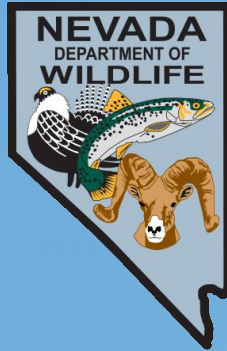


NV Dream Tags 2023 Recap



**COMMUNITY
FOUNDATION**
of Western Nevada



You Win. Nevada Wins!

GOHUNT

The GOHUNT logo graphic, featuring a stylized orange mountain peak above a white chevron shape.

2023 Dream Tags

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2023 Dream Tags

General Insights

	2023	vs. 2022	vs. 2019
Traffic (sessions)	25,644	-22%	-13%
Total Orders	6,326	-11%	+13%
Conversion Rate	22.13%	+15%	+31%
Average Order Value	\$87.89	+5%	+4%
Total Sales	\$555,767	-7%	+18%
Return Customer Rate	60.7%	+12%	+57%

2023 Dream Tags

Tickets: Annual Sales by Species

* Note: Gross rev includes fees for 2017 onward

Species	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023 YoY Change (#)	2023 YoY Change (%)
California BHS	9,942	8,431	10,463	12,540	14,056	17,746	20,039	19,980	15,947	-4,033	-20.2%
Elk	11,729	9,642	12,105	16,144	16,780	23,262	28,940	26,180	25,992	-188	-0.7%
Mule Deer	9,085	8,152	10,649	14,330	15,478	21,138	22,079	18,668	20,041	1,373	7.4%
Desert BHS	14,781	12,224	15,384	18,069	20,394	24,371	27,751	26,376	22,729	-3,647	-13.8%
Antelope	3,154	2,892	3,866	4,528	4,799	7,289	7,981	7,417	6,912	-505	-6.8%
Bear	0	0	0	1,726	1,699	1,959	1,712	1,623	1,782	159	9.8%
Total Units	48,691	41,341	52,467	67,337	73,206	95,765	108,502	100,244	93,403	-6,841	-6.8%
Gross Rev	\$243,455	\$206,705	\$288,569	\$387,188	\$421,061	\$550,649	\$623,887	\$597,787	\$555,987	-\$41,800	-7.0%

2023 Dream Tags

RES: Annual Sales by Month

Month	2022	2023	2023 YoY Change #	2023 YoY Change %
Pre-March	25	32	7	28%
March	88	137	49	56%
April	404	322	-82	-20%
May	646	744	98	15%
June	734	465	-269	-37%
Total Units	1,897	1,700	-197	-10%
Gross Rev	\$20,867	\$18,700	-\$2,167	-10%

2023 Dream Tags

Tickets: Purchase behavior

Per Order

	Per Order 2022	Per Order 2023	2023 YoY Change (#)	2023 YoY Change (%)
Average tickets purchased	14.19	14.86	0.67	4.7%
Max tickets purchased	1,000	2,000	1,000	100%

Per Customer

	Per Customer 2022	Per Customer 2023	2023 YoY Change (#)	2023 YoY Change (%)
Average tickets purchased	16.40	17.44	1.04	6.3%
Max tickets purchased	2,603	3,800	1,197	46.0%

2023 Dream Tags

Customers by State

	NV	CA	UT	TX	ID	OR	AZ	CO	WA	MT	Other States	Canada	Other Countries	Total
Clients	1,685	925	349	261	206	191	163	162	140	115	1,140	42	1	5,380
% of clients	31%	17%	6%	5%	4%	4%	3%	3%	3%	2%	21%	1%	-	100%

Units Sold by State (Tickets & RES)

	NV	CA	UT	OR	VA	TX	ID	WA	CO	AZ	Other States	Canada	Other Countries	Total
Tickets	27,180	20,045	5,092	4,740	4,213	4,059	3,660	2,836	2,561	2,223	17,723	769	2	95,103
% of tickets	29%	21%	5%	5%	4%	4%	4%	3%	3%	2%	19%	1%	-	100.00 %

2023 Dream Tags

Paid Marketing

Nevada Dream Tags

Sponsored

Don't miss out on your chance to win a ONCE IN A LIFETIME hunt! Dream Tags tickets are only \$5 a piece and you can order as many as you like! Shop now

Nevada DREAM TAGS

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Now selling Dream Tag tick...

Shop now

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Comment

Share

Blended Metrics:

CTR: 1.33% +9.8% YoY

Impressions: 913,860 - 19.07 YoY

Post Engagement: 8,149 -22.23% YoY

Purchases: 1,130 +10.78% YoY

Species Specific:

Elk:

Purchases: 464 +28.18% YoY

Sheep:

Purchases: 486 +12.76 YoY


Deer:

Purchases: 180 -20.70% YoY

2023 Dream Tags

Email Marketing

- 8 emails sent: 1 greater than 2022
- Revenue generated YoY – Direct + Email revenue show up the same in Google Analytics, but were down 27% across the two channels.
 - As a proxy metric, clickthrough rate decreased versus last year. 2024 plan will need creative iterations.
- Team needs to explore list growth strategies – year-over-year list size decreased from ~10k to 9,600 (unsubscribes + bounces decrease list size).



The graphic is a promotional image for the Nevada Dream Tags drawing. It features a bighorn sheep in the foreground, looking towards the left. The background is a clear blue sky with some distant mountains. At the top, there is a logo for 'Nevada DREAM TAGS' with the tagline 'You Win. Nevada Wins!'. Below the logo, the text 'TIME IS RUNNING OUT' is written in large, bold, white capital letters. At the bottom, there is a red button with the text 'WIN YOUR DREAM HUNT' in white capital letters.

Time is running out!

Time is running out to enter the Nevada Dream Tags drawing. This may be your last chance at receiving one of six premier big game tags in the state of Nevada.

Buy tickets for yourself or your loved ones for the opportunity to win. All proceeds from the raffle go towards supporting conservation and the rehabilitation of Nevada wildlife!

Appendix



2023 Dream Tags

Tickets: Monthly Sales by Species

Species	Pre-March	March 2023	April 2023	May 2023	June 2023	Total
California BHS	404	1,262	3,144	5,579	5,558	15,947
Elk	379	1,469	5,843	10,768	7,533	25,992
Mule Deer	324	1,244	3,665	7,172	7,636	20,041
Desert BHS	513	1,470	4,628	9,190	6,928	22,729
Antelope	174	385	1,282	2,919	2,152	6,912
Bear	20	93	228	784	657	1,782
Total	1,810	5,923	18,790	36,412	30,464	93,403
Gross Rev	\$10,783	\$35,564	\$111,585	\$217,553	\$180,503	\$555,988

2023 Dream Tags

Total Sales by category, YoY

Category	2022	2023	2023 YoY Change #	2023 YoY Change %
Tickets - Units Sold	100,244	93,403	-6,841	-6.8%
Tickets - Gross Rev	\$576,909	\$537,067	-\$39,842	-6.9%
RES - Units Sold	1897	1,700	-197	-10.4%
RES - Gross Rev	\$20,878	\$18,920	-\$1,958	-9.4%
Total - Units Sold	102,141	95,103	-7,038	-6.9%
Total - Gross Rev	\$597,787	\$555,987	-\$41,800	-7.0%

2023 Dream Tags

Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	240	240
Elk	302	3,800
Mule Deer	1,102	2,279
Desert BHS	1,800	1,800
Antelope	100	100
Bear	200	223

2023 Dream Tags

Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	1,753	1,426
Elk	1,988	1,628
Mule Deer	1,888	1,524
Desert BHS	1,858	1,507
Antelope	1,410	1,163
Bear	424	368