MEGA RHINO MARKETING & RETAIL

Quartile

MegaRhino Retail Increases Sales 10-25% While Lowering TACoS 10% Within Three Months

Challenges

The business challenges that led MegaRhino Retail to evaluate and ultimately select Quartile:

- Were manually managing large e-commerce media and keyword PPC campaigns.

Use Case

The key features and functionalities of Quartile that MegaRhino Retail uses:

Connects and optimizes their Amazon Seller account with Quartile

Average monthly Amazon sales between

$500,000-1,000,000

Vendors evaluated prior to replacing with Quartile:

sellics

teikametrics

Helium 10

Results

By The Numbers:

Quartile optimized their ad spend in one to three months

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

Quartile decreased our advertising cost of sales (ACoS) on Amazon by **10-25%**

Key benefits experienced while using Quartile:

Increased sales from pay-per-click campaigns

Better optimization for every campaign

Discovered new keywords to drive sales

Strongly 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's machine learning and artificial intelligence has lowered their overall advertising spend as a cost of sales

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)

Quartile's platform allowed them to expand our advertising program to reach new customers

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

"Very helpful!!"

– Andrew Zetterholm, Founder/ CEO, MegaRhino Retail

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