

## Case Study

# Small Business Food Company Increased Sales by 10%

## Challenges

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

- They wanted a service that managed our PPC campaigns and bidding automatically with advanced Artificial Intelligence.

## Use Case

The key features and functionalities of Quartile that the surveyed company uses:



Connects and utilizes Quartile with their Amazon Seller account



with average monthly sales between

**\$50,000-100,000**

## Results

The surveyed company achieved the following results with Quartile:



Better optimization for every campaign



Quartile optimized their ad spend in one to four weeks.



Their investment in Quartile increased sales and revenue on Amazon by up to **10%**



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

## Agreed with the following Quartile value propositions:



Quartile enabled them to plan, optimize and grow their Amazon results

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Quartile provided seamless integration and fast start-up on Amazon Advertising

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Quartile's software and services free up their team for more strategic work

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Quartile's machine learning and artificial intelligence has lowered their overall advertising spend as a cost of sales

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Quartile has increased their total sales on Amazon

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Quartile has lowered the barriers to entry for new types of ads on Amazon (Sponsored Brands, DSP, etc)

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Quartile's platform allowed them to expand our advertising program to reach new customers

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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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