



How Using RAEK Led to an **89% YOY Increase in Black Friday Revenue** for JM4 Tactical

THE GOAL:

Decrease dependence on ad platforms to reach their customers and grow owned audience by increasing first-party data.

THE OUTCOME:

JM4 Tactical used RAEK to significantly increase their email list before the holiday shopping season and used the same first-party data profiles to build their paid advertising audiences. Together, the changes lead to an 89% increase in Black Friday revenue over the previous year.

JM4 Tactical is home to the Quick, Click, & Carry Holster, the only magnetic retention holster on the market. Their top quality holsters are stitched by hand with impeccable workmanship in Texas. JM4 Tactical holsters are available through Authorized Dealers in the United States and on their website at jm4tactical.com.

 HEADQUARTERS
Abilene, TX

 FOUNDED
2016

 INDUSTRY
Holsters & Coffee

 WEBSITE
jm4tactical.com

 WEB TRAFFIC
25.9K

STOP PAYING FOR EVERY SALE.

JM4 Tactical has always engaged with their customers through organic and paid social. With organic reach becoming increasingly non-existent and paid ad prices rising, they knew they needed a way to reach their audience without having to pay every time they wanted to make a sale.

After researching options, the company decided to focus on growing their owned first-party data and double down on a marketing channel they could own and didn't require them to pay per click – email marketing. Email marketing allows them to build first-party data and engage with their customers at a lower cost than paid ads.

5.3K

New Subscribers
in the first
3 months

89%

Increase in
Black Friday
Revenue

75%

Increase in
ROAS
on Prospecting Ads

BLACK FRIDAY WAS ON THE HORIZON.

The company started using RAEK 12 weeks before Black Friday, with a goal of growing their email list as much as possible before the holiday shopping season. Email marketing is a key factor to having a successful Black Friday sale.

The code snippet took less than 10 mins to install on jm4tactical.com. The company logs into their RAEK dashboard once per week and uploads the collected first-party data profiles to their ESP (Email Service Provider).

SIGNIFICANT EMAIL LIST GROWTH.

The list growth has been significant. In the 12 weeks leading up to Black Friday, the company added another, 5356 subscribers to their email list.

“The added emails helped us have the best Black Friday sale we’ve ever had. 53% of Black Friday sales were directly attributable to our email marketing campaign.”

— JM4 Tactical



PAID ADVERTISING AUDIENCES BUILT WITH FIRST PARTY DATA.

The company didn't only use the first-party data collected by RAEK for email marketing, they also used the data to build audiences for their retargeting ads and lookalike audiences. The company's prospecting ads had a 125% increase in ROAS.

“Before implementing the data, our prospecting ads were getting a 2.0x return. Now they are getting a 4.5x return.”
— JM4 Tactical

JM4 Tactical’s paid ads are significantly more profitable than they were before the audiences were built using first-party data.

More profitable advertising campaigns and a significant boost in the size of the JM4 Tactical’s email marketing list led to an 89% year-over-year increase in sales for Black Friday 2022.

“RAEK ALLOWED US TO USE OUR FIRST PARTY DATA TO MAKE MORE SALES AND INCREASE OUR BOTTOM LINE”

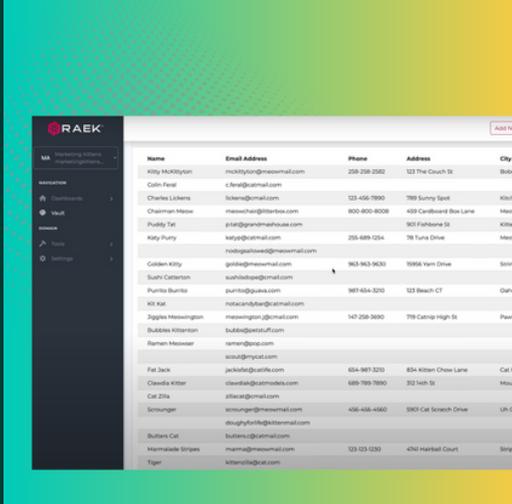
GET STARTED TODAY

See how JM4 Tactical used RAEK to achieve these results.

[GET STARTED](#)

About RAEK:

RAEK helps marketers grow their revenue, improve the efficiency of their digital marketing, and turn more website visitors in to buyers with our marketing platform. RAEK’s digital marketing tool installs in minutes and automatically collects, organizes, and allows you to utilize your first-party data through your marketing channels.



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