

## Case Study

# Small Business Media & Entertainment Company Increase Sales by 50% with Quartile

## Challenges

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

- We 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 Vendor



with average monthly sales between

**\$10,000-50,000**

## Results

The surveyed company achieved the following results with Quartile:



Quartile optimized their ad spend in one to four weeks



Quartile increased sales and revenue on Amazon by **50% or more**



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

## Key benefits experienced while using Quartile:



Increased sales from  
pay-per-click campaigns



Better optimization  
for every campaign



Kept our advertising  
cost of sales (ACoS) lower

## The surveyed company agreed with the following Quartile value propositions:



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



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



Quartile has increased their total sales on Amazon

Source: **TechValidate**  
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