

# How Gary's Wine Maximized Revenue on Google Ads and Facebook

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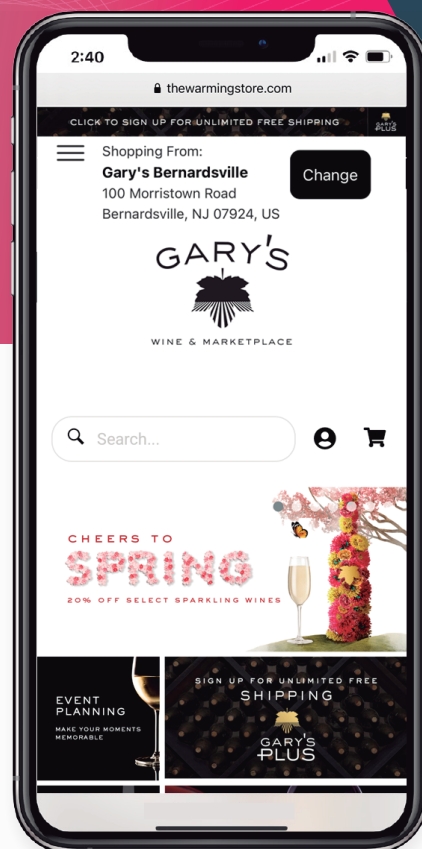
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## Targeting Purchase Intent on Google Shopping

The retailer's search strategy centers on mapping campaigns to purchase intent. This approach ensures the retailer is spending aggressively on high-intent shoppers and conservatively on low-intent shoppers, with the goal of meeting an efficient ROAS target.

Quartile's technology continuously optimizes campaign structure and bids to make the most of the retailer's valuable searches. Based on the traffic's conversion potential, Quartile adjusts product bids to meet the retailer's return goal. And importantly, the technology considers data including bottle size and price, ensuring a given bottle appears in results alongside similarly sized and priced bottles.



*"We were getting overwhelmed by the number of marketing channels out there, and the complexities involved in managing them. We partner with Quartile because the company's experts extend our strategic resources, while its technology drives our cross-channel performance."*

**Mike Fisch, Director of Innovation, Gary's Wine**

## Reengaging Shoppers on Facebook

Additionally, the retailer wanted to maximize retargeting opportunities with Facebook Advertising. Google and Microsoft do not allow alcohol retailers to run retargeting campaigns on their platforms, which made Facebook Advertising a critical part of Gary's Wine's strategy.

Quartile developed retargeting campaigns that helped Gary's Wine reengage site visitors, cart abandoners, and past customers. With robust testing, Quartile analysts determined the ideal lookback windows so that shoppers saw the right products at the right time to increase the likelihood of a purchase.

## The Results: Exceeding Goals on Social & Search

Gary's Wine continues to meet and exceed its return goals across all channels managed by Quartile. The metrics that mattered most to the wine retailer were revenue growth and return on ad spend.



**8X**

revenue growth on Facebook Advertising in 9 months



**24%**

better ROAS on Google Shopping, compared to goal



**24%**

better ROAS on Google Paid Search, compared to goal



**54%**

revenue growth on Google Shopping in 9 months

*"Our digital presence has a much better footing since we've partnered with Quartile."*

*That lets us easily jump on new opportunities—whether that means expanding into a new channel or deepening sophistication in our current channels."*

*Mike Fisch, Director of Innovation at Gary's Wine.*

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.