

# How The Warming Store Used Cross-Channel Marketing to Improve Efficiency 37%

For The Warming Store, online advertising boils down to one objective: maintaining efficiency while growing revenue. Founded in 2008 in the Manayunk section of Philadelphia, PA, The Warming Store sells temperature-controlled apparel that ranges from heated clothing to personal cooling products. Its peak season occurs between October and January.

The retailer has a diverse digital advertising mix. In addition to its website, it promotes products in Google and Bing's shopping and paid search channels as well as Facebook and Amazon. The Warming Store relies on Quartile to manage these advertising platforms while delivering consistent growth and cross-channel insights.

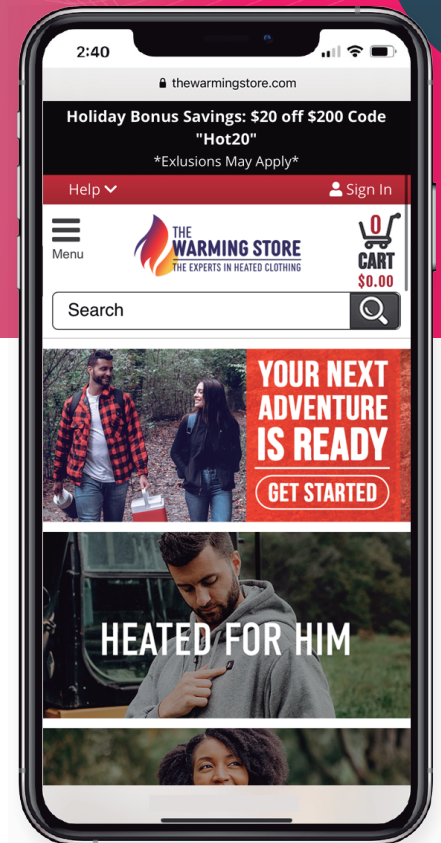
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## Delivering Growth Across Search, Social & Marketplaces

As a highly seasonal, weather-dependent retailer, The Warming Store benefits greatly from incorporating modifiers in its Google Shopping campaigns. Quartile's technology uses product modifiers by state, targeting states that experience cold weather earlier in the year.



*"There are two main benefits we receive from Quartile. One is improved efficiency of our ad spend. The other is the trust we have in Quartile's team and technology. It's a fantastic partnership."*

**Justin Silverman,**  
Co-founder of The  
Warming Store

The technology also adds audience modifiers to target shoppers who previously engaged with or purchased from the retailer's shopping ads.

Search query targeting plays a big role as well. Quartile breaks out branded and non-branded campaigns and layers a search query targeting method called "top terms" within both. This method focuses on top performing queries and treats them like high value branded items, allocating more budget for these high-converting terms.

On Facebook, cross-channel learnings and audience building are at the heart of Quartile's strategy. Quartile buckets the retailer's campaigns into two fields: prospecting and retargeting. These fields provide a two-way reliance between Google and Facebook. Facebook can target users who have clicked through a Google ad. On the other hand, Facebook is creating new users from prospecting campaigns than can be retargeted on Google Shopping.

Finally, Amazon was a relatively new channel for The Warming Store, and it was important for the retailer to hit its ACoS and revenue goals on the channel. Quartile achieved this by promoting the retailer's house brands and the brands it resells differently. For example, sponsored brand ads were an ideal format to promote The Warming Store's house brands and grow brand awareness among Amazon users. This approach paired well with Quartile's A.I. technology, which dynamically optimizes campaigns and adjust bids as shopping trends shift. The result was an immediate increase in Amazon orders for The Warming Store.

## The Results: Full-Funnel, Cross-Channel Advertising

Google, Bing, Facebook, and Amazon each play a specific role in achieving The Warming Store's business goals. This multichannel approach has driven new customer acquisition, increased impression share, and harnessed cross-channel insight to fill the purchase funnel. In turn, efficiency has improved while revenue grows.



**25%**

increase in Google Shopping ROAS YoY



**27%**

increase in Google Paid Search ROAS YoY



**68%**

Increase in Facebook Revenue YoY



**160%**

Increase in Amazon Orders YoY

*"It takes a lot of communication and coordination to advertise across multiple channels. I was confident Quartile's team would deliver results. We've not only met but exceeded our goals on Google, Bing, Facebook, and Amazon."*

*Justin Silverman,  
Co-founder of The  
Warming Store*

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.