



How MPA Supplements Used RAEK to Grow Their Email List


THE CHALLENGE:


How to build your email list above and beyond the forms and popups we are using to capture emails.

THE OUTCOME:

RAEK added an additional 1.3K subscribers to MPA Supplement's email marketing list in the short time it's been installed on their website.

Created from the mind of, National Level Bodybuilder and highly sought after Nutrition Coach, Matt Porter, MPA Supplements, provides the highest quality supplements at full clinical dosages. Their exciting and unique formulations were built with the knowledge Matt gained from years of hands-on experience and time spent in the trenches with athletes. MPA supplements are available in stores in the United States and Europe, and ships products to athletes worldwide through their website.

 HEADQUARTERS
Spokane, WA

 WEBSITE
mpasupps.com

 FOUNDED
2015

 WEB TRAFFIC
10.9K

 INDUSTRY
Sports Nutrition

SPORTS NUTRITION IS A HIGHLY COMPETITIVE SPACE.

Sports nutrition is a highly competitive space. The way to stand out in the crowd is to build trust with your customers and customers-to-be by building a community around your product and focusing on education. Education is what separates high quality products from low quality lookalikes. Building a community on social media is not as easy as it used to be, and relying solely on social platforms to reach your audience is risky.

1.3K

New Email Subscribers

OWNING ACCESS TO OUR AUDIENCE.

MPA Supplements wanted to own more of the communication they had with their community. To accomplish this goal, they set out to connect with more of their website visitors through email marketing.

MPA Supplements was collecting emails through popups offering a discount to shoppers, as well as through a static email form in the footer of their website. They started actively looking for a way to collect more emails beyond what they were already doing.

A friend in the industry said they were seeing good results using RAEK to grow their email list. The MPA supplements team is small, making simple implementation one of their main consideration points when selecting digital tools. RAEK fit the bill for both price and ease of implementation.



“It was easy. It was affordable. And once it was installed, we never had to think about it again. The emails automatically transfer to our ESP using Zapier.”

— MPA Supplements

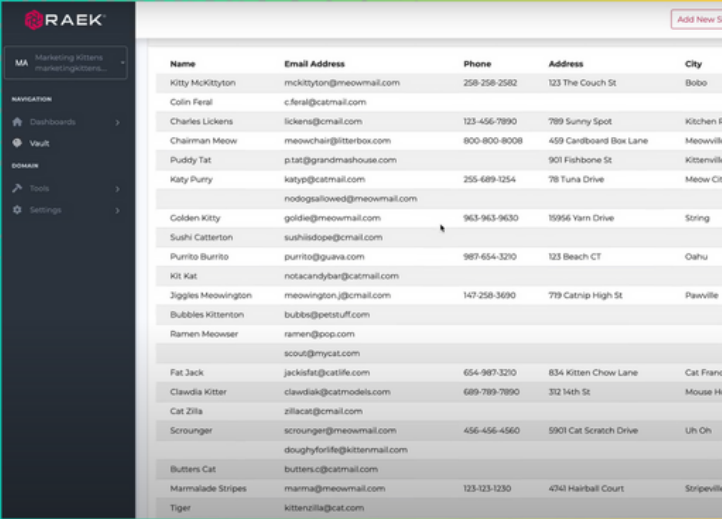
In the short time we’ve had RAEK installed on the MPA Supplements website, we’ve added an additional 1.3K subscribers to our email marketing lists. Not only do we use email for brand and community building — 34% of our revenue is attributable to the marketing channel, making an email address highly valuable to us.

WE’RE HAPPY WITH HOW RAEK HAS GROWN OUR EMAIL MARKETING LIST ABOVE AND BEYOND WHAT WE WERE ALREADY DOING, AND WE’RE LOOKING FORWARD TO PLUGGING THE ADDITIONAL FIRST-PARTY DATA INTO OUR PAID ADVERTISING AUDIENCES IN THE FUTURE.

GET STARTED TODAY

See how MPA Supplements used RAEK to achieve these results.

[GET STARTED](#)



The screenshot shows the RAEK dashboard interface. On the left is a dark sidebar with navigation options: 'MA Marketing Kittens marketing@kitten...', 'Navigation', 'Dashboards', 'Vault', 'Tools', and 'Settings'. The main area displays a table of contact information. The table has columns for Name, Email Address, Phone, Address, and City. The data is as follows:

Name	Email Address	Phone	Address	City
Kitty Hckittyton	mckittyton@meowmail.com	258-258-2582	123 The Couch St	Bobo
Collin Feral	c.feral@catmail.com			
Charles Lickens	lickens@catmail.com	123-456-7890	789 Sunny Spot	Kitchen F
Chairman Meow	meowchair@bitterbox.com	800-800-8008	459 Cardboard Box Lane	Meowville
Puddy Tat	ptat@grandmashouse.com		901 Fishbone St	Kittenville
Katy Purty	katyp@catmail.com	255-689-1254	78 Tuna Drive	Meow City
	nodogsallowed@meowmail.com			
Golden Kitty	goldie@meowmail.com	963-963-9630	5956 Yam Drive	String
Sushi Catterton	sushidope@catmail.com			
Purrito Burrito	purrito@guava.com	987-654-3210	123 Beach CT	Oahu
Kit Kat	notacandybar@catmail.com			
Jiggles Meowington	meowington.j@gmail.com	147-258-3690	719 Catnip High St	Pawville
Bubbles Kitterton	bubbles@peestuff.com			
Ramen Meowser	ramen@pop.com			
	scout@mycat.com			
Fat Jack	jackiefat@catlife.com	654-987-3210	834 Kitten Chow Lane	Cat Frand
Clawdia Kitter	clawdia@catmodels.com	689-789-7890	312 14th St	Moose H
Cat Zilla	zillacat@catmail.com			
Scrounger	scrounger@meowmail.com	456-456-4560	5901 Cat Scratch Drive	Uh Oh
	doughyforlife@kittenmail.com			
Butters Cat	butters@catmail.com			
Marmalade Stripes	marmal@meowmail.com	123-123-1230	4741 Hairball Court	Striperville
Tiger	kittenzilla@cat.com			

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.