



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

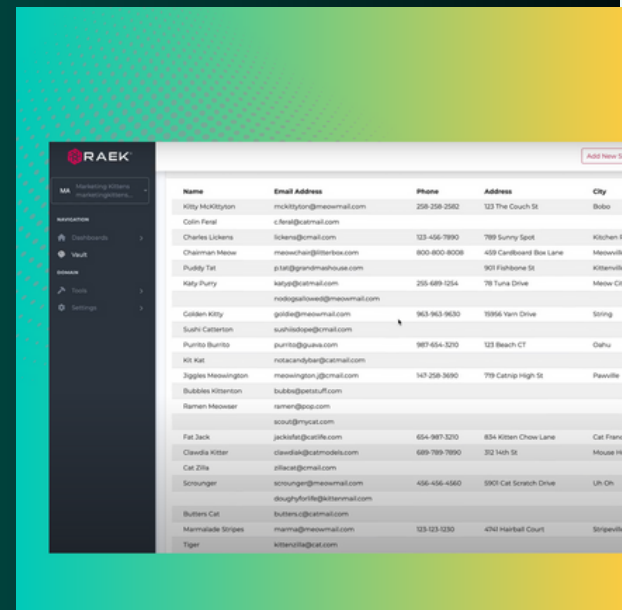
The email list growth has been incredible. Tanner's has added 5.7K subscribers to their email marketing list since they installed RAEK on their website. The ability to send emails to more website visitors than before made a significant impact on Tanner's Alaskan Seafood's revenue, the marketing channel 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](#)



Name	Email Address	Phone	Address	City
Kitty McKitlyon	mcokitlyon@meowmail.com	208-258-2582	123 The Couch St	Bole
Calin Feral	l.feral@gmail.com			
Charles Lickens	lickens@gmail.com	323-456-7890	789 Sunny Spot	Kitchen
Chairman Meow	meowchar@litterbox.com	800-800-8008	456 Cardboard Box Lane	Messville
Fudity Tat	g.tat@pawprinthouse.com		901 Fishbone St	Kittenville
Kitty Purry	karyo@gmail.com	258-489-1234	78 Tuna Drive	Meow CA
	nodogshoes@meowmail.com			
Galden Kitty	galden@meowmail.com	963-963-9630	1996 Vain Drive	Spring
Sushi Catterson	sushicatterson@gmail.com			
Purrito Buntito	purrito@puusa.com	987-654-3210	123 Beach CT	Oahu
Koi Kat	notacandybar@gmail.com			
Ziggles Meowington	meowington@paw.com	147-258-3690	779 Camp High St	Pawville
Bubbles Kittenston	bubbles@pawsof.com			
Ramen Meowser	ramen@paw.com			
	scout@mycat.com			
Fat Jack	jackofthejungle.com	654-987-3210	854 Kitten Chow Lane	Cat France
Claudia Kitter	claudia@catmodels.com	689-789-7890	312 14th St	Mouse H
Cat Zilla	zillacat@gmail.com			
Scrungler	scrungler@meowmail.com	456-456-4560	5901 Cat Scratch Drive	Un Oh
	doughyforlitter@gmail.com			
Butters Cat	butters@gmail.com			
Marmalade Stripes	marmad@meowmail.com	123-123-1230	4741 HamBall Court	Springville
Tiger	kittenrita@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.