



# New Year, New You: Health-Ade Drives Record Sales in H1 2021 with Instacart Ads via Quartile

As shoppers wrap up their holiday buying for friends and family at the end of the year, they switch gears to looking for ways to improve their own lives via new healthy habits. New habits means new purchases across categories like healthy beverage choices, supplements and sports equipment. One Quartile advertiser, Health-Ade, found success in 2021 with Instacart Ads, and is excited to accelerate growth in 2022.

Health-Ade was founded in 2012 by a husband and wife and their best friend in a true farmer's market start-up story that soon became the fastest-selling kombucha in America. Their mission is to "unlock the power of your gut with best-in-class probiotic beverages."

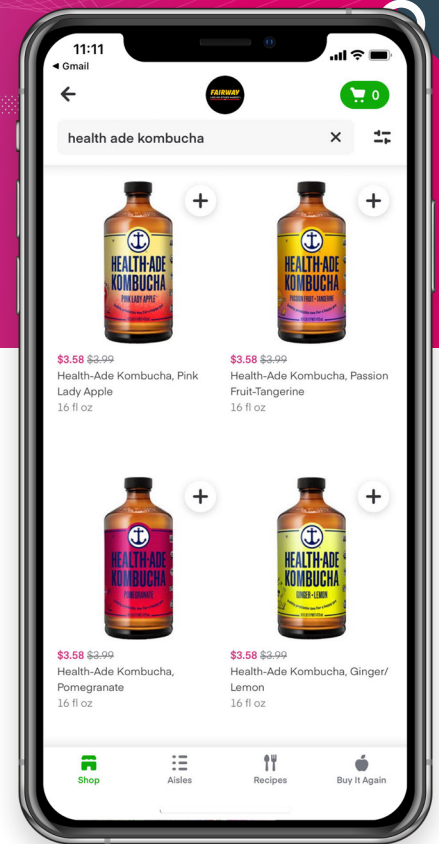
 Health-Ade approached their long-standing retail advertising partner, Quartile, to increase both paid and organic sales of Health-Ade's premium kombucha beverages on the Instacart marketplace.

 Quartile restructured their ad campaigns across Instacart to drive more reach, competitive position, and sales.

## Boosting Instacart Sales

Health-Ade added Instacart as a new paid channel in April 2020 in an effort to broaden their reach on the Instacart marketplace. Using branded and niche search terms, they sought to increase sales and share of voice in the highly competitive kombucha drinks category.

Quartile restructured their ad campaigns across Instacart to drive more reach, competitive position, and sales.



"Instacart is a vital partner to fulfill our mission to inspire you to discover the power of your gut and become your happiest and healthiest self.

The Instacart Ads program allows us to reach health-conscious customers, from those just researching gut health to loyal repeat buyers, all in a streamlined and cost-effective way through our partners at Quartile."

– Calvin Lammers,  
VP of E-Commerce & Digital  
at Health-Ade

## The Results

Health-Ade used Quartile's AI-powered PPC platform to optimize their Instacart Ads campaigns to great results:



**86%**

increase in year-over-year sales during the first half of 2021



**20%**

increase in sales share within the kombucha category from January 2021 to May 2021, driven by a combination of new and repeat customers

## The Impact of AI and Automation

Quartile's proven technology platform seamlessly plugged into Instacart Ads API, increasing the total impression opportunities and win rates across Instacart Ads and driving more sales at a lower cost.

Interested in learning more about how Quartile can help optimize your Instacart Ads campaigns to improve sales and return on ad spend? [Schedule a demo](#) of our 360 product today!

"Quartile's AI, automation, and data integrations enabled us to take advantage of advertising opportunities on Instacart Ads without the need for additional work on our part. The seamless integration helped drive record sales in the first half of 2021, and we look forward to continuing our partnership with the Quartile team."

– Calvin Lammers, VP of E-Commerce & Digital at Health-Ade

"Instacart's Advertising API release is helping traditional retailers catch up, if not leapfrog, the leading e-commerce players in retail media.

We're excited to give clients like Health-Ade access to the best retail media channels available."

– Daniel Khijnik, CEO and Co-founder, Quartile

Ready to get started advertising on Instacart? Then [sign up for](#) a Quartile 360 demo 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 upwards. 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.