



# Discount Tackle Exceeds ROAS Targets for Search and Social with Quartile

Discount Tackle, a fishing supply retailer, struggled to meet its performance goals on Facebook and Google Shopping. One major hurdle was the amount of time the team had to spend managing and updating campaigns.

That's why the retailer decided to partner with Quartile. Taking advantage of automated machine learning technology as well as Quartile's team of marketing experts, Discount Tackle was able to increase Google Shopping ROAS 61% and increase Facebook ad revenue over 10x while saving hours of manual work.

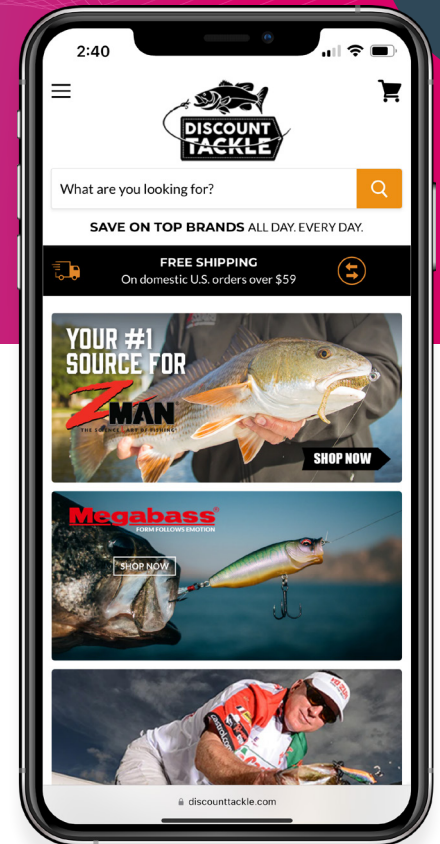
## Targeting the Full Acquisition Funnel on Facebook

With the Quartile platform fully integrated into Facebook Advertising, the team created three segments based on purchase intent labeled High, Medium, and Low. Quartile experts set the tech to use the majority of spend on low-funnel retargeting campaigns, which is where the retailer sees the most efficiency.

To drive conversions across these segments, Quartile A/B tested lifestyle and feed-based ads with each audience. Winning ads automatically incorporate into go-forward campaign management. Lifestyle ads display the retailer's products in use, like specific fishing rods and apparel. Feed-based ads appear on the feeds of previous customers and visitors to Discount Tackle's website, showing top-performing products across the retailer's catalog.

Several audiences are targeted in Discount Tackle's prospecting campaigns. This ranges from targeting lookalike audiences to competitors to interests. With this approach, Quartile and Discount Tackle uncovered a new audience through these prospecting campaigns.

"At first, we knew we catered to older, outdoorsy males," says Cody Echaury, E-Commerce Marketing Manager at Discount Tackle, "So that's the audience we targeted on Facebook. Then Quartile's campaigns started to show that 25-year-olds and females were engaging with our ads. We discovered totally new audiences buying our products."



"Quartile lets us be a better brand. We're building revenue and brand exposure together. To us, that's the complete package."

- Cody Echaury, E-Commerce Marketing Manager at Discount Tackle

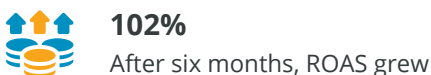
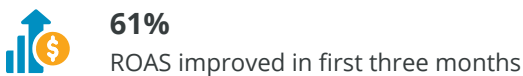
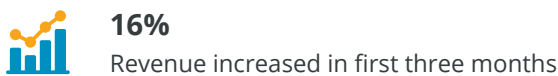
## Precision Bidding on Google Shopping

Quartile's team developed three major campaigns on Google Shopping. A branded campaign houses all products associated with specific brands, like Z-Man soft plastic baits and Daiwa fishing rods. Branded products are the retailer's top performers, driving roughly 70% of its Google Shopping sales.

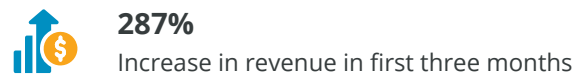
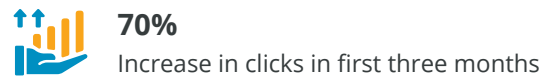
Quartile then set up a general campaign to filter products unaffiliated with a brand, like certain tackles and bulk baits. These are monitored closely by the technology to increase spend on top products and roll back on lower performers. A third campaign catches lower-performing products and the tech manages spend closely to maintain visibility, but is careful not to overspend.

## The Results: Massive Revenue Gains on Facebook and Google

Quartile's Google Shopping campaign structure let Discount Tackle improve several major KPIs:



The biggest growth in the retailer's marketing mix has come from Facebook advertising. Discount Tackle saw major gains in clicks, conversions and ROAS:



On top of significant revenue gains, Discount Tackle is getting its time back. Echaury and his team have saved over 15 hours a week by allowing Quartile to automate campaign management and optimization. "Now I can give key efforts like SEO the energy they deserve. I spend less time worrying about our advertising knowing we're seeing results," says Echaury.

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.

