

How This B2B Manufacturer Quadrupled Efficiency Across Google Ads

A B2B manufacturer wanted to expand its digital footprint and knew the potential behind platforms like Google and Bing. What it didn't know was how to tailor its approach to these platforms to meet its revenue and efficiency goals.

The retailer implemented Quartile for Shopping and saw several weeks of positive results. It then began exploring Quartile's product for paid search on Google. It saw firsthand the benefits of Quartile's technology and automation in its Google Shopping campaigns. It wanted a similar experience with Quartile for Paid Search. "Quartile helps us understand where opportunity exists for our business across our shopping and paid search campaigns on Google, and what the role of each channel should be in our marketing mix," said the Marketing Manager.

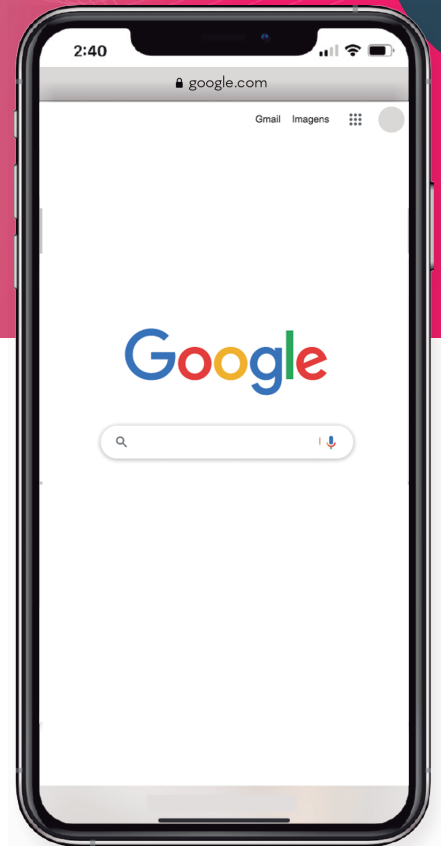
Unifying Google Shopping & Paid Search

Quartile automates and optimizes campaign creation in both Google Shopping and Google Paid Search, tailored to the retailer's unique goals. In this instance, the B2B manufacturer wanted to optimize efficiency, revenue and average order values (AOV).

In Google Shopping, Quartile developed two types of campaigns, Branded Products and General Products. The Branded Products campaigns feature top-performing branded products which generally convert at a higher rate than non-branded products. The General Products campaigns feature products unaffiliated with a particular brand and tend to have a lower conversion rate. Bucketing products this way allowed the retailer to get more granular with its bid and only spend what was absolutely necessary to drive a conversion.

Quartile also helped the retailer set bids by product pricing. Products were grouped by price tiers. s—\$0-10, \$10-125, and \$125+. Breaking out products by price tier allows Quartile's A.I. technology to optimize for higher AOV products.

On Google Paid Search, Quartile immediately found areas where the B2B retailer could spend its budget more efficiently. Instead of bidding on overly broad keywords, Quartile's technology identified high-performing keywords using exact match that delivered more qualified leads and significantly higher conversions.



"Quartile has kept us on track to far exceed our annual growth and sales numbers. If we didn't have Quartile team and technology, I don't think we would hit our goals in Google's shopping and paid search channels."

Marketing Manager at the B2B Manufacturer

The Results: Driving Efficiency Across Google Ads

Quartile was able to drive immediate results on both Google Shopping and Google Paid Search. Achieving greater cost savings and revenue growth were huge wins for this B2B manufacturer. Since launching with Quartile, the retailer experienced:



50%

Revenue Increase on Google Shopping



400%

Increase in Google Shopping ROAS



158%

Increase Google Paid Search ROAS



106%

Increase in Google Paid Search Conversion Rate

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Marketing Manager at the B2B Manufacturer

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.