	1 <small>(0.02%)</small>	00:00:00	1 <small>(0.02%)</small>	100.00%	100.00%	\$0.00 <small>(\$0.00%)</small>
Aug 16, 2021 - Nov 30, 2021	0 <small>(0.00%)</small>	0 <small>(0.00%)</small>	00:00:00	0 <small>(0.00%)</small>	0.00%	0.00%	\$0.00 <small>(\$0.00%)</small>
% Change	=%	=%	0.00%	=%	=%	=%	0.00%