

Case Study

Consumer Product Seller Dalstrong, Inc Experienced Improved Sales and Lower ACoS in Less Than a Week

Challenges

Dalstrong needed an automated solution to shift from manually managing large e-commerce media and keyword PPC campaigns, leading them to evaluate and ultimately select Quartile.

Use Case



Dalstrong connects and utilizes Quartile with their Amazon Seller and Vendor accounts

with monthly sales between
\$500,000-1,000,000

Vendors evaluated prior to using Quartile:

 perpetua

 Helium 10

 sellics

Results

Quartile optimized their ad spend in two days to a week.

By The Numbers:



Their investment in Quartile increased sales and revenue on Amazon by **0-10%**



Quartile decreased our advertising cost of sales (ACoS) on Amazon by **0-10%**

Key benefits experienced while using Quartile:



Better optimization
for every campaign



Enabled team to focus on
sales and product strategy



Kept our advertising
cost of sales (ACoS) lower

Agreed 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 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

Source: **TechValidate**

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