

The CPAP Shop Embraces a Multichannel Approach to Achieve Double-Digit ROAS Growth

The CPAP Shop is an online retailer that sells sleep therapy and CPAP equipment. It is a subsidiary of Agile Medical, which owns a portfolio of medical device retailers, including The Oxygen Concentrator Supply Shop and Sleep Care Online. The retailer advertises across Google, Bing, and Amazon.

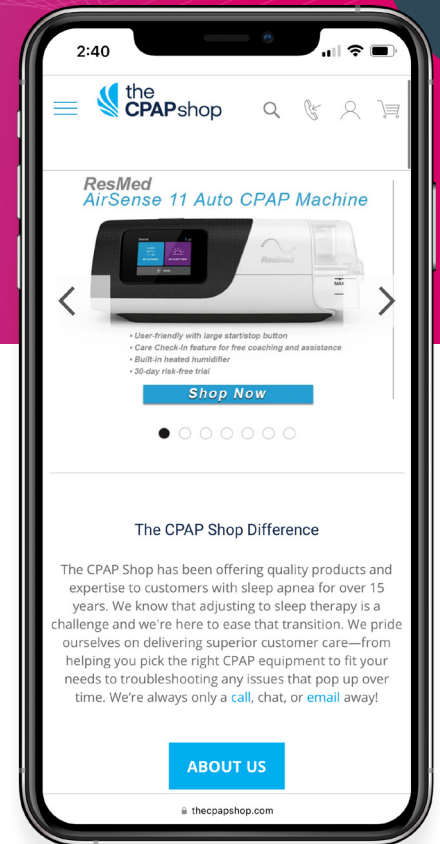
The CPAP Shop team engaged Quartile to build an integrated A.I.-based advertising strategy. By automating campaign optimization, the retailer aimed to identify products in its catalog that could increase average order value (AOV) and allocate proper budget to these products to improve return on advertising spend (ROAS). Plus, it needed a scalable way to grow its cross-channel advertising using a unified platform. Quartile proved to be the ideal partner and grew ROI on every ad channel.

Reaching Unique Audiences Across Channels

Quartile's A.I. technology and customer success strategists developed granular campaign strategies for every channel where The CPAP Shop advertises. In Google Shopping, Quartile broke out campaigns by AOV as well as search intent, so that high AOV CPAP machines received higher bids on Google Shopping to capture the highest conversion possible. Other campaigns focused on high intent keywords, like branded terms or trademark terms to ensure The CPAP Shop never missed a sales opportunity.

For Paid Search, campaigns focused on research-related keywords to direct shoppers to informational landing pages on The CPAP Shop. As shoppers learn more, they begin searching for branded and trademark keywords, such as "ResMed AirSense Machine" or "The CPAP Shop," which convert at a much higher rate. These types of terms were broken out into their own campaigns in order to bid the most efficiently.

Paid Search campaigns also incorporated dayparting because many shoppers tend to search for CPAP machines at night when they have trouble sleeping. Increasing bids from midnight to 1 a.m. allowed The CPAP Shop to capitalize on this interest at a less competitive shopping period with significantly lower CPCs.



"We were interested in the data-driven approach to retail marketing that Quartile provided. It's A.I. technology gave us insight and recommendations on where we should bid to remain competitive and to see the biggest return."

- Pooja Shah, Director of Corporate Marketing at Agile Medical

Finally, on Amazon, Quartile focused on generating revenue through high-volume and high-frequency accessories, such as filters and cushions because medical devices, like CPAP machines cannot be sold on the marketplace. The core of this strategy was finding targeted audiences on the marketplace in order to bypass high competition for sleep aid accessories and keep costs in check.

The Results: Increased Orders and Revenue Across Channels

The CPAP Shop experienced dramatic results across Shopping, Paid Search, and Amazon Advertising:



89%

Increase in Google and Bing Shopping ROAS YoY



62%

Increase in Google and Bing Paid Search ROAS YoY



13%

Lower ACoS on Amazon in first six months



664%

Increase in orders on Amazon in first six months

The biggest benefit of working with Quartile, according to The CPAP Shop, was building a truly multichannel advertising strategy that utilizes the strengths of every channel to reach high-value audiences at the lowest possible cost. Intelligent automation and expert-led strategy helped The CPAP Shop uncover new opportunities and grow their business in a matter of months.

“With Quartile’s technology, we’re able to convert a ton of data into actionable insights. We know that the algorithms are working for us 24/7 and allowing us to optimize bids in real-time at an individual level,” says Pooja Shah, Director of Corporate Marketing at Agile Medical.

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“Working with Quartile allows us to have a dedicated team to focus on three important marketing channels. We treat them as an extension of our business and work collaboratively to share ideas, insights, and opportunities. Because of Quartile, we have a cohesive multichannel advertising portfolio.”

- Pooja Shah, Director of Corporate Marketing at Agile Medical

Sign up for a [demo](#) to learn how Quartile can make an impact on your business today.



Quartile

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.

