

PayIt Outdoors CRM

Hook, line, and sinker! Recruit, retain and reactivate customers with a purpose-built CRM for fish and wildlife agencies.

Unlock your customer data and find insights to cultivate meaningful relationships with your customers. The PayIt Outdoors CRM is purpose-built for fish and wildlife agencies. Run targeted, automated R3 engagement campaigns. Access a complete picture of customer interactions, responses, and revenue in a single platform.



Get a bird's-eye view of customer data in one place

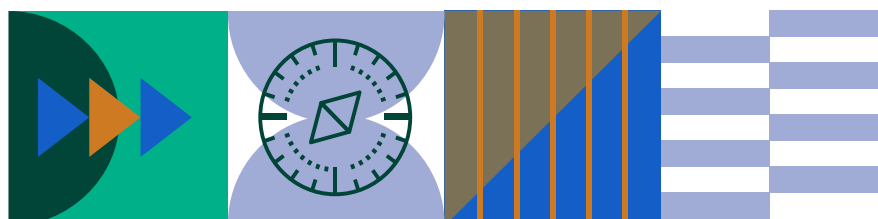
- See customer license purchases, event participation, survey data, and more all in one place
- Know your customers: age, gender, location, harvest history, participation frequency, and more
- Track, monitor, and analyze marketing campaigns and pinpoint opportunities to grow participation
- Easily make informed decisions based on customer insights through data visualizations of key metrics

What is a CRM?

A Customer Relationship Management (CRM) system tracks customer information, such as contact details and interactions, in real-time. This makes it easier to provide services, advertise, and foster meaningful interactions.

The PayIt Outdoors CRM includes landing page builders, customer segmentation tools, and an email marketing engine.

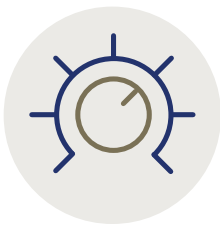
The CRM tracks how people respond to campaigns from first click to final purchase, so you can optimize tactics and messages.





Start building campaigns for outdoor enthusiasts on Day 1

- Deliver targeted campaigns to engage customers using our foundational campaigns - 365 days/year
- Know your content will inspire action by personalizing based on user demographics, preferences, and behavior
- Operate with confidence, knowing that the campaigns were built, tested, and optimized for R3 by marketing and conservation experts



Optimize marketing to grow revenue per customer

- Our user-friendly interface and fully automated tools make it easy to run campaigns and increase engagement and participation
- Customize the out-of-the-box campaigns to increase customer engagement through personalized messaging and cross-sell programs
- Segment customers in the CRM using demographics, past activities, and outdoor interests
- Target specific customer groups with tailored marketing campaigns and R3 initiatives to enhance engagement, reactivate customers, and increase customer lifetime value



Navigate data with clicks, not code

- Enable more people in the agency to make informed decisions without having to ask IT to pull data or wrangle complex spreadsheets
- Out-of-the-box dashboards make it easy for non-technical team members to monitor campaign performance against R3 and other conservation initiatives and adjust outreach messaging on the fly