

Case Study

Million Dollar Healthcare Seller Sees 25% Sales Growth Within Four Weeks

Challenges

The business challenges that led the profiled company 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 the surveyed company uses:



Connects and utilizes Quartile with their Amazon Seller account with monthly

Amazon sales of
\$1,000,000+

Vendors evaluated prior to replacing with Quartile:

 **Helium 10**

Results

The surveyed company achieved the following results with Quartile:
Quartile optimized their ad spend in one to four weeks.

By The Numbers:



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



Quartile decreased their advertising cost of sales (ACoS) on Amazon by **0-25%**

Key benefits experienced while using Quartile:



Increased sales from
pay-per-click campaigns



Better optimization
for every campaign



Increased organic sales

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

"It freed up time for other tasks. Also it had a big impact on overall sales growth."

Source: **TechValidate**

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