



# How Barham Marketing Uses RAEK to Deliver Higher Converting Digital Ads and Upsell Clients Into More Services.

## THE CHALLENGE:

How to help clients adapt their digital advertising as the industry moves to become more privacy focused.

## THE OUTCOME:

The first-party data collected by RAEK increased their client's paid ad performance and allowed the agency to upsell clients into additional services.

Barham Marketing is a digital advertising agency focused on growing businesses by getting them in front of the right people, at the right time, on the right digital channels for their audience. Their data-driven approach to advertising is designed to help businesses increase brand awareness, reach a wider audience, and drive sales from both new and current customers. Barham is based in Washington state and has grown into a nationally recognized agency through the success of the Beardpreneur TikTok account.



HEADQUARTERS  
Spokane, WA



FOUNDED  
2018



TYPE OF AGENCY  
Digital Advertising



WEBSITE  
[barhammarketing.com](https://barhammarketing.com)

## THE SEARCH FOR A FIRST-PARTY DATA SOLUTION.

Everyone in the marketing industry is well aware of the current landscape. Both iOS 14.5 and the deprecation of third-party cookies have made a significant impact on the way digital marketing is done. Being a marketing agency with a digital advertising focus, Barham Marketing, knows the importance of first-party data both for themselves and their clients. They knew the faster their clients started actively collecting first-party data, the better their future ad performance would be.

But they never imagine what it would do for their business beyond having access to the first-party data RAEK collects from website visitors.

*"I 100% believe RAEK gives us an advantage over other marketing agencies."*

— Mitch Barham, Owner, Barham Marketing



"Paid ads are suffering right now because of the push for privacy and the resulting changes in the digital marketing world. When new clients reach out, their first comment is often about how weak their paid ad performance."

## NO ONE ELSE IS TALKING ABOUT THIS.

Every marketing agency should be talking to their clients about the importance of building first party data, but Barham Marketing found few other agencies are. At the end of the day, clients want high performance from their paid ads, and using first-party data achieves that.

*"RAEK has allowed us to deliver higher converting digital marketing ads as well as grow our clients' email audiences with people who are interested in their products."*

— Mitch Barham, Owner, Barham Marketing

## THE DATA DOES THE UPSELLING FOR US.

RAEK grows email lists by identifying website visitors and collecting data above and beyond what forms and popups collect.

For many of Barham Marketing's clients, email marketing generates a large chunk of their overall revenue, making additional email addresses extremely valuable.

*"WHEN CLIENTS SEE THE ADDITIONAL EMAILS RAEK COLLECTS, UPSELLING THEM INTO EMAIL MARKETING SERVICES IS EASY. ON THE LOW END, THIS GENERATES US AN ADDITIONAL \$1000 PER MONTH WHEN THE CLIENT TAKES THE UPSELL."*

## CLIENTS ARE HERE FOR THE LONG HAUL.

Barham Marketing's mission is to get their client's voice heard by the right people to drive new customers and increase their client's bottom line.

RAEK helps Barham Marketing fulfill their mission. First, the agency builds trust by talking about the importance of first party data when few agencies are — clients feel like they have the inside scoop. But also because the performance on their clients ads is so much better.

*"We increased one client's ROAS by 1000% by using the first-party data RAEK collected to build their ad audiences. It's so good it sounds fake, but that's proof of how huge of an asset first-party data is."*

— Mitch Barham, Owner, Barham Marketing

## WHAT'S YOUR FAVORITE THING ABOUT RAEK?

"The people — they are always eager to be of assistance when we need it. Obviously we love how RAEK helps us collect and utilize our client's first party data and how rapidly they are expanding their capabilities is exciting, but yeah, we love the people."

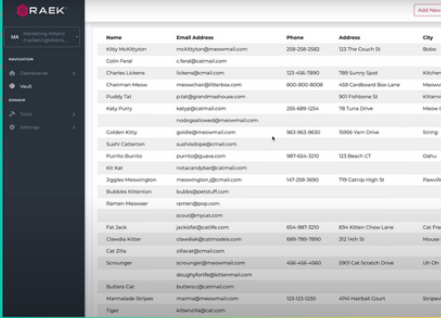
## GET STARTED TODAY

See how Barham Marketing 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 into 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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