Quartile

Million Dollar Retail Company Increased Sales by 50% in Less Than Three Months

Challenges

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

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

- They needed a service that managed their 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

$1,000,000+

Vendors evaluated prior to replacing with Quartile:

perpetua

Results

Business Impact

Their investment in Quartile increased sales and revenue on Amazon by **50% or more**

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

Quartile optimized their ad spend in one to three months

Key benefits experienced while using Quartile:

Increased sales from pay-per-click campaigns

Better optimization for every campaign

Better tracking of each product listing

Discovered new keywords to drive sales

Drove revenue growth and return on ad spend

Kept our advertising cost of sales (ACoS) lower

Enabled team to focus on sales and product strategy

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

"Quartile has freed up our time for strategy and provided peace of mind that I can just set an ACOS target and be largely done. It's also allowed us to unlock a ton of new keywords / asin targets and makes it super easy for us to rapidly create tons of campaigns if we have our own ideas. "