

## Case Study

# Clothing and Sportswear Brand Increased Amazon Sales by up to 50% and Reduced ACoS by 25%

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Quartile:

- Manually managing large e-commerce media and keyword PPC campaigns.
- Managed multiple seller accounts and needed a solution to consolidate ad spend and reporting.
- Needed a software solution that is integrated with Amazon DSP.
- Needed to expand our PPC campaigns across off-Amazon media to drive new shoppers.
- Wanted a service that managed our PPC campaigns and bidding automatically with advanced Artificial Intelligence.

## Use Case

The key features and functionalities of Quartile that the surveyed company uses:



Connects and utilizes Quartile with their Amazon Seller and Vendor



On average, their monthly Amazon sales are

**\$500,000-1,000,000**

## Results

### By the Numbers:



Quartile optimized their ad spend in one to four weeks



Their investment in Quartile increased sales and revenue on Amazon by **25-50%**



Quartile decreased our advertising cost of sales (ACoS) on Amazon by **10-25%**

## Key benefits experienced while using Quartile:



Increased sales from pay-per-click campaigns



Better optimization for every campaign



Expanded sales into new categories of products



Better tracking of each product listing



Increased organic sales



Discovered new keywords to drive sales



Drove revenue growth and return on ad spend



Kept our advertising cost of sales (ACoS) lower

## Agrees with the following Quartile value propositions:



Quartile enabled them to plan, optimize and grow their Amazon results



Quartile provided a seamless integration and fast start-up on Amazon Advertising



Quartile's software and services free up their team for more strategic work



Quartile's machine learning and artificial intelligence has lowered their overall advertising spend as a cost of sales



Quartile has increased their total sales on Amazon



Quartile has lowered the barriers to entry for new types of ads on Amazon (Sponsored Brands, DSP, etc)



Quartile's platform allowed them to expand our advertising program to reach new customers



Quartile's machine learning platform has increased their ability to monitor sales, track performance, and better allocate advertising spend

Source: **TechValidate**

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