

## Case Study

# Million Dollar Amazon Seller NutraChamps Saw Reduced ACoS of 10-25% in Three Months

## Challenges

The business challenges that led NutraChamps Inc to evaluate and ultimately select Quartile:

- Manually managing large e-commerce media and keyword PPC campaigns.
- Managing multiple seller accounts and needed a solution to consolidate ad spend and reporting.
- Required a software solution that is integrated with Amazon DSP.
- Wanted to expand our PPC campaigns across off-Amazon media to drive new shoppers.
- Wanted a service that managed our PPC campaigns and bidding automatically with advanced Artificial Intelligence.
- Unsatisfied with another Amazon ad vendor.

## Use Case

The key features and functionalities of Quartile that NutraChamps uses:



Connects and utilizes Quartile with their Amazon Seller and Vendor accounts



On average, their monthly Amazon sales are

**\$1,000,000+**

## Results

NutraChamps achieved the following results with Quartile:



Quartile optimized their ad spend in three months or more



Their investment in Quartile increased sales and revenue on Amazon by **0-10%**



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

## Key benefits experienced while using Quartile:



Better optimization  
for every campaign



Enabled team to  
focus on sales and  
product strategy



Drove revenue growth  
and return on ad spend



Kept our advertising  
cost of sales  
(ACoS) lower

## Agreed with the following Quartile value propositions:



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

Source: **TechValidate**

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