

Advertise directly to dedicated waterfowl hunters inside DuckSmart.

What this kit covers

- Current audience, ad-impression, and map-usage activity
- Featured Sponsor benefits and in-app banner example
- Premier Sponsor benefits and map-pin examples
- Pricing, positioning, and next-step guidance

Quick sponsor snapshot

6,936 Ad impressions

2,285 Map views

14,638 Map moves

Sponsor inquiry



Scan to start the conversation or visit ducksmart.app/sponsor.



Featured banner ad example



Premier map pin



Premier sponsor popup



Audience and Engagement Snapshot

Observed app-wide Google Analytics activity • Sep 21–Oct 18, 2026

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Why these numbers matter

DuckSmart already shows meaningful sponsor-ad activity and high map engagement. These app-wide metrics help define the environment where sponsor placements appear.

6,936

Sponsor ad impressions

1,248

Users reached by sponsor ads

93

Sponsor ad clicks

2,285

Map screen views

14,638

Map interactions (map moves)

1,611

30-day active users

Map usage highlights

- 2,285 map screen views indicate recurring map engagement.
- 14,638 map moves show active scouting and map exploration.
- High map activity reinforces the value of the Premier map-pin placement.

Advertising highlights

- 6,936 sponsor ad impressions show that ad placements are being seen.
- 1,248 users reached by sponsor ads supports strong in-app exposure.
- 93 sponsor ad clicks demonstrate sponsor interaction inside the app.

Important note for advertisers

- Metrics shown are observed app-wide Google Analytics activity for Sep 21–Oct 18, 2026.
- These figures reflect overall app activity and do not guarantee performance for an individual sponsor.
- Premier map pins are intentionally limited to preserve the user experience and retain sponsor value.



Featured Sponsor

\$1,500 per year

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Rotating banner ad placement across Today, Decoy, and Identify

What Featured Sponsors receive

- Rotating banner ad placement across Today, Decoy, and Identify
- Clickable website link from the ad
- Included in the shared in-app ad rotation pool
- Performance reporting

Best fit for

- Brands wanting broad in-app visibility
- Businesses promoting products or services online
- Advertisers looking for a strong entry-level sponsorship package



Example of a rotating banner ad within DuckSmart

Why choose Featured sponsorship

Featured Sponsors receive recurring banner-ad exposure inside DuckSmart, placing their brand in front of dedicated waterfowl hunters across multiple parts of the in-app experience.

Everything in Featured, plus an exclusive sponsored map pin

What Premier Sponsors receive

- Everything in Featured
- One exclusive sponsored map pin
- Interactive sponsor popup with business info and website link
- Premium map visibility with limited availability

Best fit for

- Brands wanting a premium sponsorship presence
- Businesses that benefit from map-based visibility
- Sponsors wanting the strongest visual differentiation in the app



Exclusive map pin



Interactive sponsor popup

Why this package carries a premium

Premier Sponsors receive all Featured banner placements, plus a dedicated branded pin on the DuckSmart map and a sponsor popup that helps convert attention into clicks.

Map pins are intentionally limited so the map remains useful for hunters and the placement retains premium value for sponsors.



Sponsorship Options

Put your brand inside the DuckSmart hunting experience

Two ways to connect with waterfowl hunters.

Select the advertising placement that matches your brand and reach hunters while they use DuckSmart to check conditions, explore maps and prepare for the hunt.

Sponsorship comparison

PACKAGE	FEATURED	PREMIER
Annual investment	\$1,500 / year	\$3,000 / year
Your advertising	Rotating banner ads across Today, Decoy and Identify	Featured benefits, plus one sponsored map pin and interactive business popup

Featured: Consistent in-app visibility

Your banner enters the shared advertising rotation on DuckSmart’s Today, Decoy and Identify screens, with a direct link to your website.

Premier: Additional presence on the hunting map

Premier includes Featured advertising plus a branded sponsor pin that opens an interactive business card and website link.



Ready to advertise with DuckSmart?

Explore sponsorship availability and connect with our team to discuss the right placement for your business.

ducksmart.app/sponsor