

Case Study

Million Dollar Amazon Seller Glorified Enterprises USA Experienced 25-50% Growth in Three Months

Challenges

The business challenges that led Glorified Enterprise to evaluate and ultimately select Quartile:

- Manually managing large e-commerce media and keyword PPC campaigns.
- Needed a service that managed our PPC campaigns and bidding automatically with advanced Artificial Intelligence.

Use Case

The key features and functionalities of Quartile that Glorified Enterprise uses:



Connects and utilizes Quartile with their Amazon Seller and Vendor accounts



On average, their monthly Amazon sales are

\$1,000,000+

Vendors evaluated prior to implementing Quartile:

 perpetua

 Helium 10

 teikametrics

Results

By the Numbers:



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



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



Quartile optimized their ad spend after three months

Key benefits experienced while using Quartile:



Increased sales from
pay-per-click campaigns



Better optimization for
every campaign



Enabled team to focus
on sales and product
strategy



Drove revenue growth
and return on ad spend

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 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)

Source: **TechValidate**
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