How 4imprint Unlocked B2B Customer Acquisition on Google Shopping

4imprint is a leading promotional merchandise retailer operating in the U.S., U.K., Canada, andIreland. The B2B retailer uses Google Shopping to raise brand awareness and acquire new customers. As Google Shopping grew in importance for its business, 4imprint found manual management burdensome to its digital marketing team. It sought a partner to scale to its tens of thousands of products and bid granularly across its catalog. The partner would also strengthen new customer acquisition and free up team bandwidth—all while providing continuous feedback on campaign performance. That's when 4imprint turned to Quartile.

Driving New Business on Google Shopping

As a hypergrowth B2B business, 4imprint must meet aggressive goals for orders and revenue while maintaining efficient return. Its marketing mix involves search, video and, more recently, television and radio advertising.

Within these channels, shopping ads on Google play a key role in driving customer acquisition. 4imprint measures Google Shopping success according to orders, cost per order (CPO), and mobile carts. A mobile cart is when a shopper adds a product to her cart via mobile—behavior that the retailer has found often leads to an order.

Quartile's technology analyzed 4imprint's individual product performance and further segmented campaigns by device. It also funneled search queries using Search Query Management, a core feature of the Quartile platform. The technology ranks queries and individual words based on their value to 4imprint's business. This allows 4imprint to maximize spend and impression share on high performing queries and avoid overspending on lower performing queries.
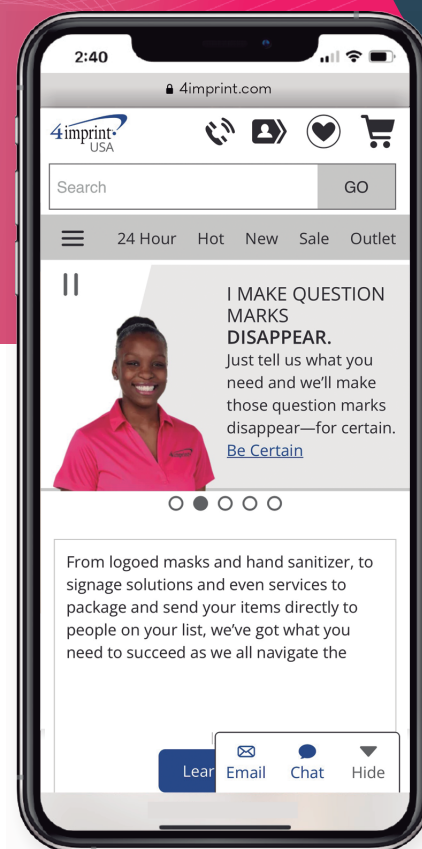
"If you're using Google Shopping as part of your marketing mix, consider Quartile. The technology is able to take our SKUs, segment them, and make sure that the right products are showing for the right queries. Working with the e-commerce pros at Quartile was the right choice to deliver the Google Shopping results we wanted."

Shawn Angle, Director of Digital Marketing at 4imprint

Quartile's Search Query Management scales across B2B and B2C retail and is able to recognize valuable queries specific to 4imprint. These queries are then funneled into a high-intent campaign, which receives higher bids and allows 4imprint to capitalize on high-intent traffic.

The Results: More Orders at Lower Costs

After just four months, 4imprint realized significant value in partnering with Quartile. The mostimportant result was the percentage of cost to percentage of return. Together, 4imprint and Quartile were able to spend less and drive more orders.

2%
decrease in cost per order

8%
increase in conversion rates

21%
order growth

29%
mobile cart growth

"Quartile's technology helps us get our arms around the data and make it actionable. At the same time, Quartile's team delivers on its promise of advising us in developing our strategy to drive new customer growth. We're seeing results and gaining an advantage we didn't have previously."

Mark Lentz, Search Engine Marketing Specialist at 4imprint

Sign up for a demo to learn how Quartile can make an impact on your business today.

Quartile

Quartile is a global leader in e-commerce advertising. We help brands and agencies optimize e-commerce advertising, expand market reach, and drive revenues upward. Quartile's proprietary advertising technology uses cutting-edge artificial intelligence and machine learning to make decisions based on real data for improved performance and growth.