How Summit Sports Grew Amazon Advertising Revenue Exponentially

Summit Sports is the parent company of several sporting goods brands that sell products on Amazon. It wanted a simple, fast, and automated solution to manage its over 25,000 SKUs on the marketplace. Because Summit Sports sells highly seasonal products like kayaks, skis, and backpacking gear, the enterprise retailer needed a solution that could adapt to the peaks and valleys of its diverse shopping seasons.

Summit Sports found a lasting solution for Amazon Advertising when it partnered with Quartile, which previously managed the retailer’s Google Shopping campaigns.

“We had success developing our goals for different products based on their margins and sales history, but actually implementing those targets across our various product categories and adjusting during the seasonal periods was something that Quartile excelled at,” says Phil Blaul, marketplaces manager at Summit Sports. “Plus, we finally had the benefit of having an account manager to collaborate with and elevate our Amazon Advertising strategy.”
Meeting Seasonal Demand

Quartile’s A.I. technology dynamically developed product level campaigns for Summit Sports and Quartile analysts layered into this structure Advertising Cost of Sale (ACoS) buckets. Based on product margins and seasonal performance, Summit Sports developed three ACoS targets during peak seasons. High margin or private label products might receive a higher ACoS, while lower margin or third-party products might receive a lower ACoS. During the off-season, Summit Sports reduces its ACoS targets and groups products into only two buckets. This lowers spend during less profitable periods.

“What took our previous vendors weeks and even months to adjust takes Quartile just a day or two,” says Blaul. “That has allowed us to adjust our strategy across all five product categories quickly and take advantage of seasonal opportunities.”

The Results: 8X Revenue Gains

Summit Sports saw revenue gains across all product categories Quartile manages, but the two standout brands were ACK and Snow Sport Deals.

- **39%** increase in ACK Orders period over period
- **160%** increase in ACK Revenue period over period
- **7%** increase in Snow Sport Deals orders period over period
- **8%** increase in Snow Sport Deals revenue period over period

“Working with Quartile has been a positive experience,” says Blaul. “The people I work with are really nice and flexible. The technology works well and the consistency is great. It’s nice to not have to worry about hitting your target one day only to be over-budget the next. With Quartile I don’t have to worry about missing our targets, and I can focus my energy on more strategic tasks.”

Sign up for a demo to learn how Quartile can make an impact on your business today.