



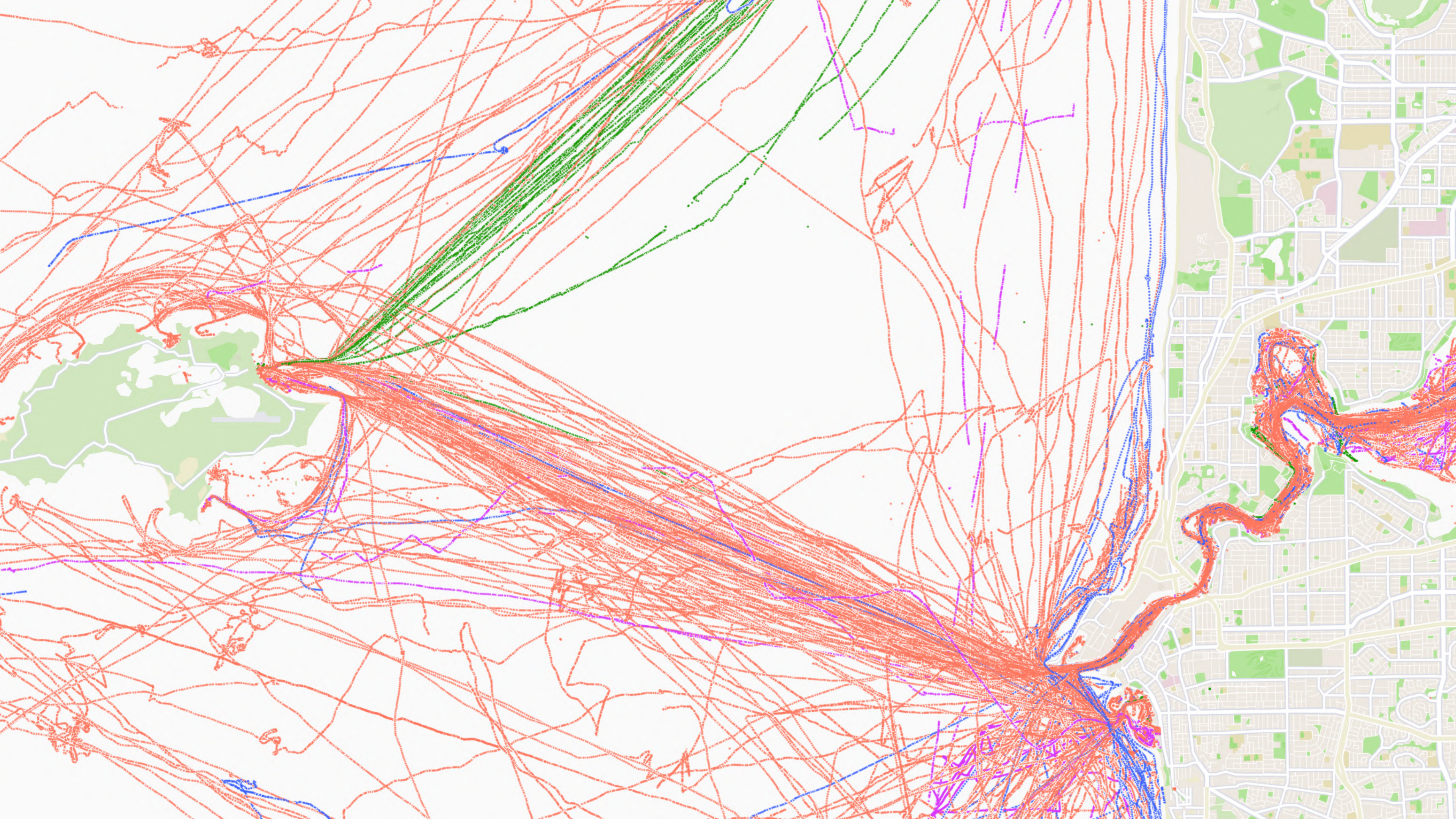
# The magic ingredient for measuring behavior change from your campaigns

Mike McKiernan, Founder & CEO of DECKEE











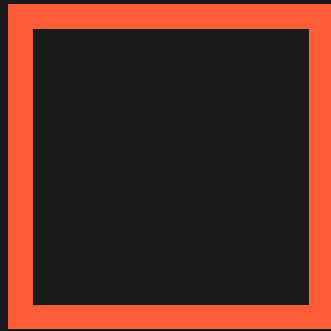


Observing speed compliance

Observing speed compliance

DECKEE  
BRATE









Help organizations **measure** the impact of their campaigns on boater behavior.





The US Coast Guard issues **\$100M+** in funding every year to improve the safety of the waterways.

**Let's start measuring the impact.**



# Most campaigns

## Outreach



Social media



Influencers



Email marketing



Printed material



TV and radio



Youtube



Events



# Most campaigns

Outreach



Impact



Social media



Influencers



Email marketing



Printed material



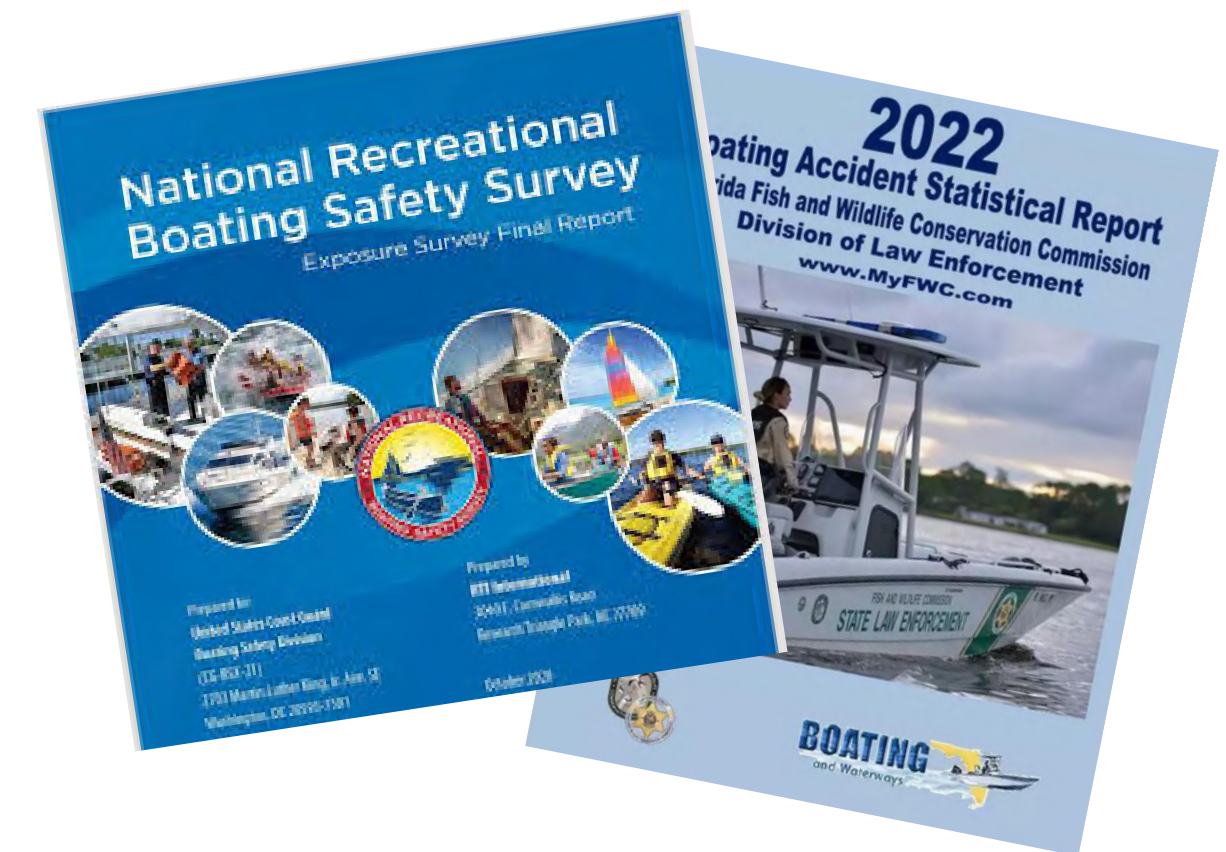
TV and radio



Youtube



Events



Are boating incidents increasing or decreasing?



# Most campaigns

Outreach



Boater behavior



Impact



Social media



Influencers



Email marketing



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TV and radio



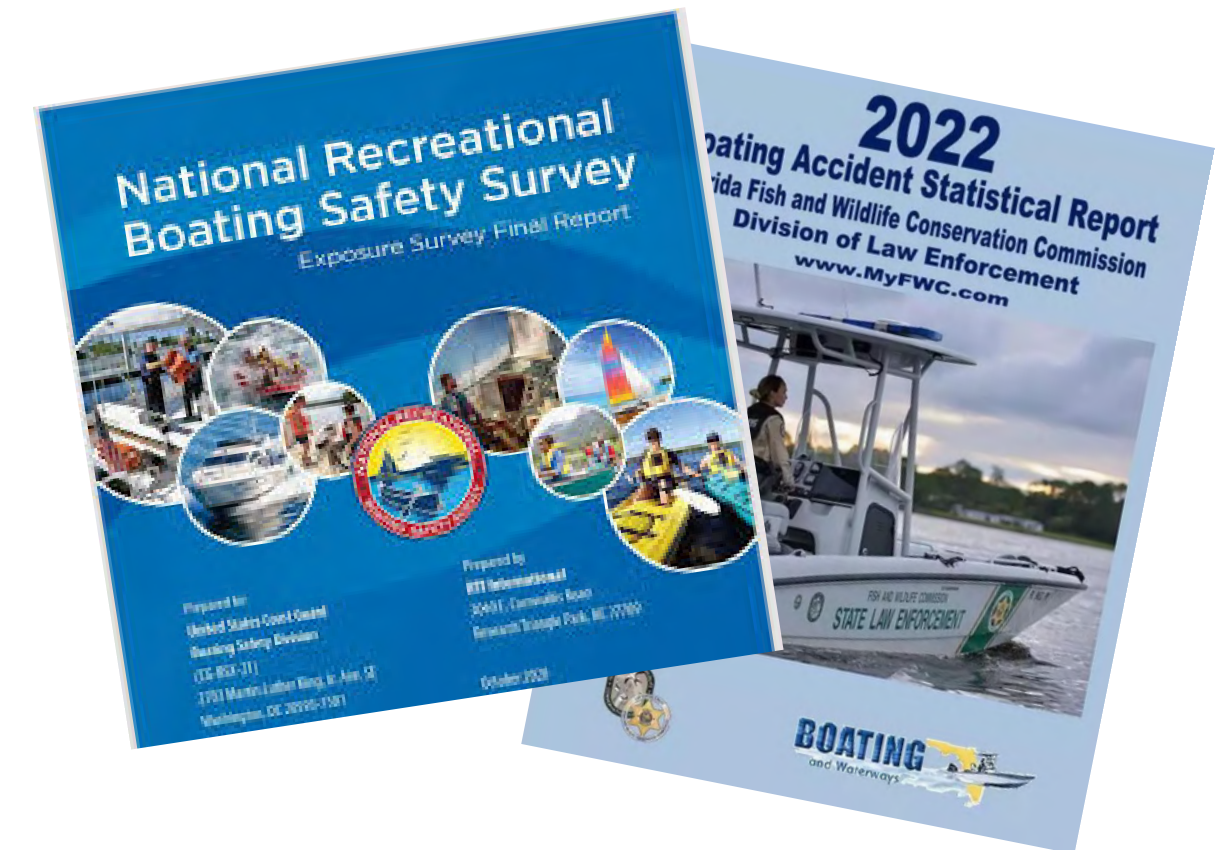
Youtube



Events



How is the content influencing behavior on the water?



Are boating incidents increasing or decreasing?



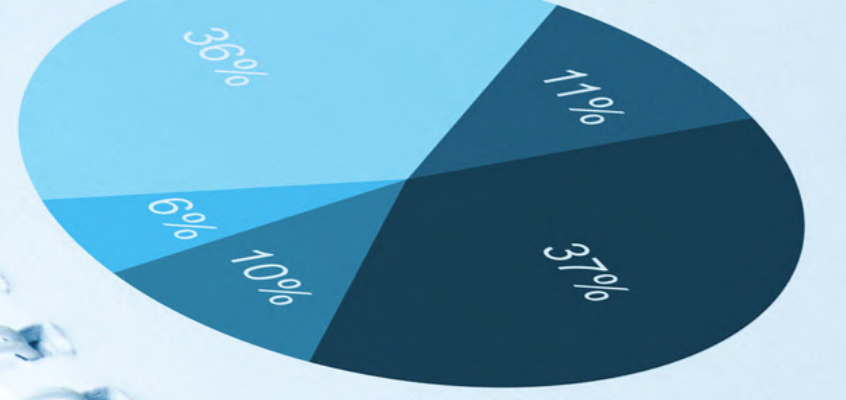


**If you can't measure it,  
you can't improve it.**

– Peter Drucker, pioneer of management theory



# Budget



Category	Amount
Cost of Tuition	25,200
Cost of Living	20,240
Total Cost	45,440
Other Monthly Income	2,500
Monthly Net Income	4,500

Income Type	Amount
Monthly Net Income	4,500
Other Monthly Income	2,500

Details	Month	Amount
Mid Year Bonus	June	2,000
Year End Bonus	December	3,000
	January	5,000

1. Enter your income information in the income tables.

- Home
- Food
- Gas
- Credit Card
- Entertainment



Expense	Costs
Mortgage	2,300
Taxes	600
Car Payment	350
Car Insurance	60

Expenditure	Month	Amount
November vacation	November	450
Home for the holidays	December	600
Gifts for family	December	300
Family vacation	July	880
	January	
	January	
	January	
	January	
	January	
<b>Total Planned Expenses</b>		<b>2,230</b>

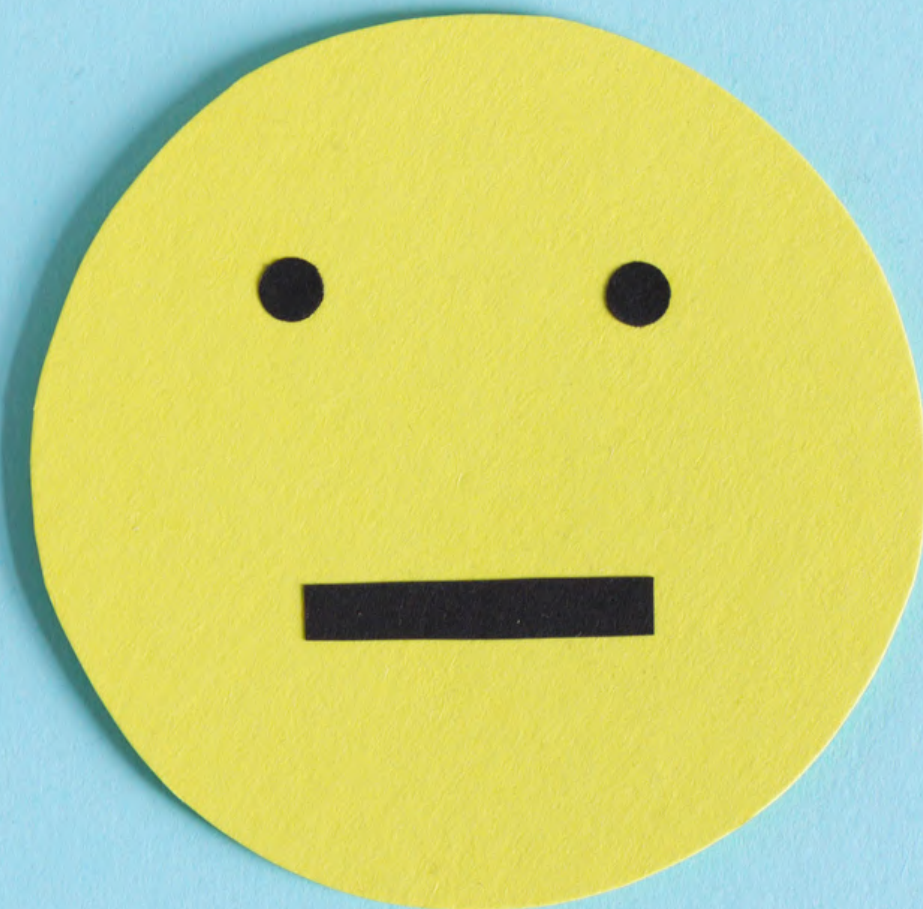


Annual Budget by Month	March	April	May	June	July	August	September	October
Income	6,610	9,915	13,220	16,525	21,830	24,255	27,560	30,865
Expenses	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
Net Income	3,695	3,695	3,695	2,000	7,000	7,000	7,000	7,000













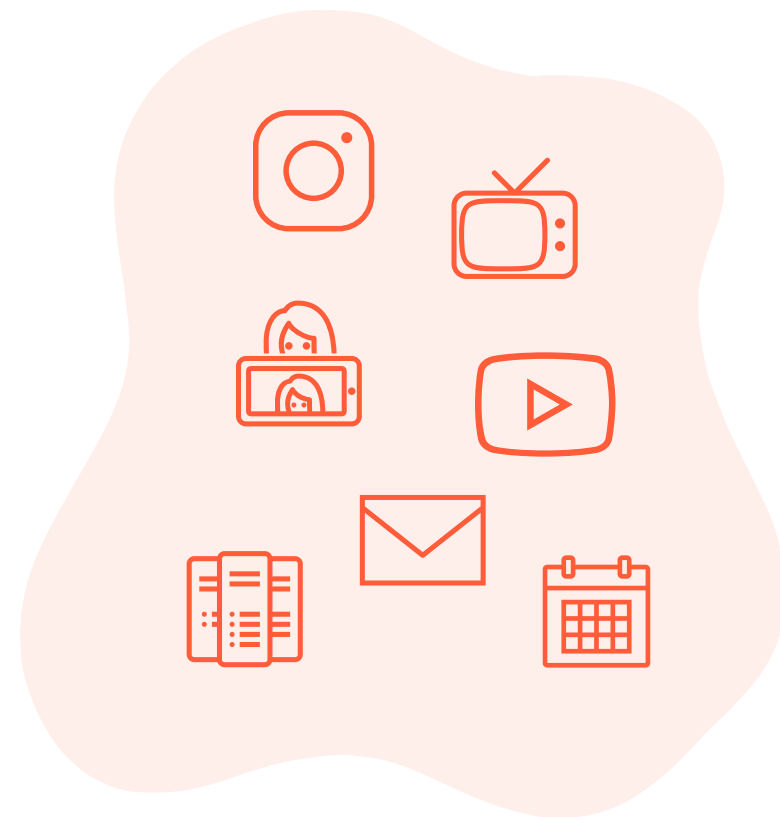




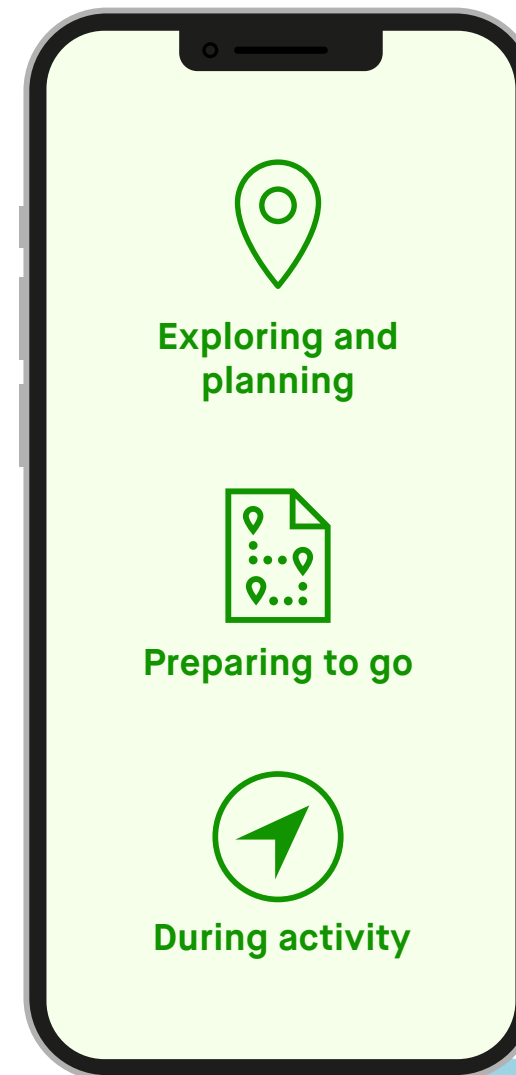


# App integrated campaigns

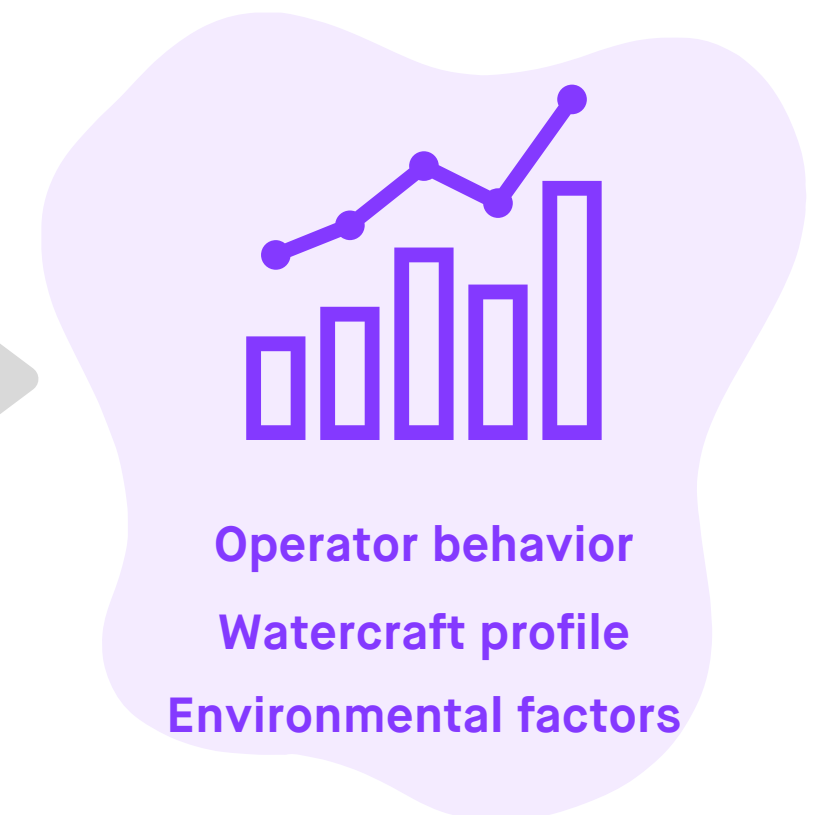
1. Outreach content integrated into app



2. App measures behavior throughout the boater journey



3. Actionable insights unlocked



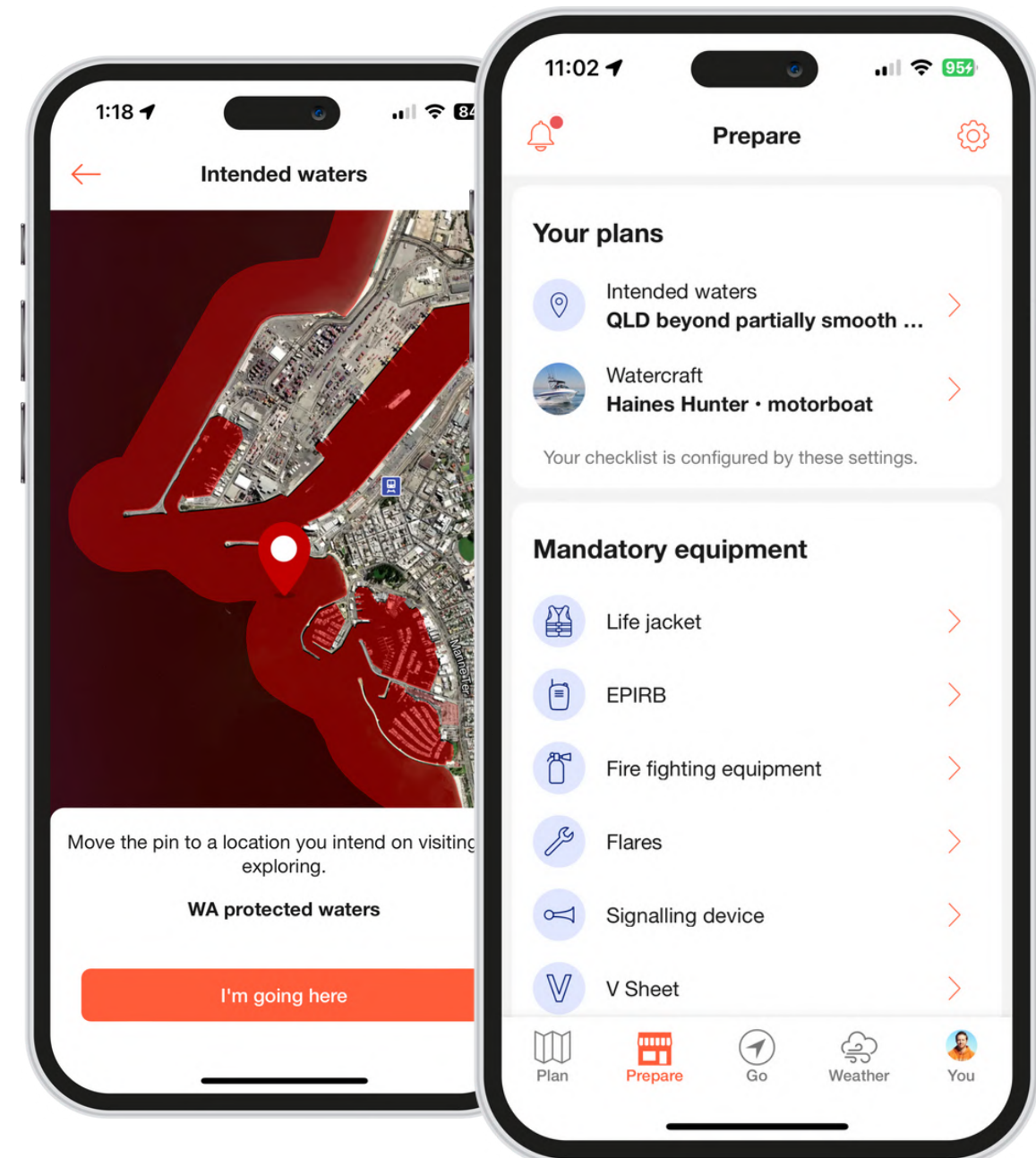
# Goal: Compliance with safety gear requirements

## Current outreach

Safety Equipment Requirements															
Equipment	Boats			Personal Water Craft				Paddle Craft			Kite & Windsurf Craft				
	Protected Waters	0-2 Nautical Miles	2-5 Nautical Miles	Protected Waters	Within 400m	400m-2 Nautical Miles	2-5 Nautical Miles	Protected Waters	400m-2 Nautical Miles	2-5 Nautical Miles	Over 5 Nautical Miles	Protected Waters	400m-2 Nautical Miles	2-5 Nautical Miles	Over 5 Nautical Miles
<b>Recreational Skipper's Ticket</b> The skipper of a recreational vessel, powered by a motor greater than 8hp (4.5kw) must hold an RST.	✓	✓	✓	✓	✓	✓	✓	—	—	—	—	—	—	—	
<b>Bilge Pump/Bailer</b> All vessels must carry a bilge pump. Vessels under 7 metres may carry a bailer in lieu of a bilge pump.	✓	✓	✓	✓	—	—	—	—	✓	✓	✓	—	—	—	
<b>Fire Extinguisher</b> Vessels with an inboard engine or carrying hydrocarbon heating or cooling appliances must carry an approved fire extinguisher.	✓	✓	✓	✓	—	—	—	—	—	—	—	—	—	—	
<b>Anchor and Line</b> An efficient anchor and line must be carried.	—	✓	✓	✓	—	—	—	—	—	—	—	—	—	—	
<b>Lifejacket</b> A lifejacket bearing the Australian standard AS 4758 - Level 100 (or higher) or as prescribed in the table opposite, must be carried for every person onboard.	—	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	✓	✓	✓	✓
		Level > 100	Level > 100	Level > 100	Level > 500	Level > 500	Level > 100	Level > 100	Level > 500	Level > 500	Level > 500	Level > 500	Level > 500	Level > 500	







## App integrated





GPS location on the water at **7.34am**

 **Are you wearing your life jacket?**  
Make sure you and your passengers are safe and prepared today.

9:41   

 Mail	 Clock	 Maps	 Weather
 Reminders	 Notes	 Stocks	 Books
 AppStore	 Podcasts	 TV	 Health
 Home	 Wallet	 App Title	



# Goal: Understanding and interpreting the weather

## Current outreach



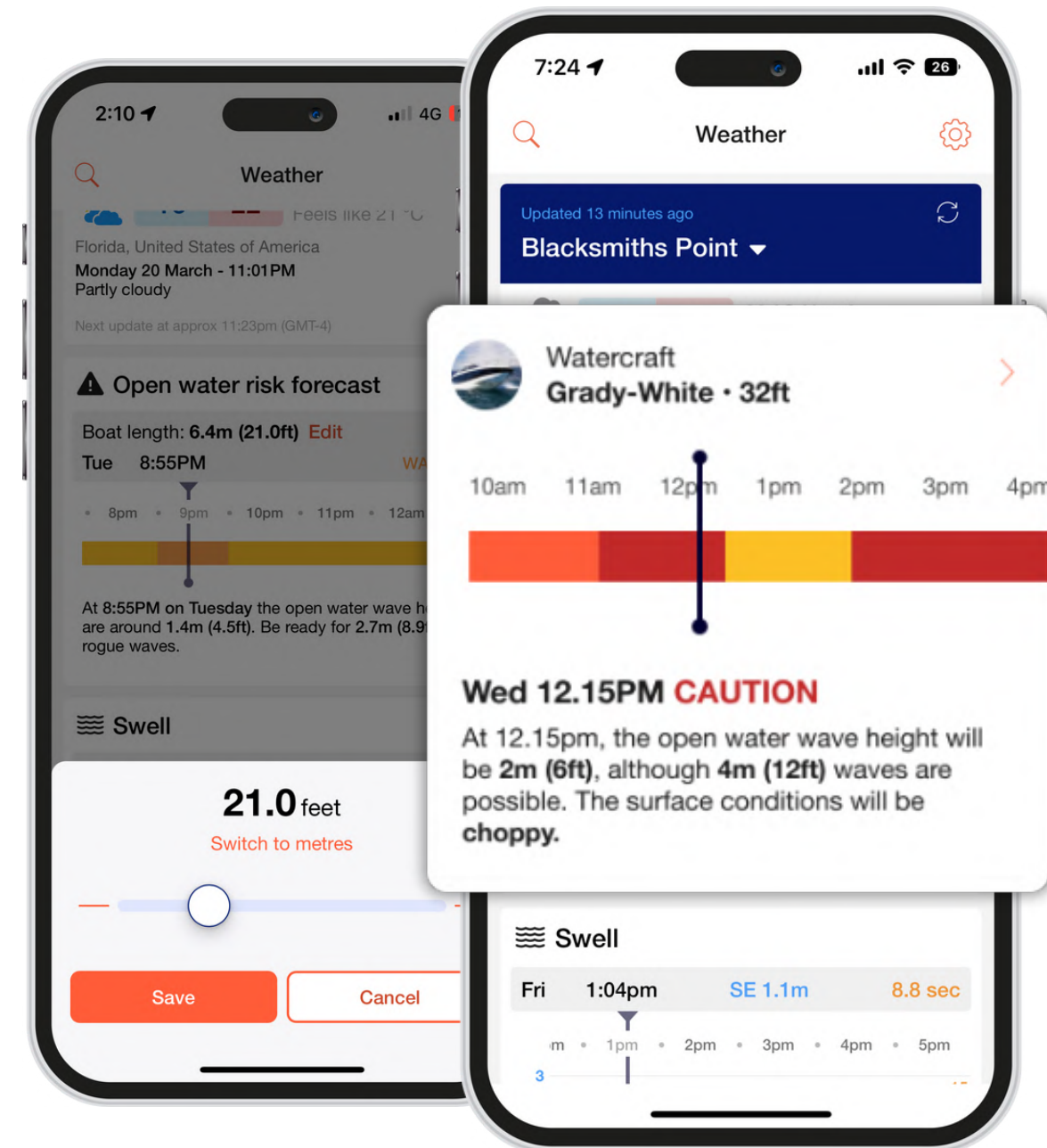
**Weather-Ready for Boating?**

- Strong Winds**  
Dangerous wind can arrive well before the rain. Reduce speed and head to shore if alerted to high wind. Always wear a life jacket when on a boat.
- Lightning**  
If you hear thunder or see lightning, it's time to stay in the cabin or head to shore.
- Fog**  
If fog forms, slow down and turn on your lights. Listen for other boats around you or check radar.

weather.gov NOAA



## App integrated



Weather app interface showing a forecast for Blacksmiths Point, Florida, United States of America, on Monday 20 March - 11:01PM. The app displays an "Open water risk forecast" for a boat length of 6.4m (21.0ft) on Tuesday 8:55PM. A "Swell" section shows a wave height of 21.0 feet. A "Watercraft Grady-White • 32ft" alert is displayed for Wednesday 12:15PM, indicating a "CAUTION" level with wave heights of 2m (6ft) and 4m (12ft) possible. The app also shows a "Swell" section for Friday 1:04pm with a wave height of 1.1m and a period of 8.8 sec.



Change in forecasted conditions at **1.19pm**

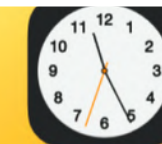


**Dangerous conditions in 53 mins**

The marine forecast near you has changed. Return to shore now.



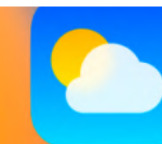
Mail



Clock



Maps



Weather



Reminders



Notes



Stocks



Books



App Store



Podcasts



TV



Health



Home



Wallet

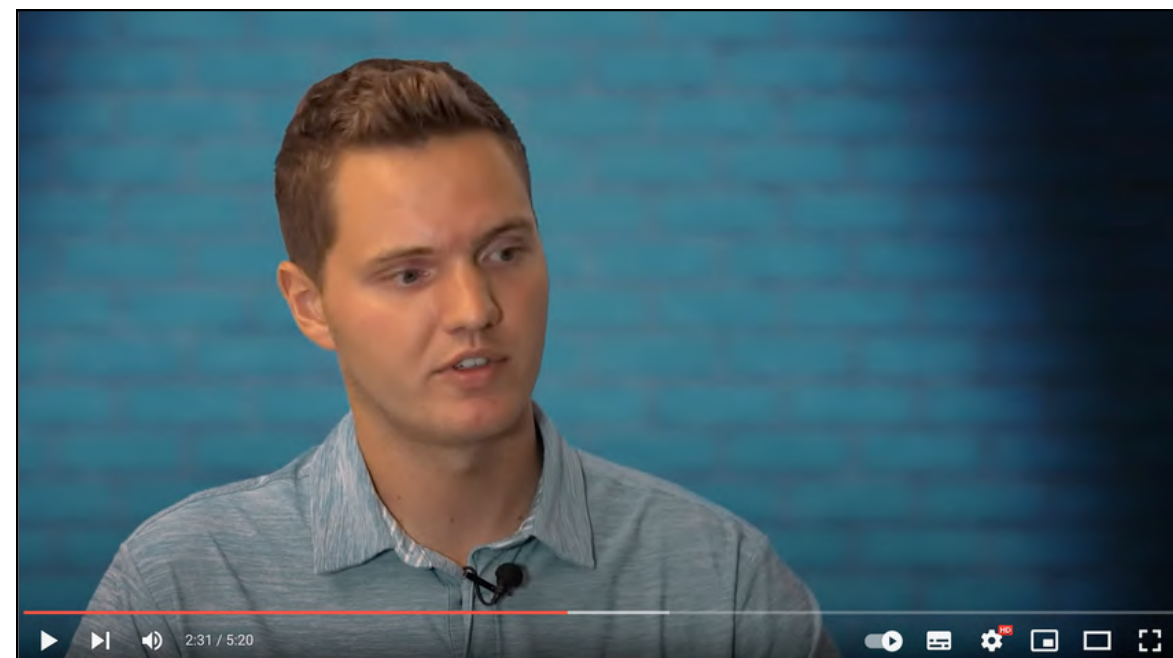


App Title

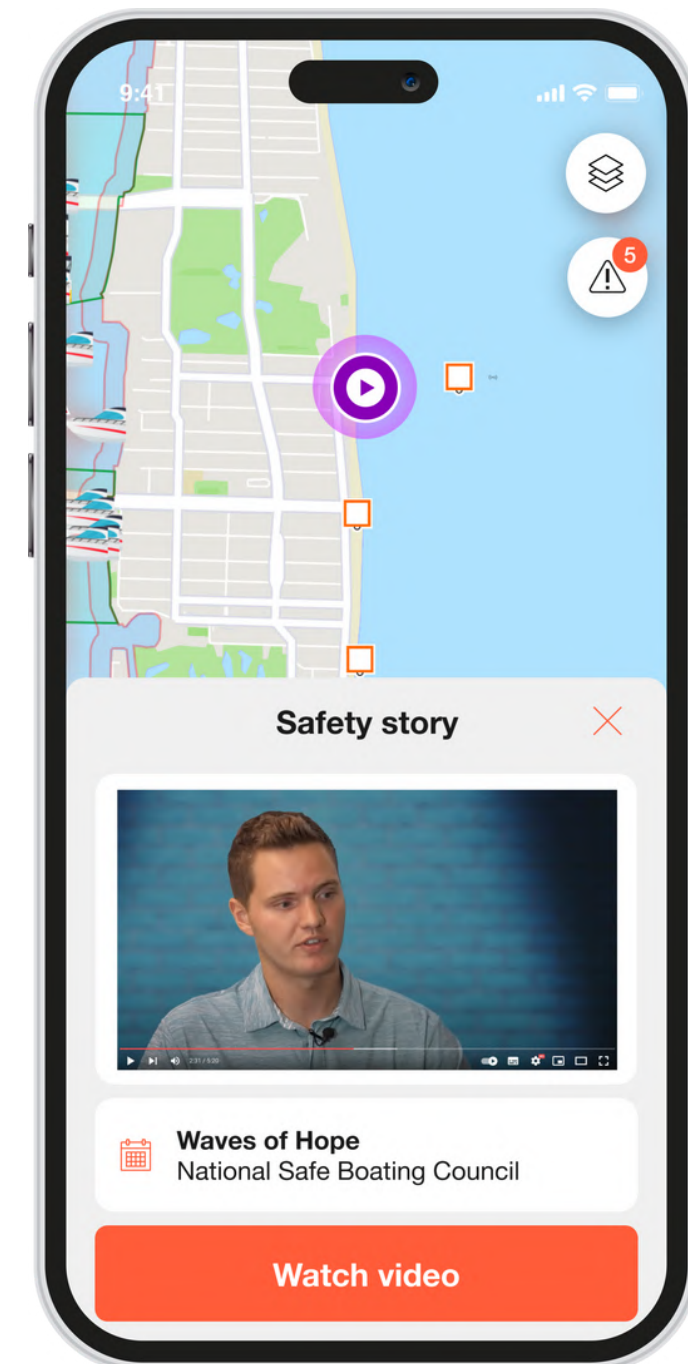


# Goal: Share stories that educate others about water safety

## Current outreach



## App integrated





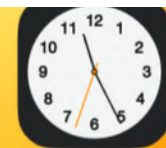


### Keep a proper lookout for divers

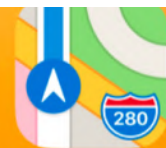
A tragic incident previously occurred in this area. Watch Carter's story.



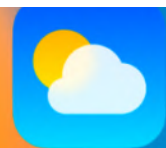
Mail



Clock



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Books



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Podcasts



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Health



Home

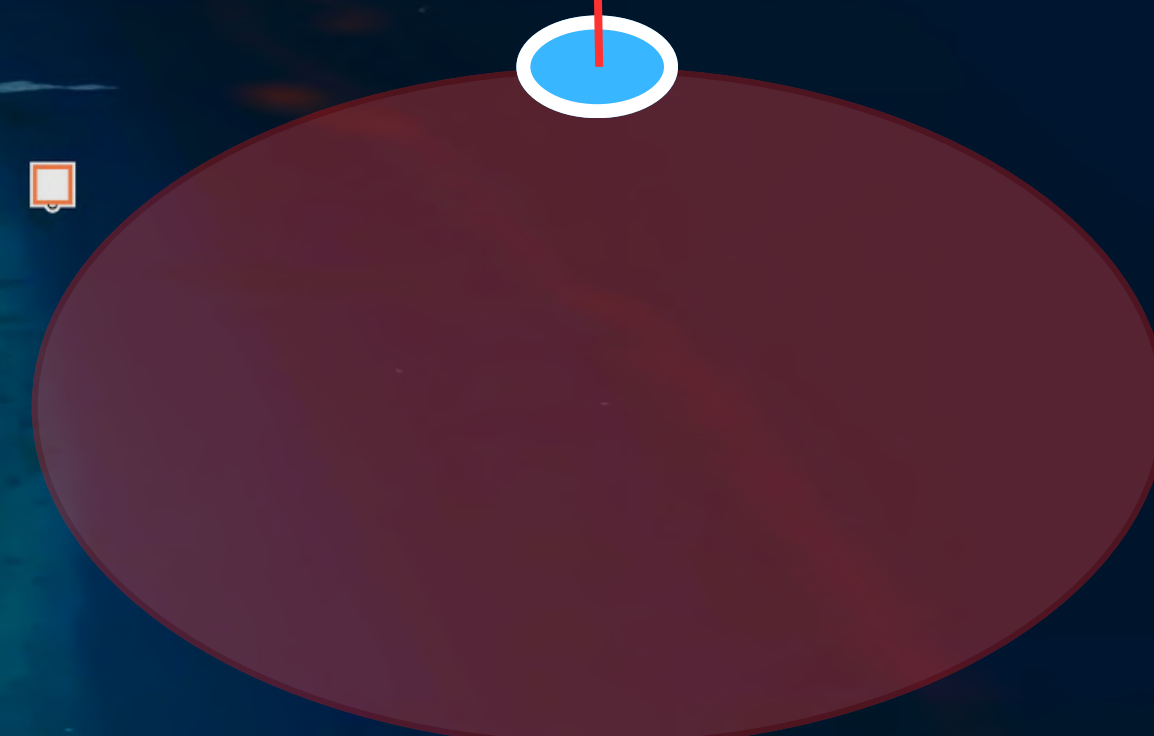


Wallet



App Title

Entered campaign geofence at **10.41am**







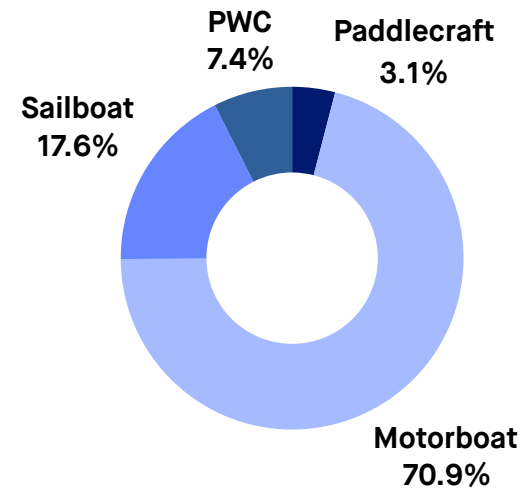
If you **can** measure it,  
you **can** improve it.



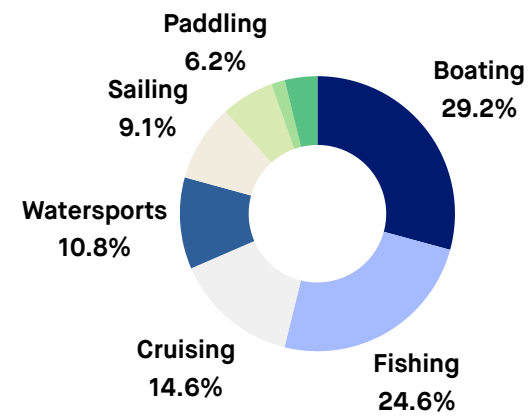




## Watercraft types



## Activities



## Safety gear campaign

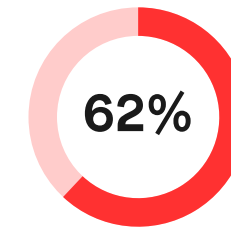


Checklists generated  
**40,392**



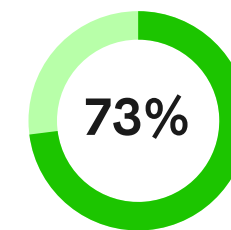
Gear notifications sent  
**13,115**

## Weather campaign



Activities occurring during active weather warnings

## Safety story campaign

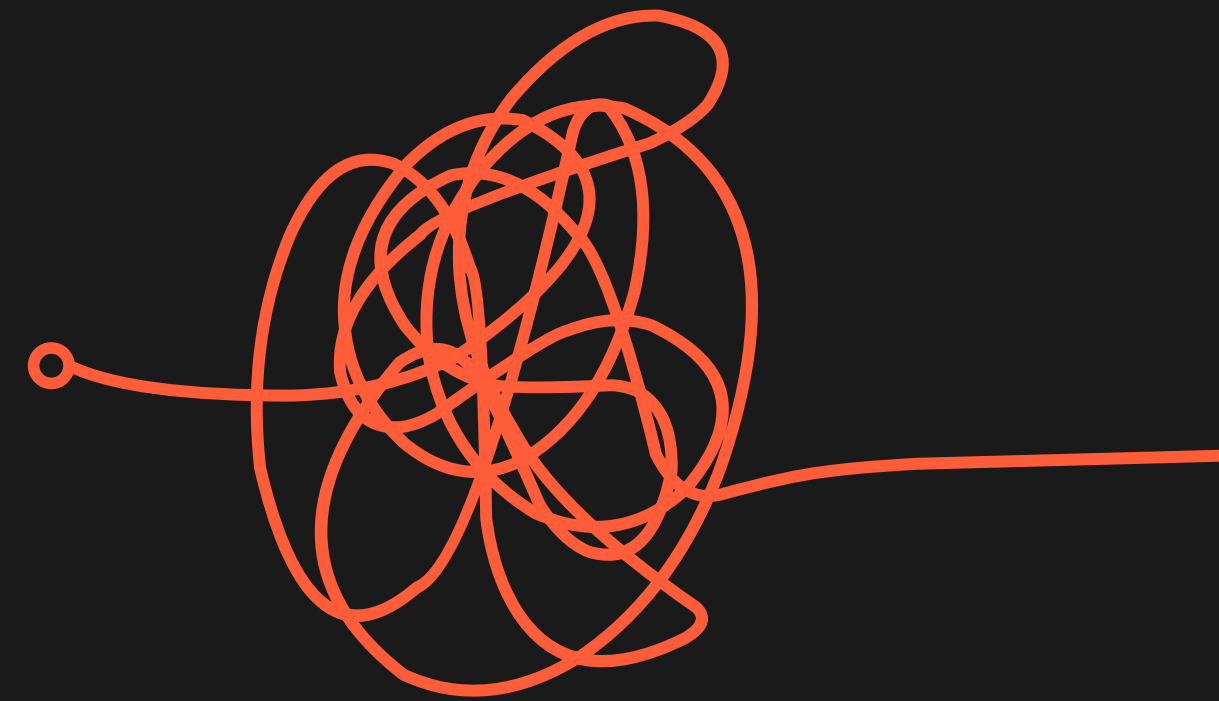


Boaters reduced their speed in the area after watching the video





**Aren't apps expensive  
and complicated?**





# IBWSS 2024 Offer

**No cost Pilot Program of NSBC App  
Integrated Campaigns & Boating Data.**

Only 6 spots available.





If you **can** measure it,  
you **can** improve it.