

The Team+Tech Model That Scaled Moosejaw's Google Shopping Revenue by 82%

Moosejaw offers outdoors apparel and gear from high-end brands, including The North Face, Patagonia and Marmot. The retailer has aggressive goals to grow Google Shopping traffic and revenue, while maintaining return targets that constantly fluctuate with promotions and seasonal demand. Moosejaw realized that achieving this success required a best-of-breed technology combined with dedicated Google Shopping expertise—and found Quartile.

A.I.-Optimized Campaigns + Human-Led Strategy

Moosejaw began working with Quartile to implement a hybrid approach combining sophisticated technology and human expertise. Quartile's team collaborated with Moosejaw to define an entirely new Google Shopping strategy centered on topline growth. To begin, Quartile created campaigns to segment traffic by device, as well as one specifically for promotional items.

The team now applies Quartile for Shopping to those campaigns to meet the retailer's performance goals. The machine learning technology continuously ingests several datasets specific to Moosejaw, including the retailer's ERS goals, channel data, and product feed attributes, as well as search behavior surrounding its products.

This data provides Quartile's algorithms a granular picture of real-time trends impacting campaign performance. As data changes, Quartile for Shopping dynamically and immediately adjusts individual product bids to maintain Moosejaw's ERS goals and drive revenue.

With Quartile's approach to topline growth, every product is given the opportunity to generate revenue if that opportunity exists. That's because Quartile analyzes and invests in every product individually, depending on its projected revenue potential.



"We needed a partner to help learn the peculiarities of our business and be transparent about what worked and what didn't. And we sought innovation—a partner who could continually advance our Google Shopping strategy. That's exactly what we get with Quartile."

Dave Pingree, CMO at Moosejaw

During the critical holiday shopping season, spanning November and December, Quartile continued to focus on returns, even as competition increased. The technology capitalized on Moosejaw's shipping promotions, optimized bids for top-performing brands, and bid aggressively on last-minute shoppers.

The Results: Topline Surge While Maintaining Spend

"Our goal was to maintain a spend level consistent with the plan and really drive the top line," says Dave Pingree, CMO at Moosejaw. "Quartile delivered that in spades."



82%
revenue growth YoY



142%
traffic growth YoY



18%
revenue growth in November



37%
revenue growth in December

"While our PPC revenue was double our Google Shopping revenue in 2014, the opposite will be true in 2017. Google Shopping revenue will be double PPC revenue. Quartile is an important part of that."

Pingree.

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.

