

Boscov's Jumps to a 46% YoY Revenue Increase on Google Shopping in 60 Days

Boscov's is a billion-dollar, independent retailer with 49 department stores in the U.S. Like many retailers, Boscov's was stretched for resources to strategize and manage its Google Shopping ads while also handling other digital initiatives.

The solution? Boscov's implemented Quartile for Shopping to efficiently grow channel revenue.

Data-Driven Google Shopping Strategy

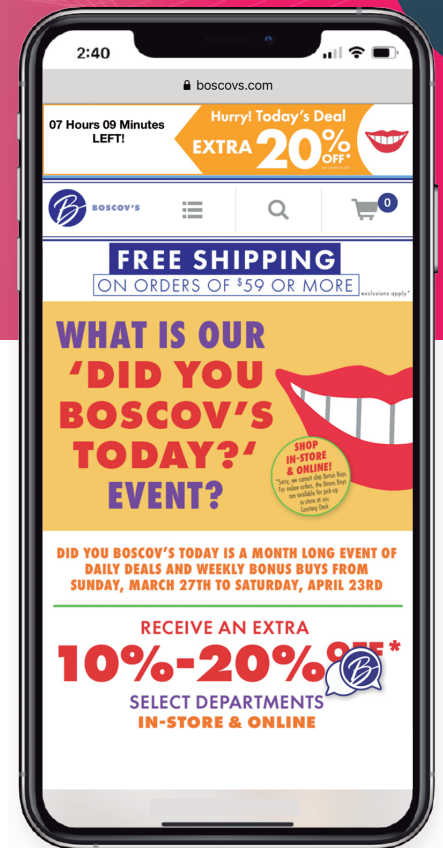
Boscov's began working with Quartile to revise its Google Shopping strategy, optimize its product feed for the channel, and install Quartile for Shopping on its e-commerce site.

Quartile now continually ingests several datasets critical to defining Boscov's Google Shopping bids—including the retailer's goals, channel data, and product attributes, as well as consumer search behavior impacting its catalog.

The technology's machine learning algorithms are trained by this data and deepen their understanding of Boscov's catalog and performance trends as more data accrues over time. The algorithms dynamically adjust campaign structure and individual product bids to maximize performance of every item in the catalog.

Each product, even those with little traffic, receives a smart, data-driven bid. That's because Quartile collects and attaches relevant data to these products to inform the bidding strategy and drive performance.

And whereas Boscov's was largely reactive in its Google Shopping management before, the retailer is now proactive with Quartile. Using a variety of data points and machine learning to identify performance trends, the technology predicts the revenue generation potential of each product, and assigns bids accordingly. The technology also evaluates products at the device level, bidding them individually depending on their performance on desktop versus mobile.



"The notion of setting the right bid for each product is a reality with Quartile. Product-level bid management is more dynamic and fluid than could be feasibly managed in house."

Brandy Lorah, Director of E-Commerce Marketing at Boscov's

The Results: Boscov's Newfound Momentum

Boscov's experienced significant revenue growth and improved ROAS immediately using Quartile's platform, and performance improved further over time



In first 30 days, 32%
increase in revenue



In first 30 days, 13%
increase in ROAS



In first 60 days, 46%
increase in revenue



In first 60 days, 27%
increase in ROAS

"Quartile gives us the best of both worlds—technological intelligence and human intelligence. We value our relationship with the entire Quartile crew. They've been really fantastic partners—responsive and truly committed to helping us grow our business."

Brandy Lorah, Director of E-Commerce Marketing at Boscov's

Sign up for a [demo](#) to learn how Quartile can make an impact on your business today.



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.