

# How Summit Sports Grew Amazon Advertising Revenue Exponentially

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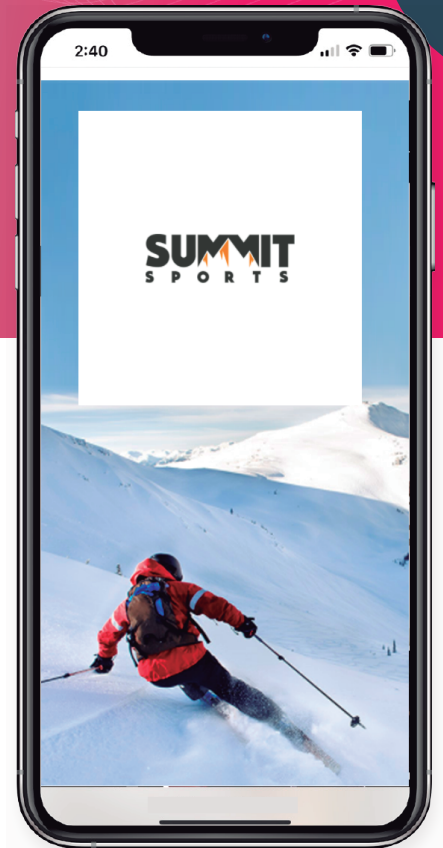
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Summit Sports found a lasting solution for Amazon Advertising when it partnered with Quartile, which previously managed the retailer's Google Shopping campaigns.

"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."



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**Phil Blaul, Marketplaces Manager at Summit Sports**

## 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.

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## 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

*"The consistency is what really stands out about Quartile. Even with shifting ACoS targets, Quartile hit or exceeded our requirements every time."*

*Phill Blaul, Marketplaces Manager at Summit Sports*

"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.



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.