

Case Study

Medium Enterprise Aerospace and Defense Company Reduced ACoS by 25-50% in Three Months

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Quartile:

- They needed a software solution that is integrated with Amazon DSP.
- They wanted a service that managed our PPC campaigns and bidding automatically with advanced Artificial Intelligence.

Use Case

The key features and functionalities of Quartile that the surveyed company uses:



Connected and utilized Quartile with their Amazon Seller with monthly

Amazon sales of

\$500,000-1,000,000

Vendors evaluated prior to replacing with Quartile:



teikametrics

Results

The surveyed company achieved the following results with Quartile:



Quartile optimized their ad spend in 3 months or more



Their investment in Quartile increased sales and revenue on Amazon by **10-25%**



Quartile decreased our advertising cost of sales (ACoS) on Amazon by **25-50%**

Key benefits experienced while using Quartile:



Drove revenue growth
and return on ad spend



Kept our advertising cost
of sales (ACoS) lower

The surveyed company agreed with the following Quartile value propositions:



Quartile enabled them to plan, optimize and grow their Amazon results



Quartile provided seamless integration and fast start-up on Amazon Advertising



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 machine learning platform has increased their ability to monitor sales, track performance, and better allocate advertising spend

Source: **TechValidate**

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