



RAEK



**TANNER'S
ALASKAN SEAFOOD**

FAMILY OWNED | SUSTAINABLE | WILD

How Tanner's Alaskan Seafood Used RAEK to Increase ROAS and Grow Their Email List.

THE GOAL:

Adjust their digital advertising to the changing digital marketing landscape and grow their owned marketing channels.

THE OUTCOME:

Using RAEK led to significant email list growth and resulted in a 600% increase in ROAS.

Tanner's Alaskan Fish ships the freshest, sustainably caught Alaskan seafood across the globe. Their commitment to quality, hand-picked freshness, and an extensive processing process ensures your order arrives at your door as fresh as it left their Alaska based business. It's quality you can taste. The family run business offers over 20 varieties of Alaskan Seafood including Salmon, King Crab, and Halibut through single orders and monthly subscriptions.

HEADQUARTERS
Ninilchik, AK

WEBSITE
tannersfish.com

FOUNDED
2011

WEB TRAFFIC
26.6K

INDUSTRY
DTC Seafood

WEAK AD PERFORMANCE. STRUGGLING TO GROW EMAIL LIST.

iOS 14.5 hit Tanner's Alaskan Seafood hard. Extremely hard.

Paid ads through Facebook/Meta and Google had always been their main customer acquisition channel, but in the spring of 2022 the companies digital ads were struggling to achieve even a 1.0 ROAS.

Jason and Rory Tanner built their business on the belief that if you are willing to work harder than everyone else, and stayed committed to quality, you'll come out on top. These beliefs have been the key to the family run business' success.

5.7K

New Email
Subscribers

600%

Increase in
ROAS
on Retargeting Ads

310%

Increase in
ROAS
on Prospecting Ads

When it comes to digital marketing, though, they found you also have to work smarter.

Competition for online advertising space has increased significantly since the start of the pandemic, and the impact of iOS 14.5 was almost immediate.

The Tanner's team needed a solution — fast.

WORKING SMARTER.

When Tanner's Alaskan Seafood first started using RAEK it was to grow their email list. Growing their email marketing channel, which gave them the ability to contact their customers regardless of changes on advertising platforms, became a top priority.

After a bit of research, the company learned the first-party data collected by RAEK could also be used to improve their paid advertising performance.

"The lift in ROAS was almost immediate after we added our first-party data to our advertising audiences."

— Tanner's Alaskan Seafood

"The lift in ROAS was almost immediate after we added our first-party data to our advertising audiences. We use the first-party data profiles from RAEK in our retargeting campaigns which now has an 7.0 ROAS, a 600% increase in return, and in our lookalike audiences for top funnel prospecting ads which now have a ROAS of 4.1, a 310% increase in return". Both are a significant improvement from the 1.0 ROAS the company's ads were doing post iOS 14.5.





"RAEK has helped grow our email list by 5722 members in just 90 days."

— Tanner's Alaskan Seafood

The email list growth has been incredible. Tanner's has added 5.7K subscribers to their email marketing list since they installed RAEK on their website. The ability to send emails to more website visitors than before made a significant impact on Tanner's Alaskan Seafood's revenue, the marketing channel is now generating 40% of total revenue for the company.



"RAEK ALLOWED US TO QUICKLY REACT TO THE CHANGES IN THE DIGITAL MARKETING WORLD, DIVERSIFY OUR REVENUE STREAMS, AND INCREASE THE ACCESS TO OUR ONLINE AUDIENCE."

GET STARTED TODAY

See how Tanner's Alaskan Seafood 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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