

How Office Supply Used Audience Segmentation to Grow Google Ads Revenue 67%

For Office Supply, an online retailer selling office and janitorial supplies, office furniture, and office technology products, the key to reaching new customers was to expand its digital footprint into new advertising channels.

In addition to new customer acquisition, the retailer wanted to improve retention and increase revenue on its tentpole platform, OfficeSupply.com. To accomplish this, it sought a solution that could drive more brand awareness and create more product demand. It connected with Quartile to better leverage shopping, paid search, and display advertising across Google and Bing. As a result of the partnership, Office Supply's total Google Ads revenue grew 67%.

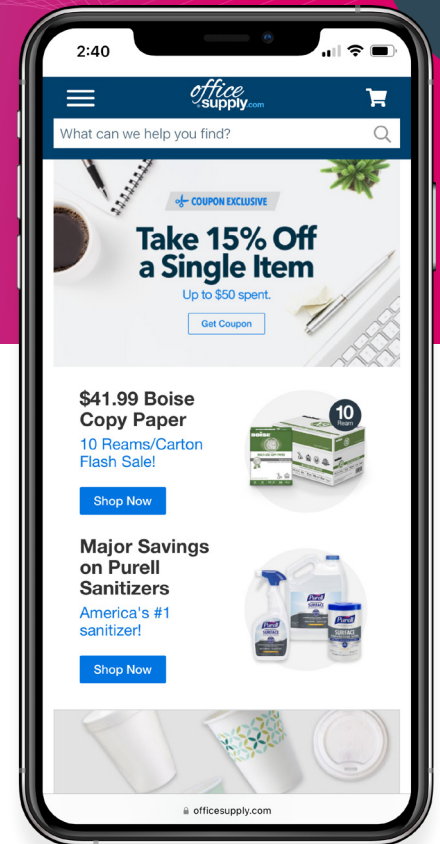
Smarter Campaign Management

To achieve the retailer's business goals, Quartile's team created unique campaigns targeting search intent, average order value (AOV), trademark terms, and seasonality. These campaigns spanned four unique advertising channels including Google Shopping, Google Paid Search, Bing Shopping and Bing Paid Search.

After inputting Office Supply's goals, Quartile's Apex technology built out the campaigns automatically, using both keyword targeting, audience segmentation, and product AOV to drive greater performance. For example, attracting new customers was particularly important for Office Supply, so Quartile built a separate Google Shopping campaign that targeted trademark queries like "Office Supply" and "OfficeSupply.com" and excluded past customers.

The platform also leaned into seasonal trends and was able to anticipate spikes in purchase behavior and target high-value keywords during peak shopping periods.

Finally, Quartile developed campaigns at the product-level, creating campaigns for high AOV products that received greater budget and campaigns for low AOV products which focused on efficiency.



"Our Quartile customer strategy team always sets us up to be successful, and that success is the product of a strong relationship. Quartile's expertise in the office supply sector mixed with its paid search experience works to our advantage."

- Ben Lang,
Analyst at Office Supply

The audience and keyword segmentation across Shopping and Paid Search ensured Office Supply reached shoppers at every stage of the buying journey in the most efficient and profitable way.

The Results: Immediate Business Growth

Office Supply experienced results quickly with Sidecar's audience segmentation in place. The retailer saw both revenue growth and increased efficiency with a segmented bidding strategy focused on intent, trademark searches, AOV, and short-term purchasing trends in specific product categories.

As a result, Office Supply was able to increase revenue, reduce costs, and grow overall impressions with its most valuable audiences. In its first year with Quartile, Office Supply experienced:



23%

Revenue increase in Google Paid Search



32%

Impression share growth in Google Paid Search



67%

Increase in Google Ads revenue



103%

Increase in Google Shopping clicks for trademark terms

The key win for Office Supply was that, with Quartile, the retailer was able to grow profits and its business while staying within its budget. That's because Quartile's A.I. technology offers the granularity and precision Office Supply needed to target the right shoppers on the right channels at the right time.

"Working with Quartile gives us more time to focus on industry trends and make sure we're staying relevant. We're able to dig into our business and share important information with our Quartile team, and then they incorporate it into a strategy that makes sense for our business. For us, that's a major win."

- Joe Schaefer,
President of Office Supply

Sign up for a [demo](#) to learn how Quartile can make an impact on your business today.



Quartile

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.

