

ROUTE TO RECOVERY

Sponsored by:  Quartile



DANIEL KNIJNIK

CEO

Quartile

How to Diversify & Optimize Your Advertising Strategy:

Integrating Amazon & Google for eCommerce Success

June 10, 2020

LISTENING TO THIS WEBCAST



The audio portion of this webcast is broadcast over the Internet.

- Make sure your computer/device's audio is available, unmuted and the volume is turned up to an acceptable level.
- If you are having trouble with receiving the audio, please select the “?” in the upper corner of the TalkPoint interface, and select “Test My System Now”. This will give you information on your connection and how to remedy any problems you may have.
- Often just simply disconnecting and rejoining the event will allow you to catch a better stream of the audio if you are experiencing audio problems.

HOW TO ASK QUESTIONS



It's easy to submit your questions for our presenters during the event.

- On the left side of your screen there is a box labeled “Ask a Question” where you can enter your questions.
- Questions related to the webcast topic will be held and answered during the Q&A session at the end of the event.
- Questions related to technical issues can also be entered in this box, and will be answered immediately by our webcast producers.

About Quartile

Maximize Your E-Commerce Advertising Results

Digital Advertising is becoming exponentially complex. Simple self-service software is not enough anymore. Our machine learning platform integrates E-Commerce Marketing channels blending technology and a dedicated data science team.

amazonadvertising

shopify

facebook

Google Ads



**+\$3 Billion
In Sales Managed**

+2,300 Brands

~2%

**Advertising
at Scale**

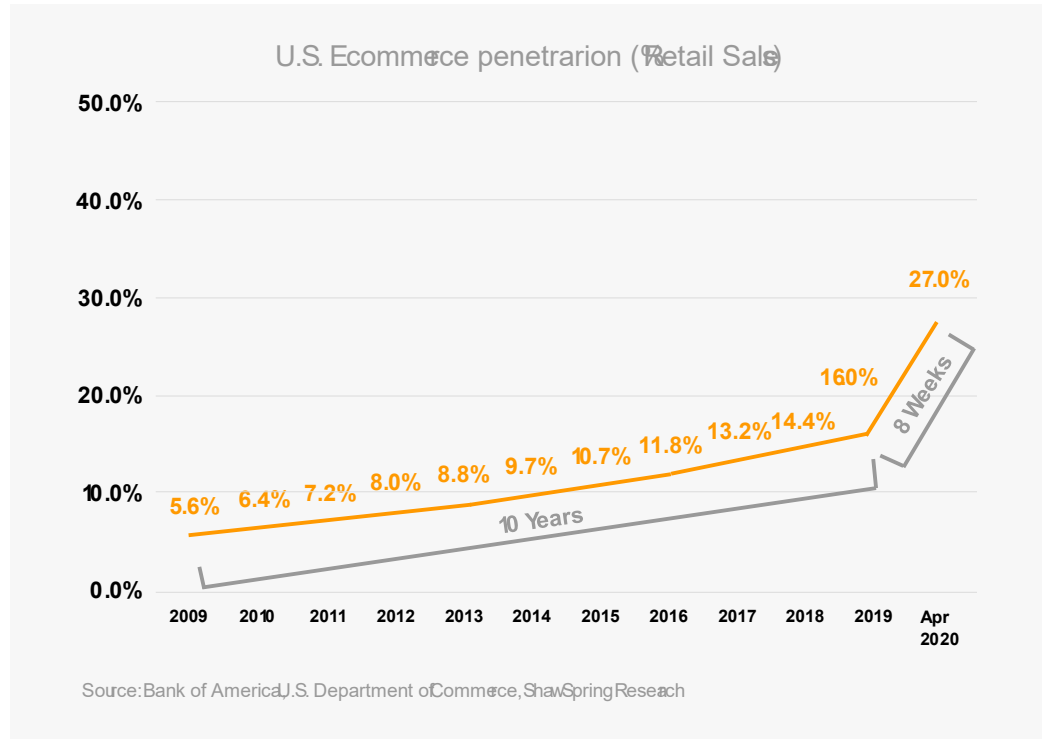
Around 2% of all
Amazon Ad spend in the
US under management



Global Presence

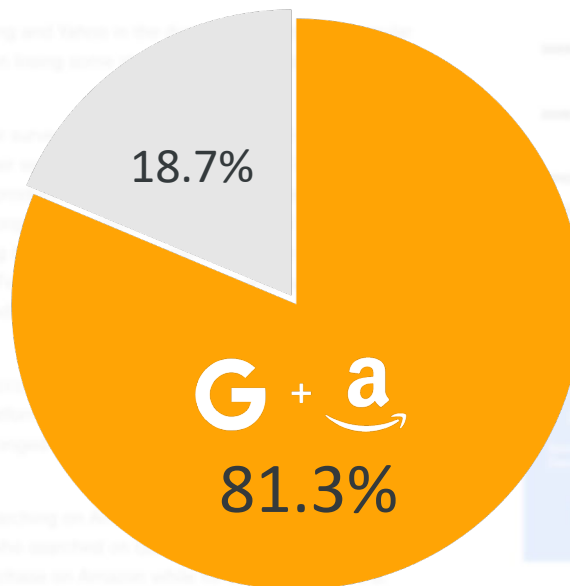
Offices in NY & London

10 years vs. 8 weeks



Bank of America and U.S. Commerce Dept.

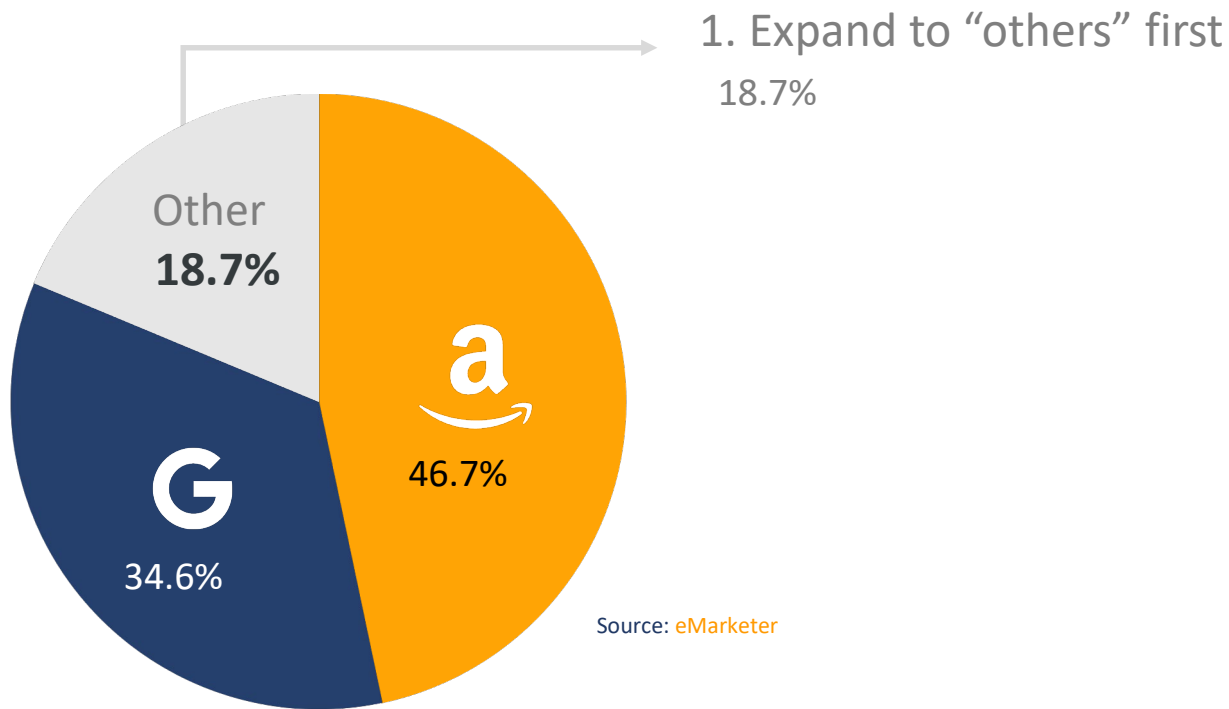
More Product Searches Start on Amazon



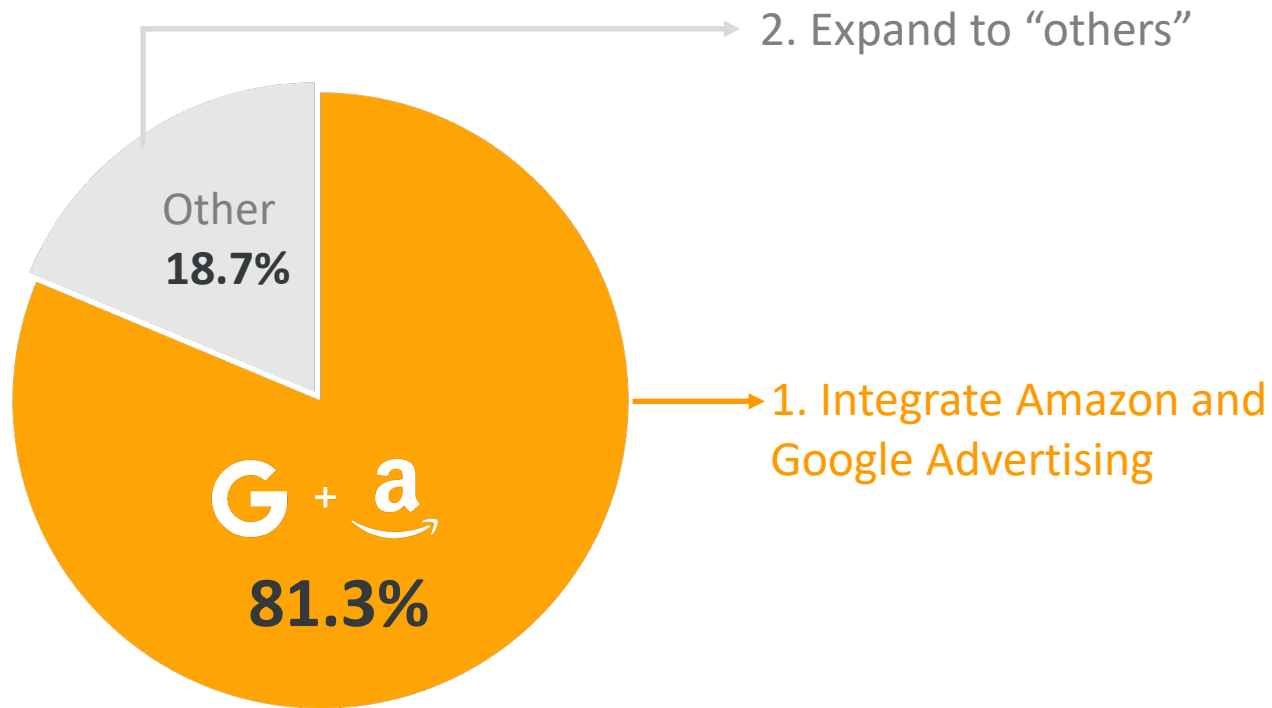
A stylized graphic of a globe on the left side of the slide. It features horizontal blue and white stripes and a dark blue base with two white circles, resembling a stylized face or a globe with a mouth.

Common Mistake!

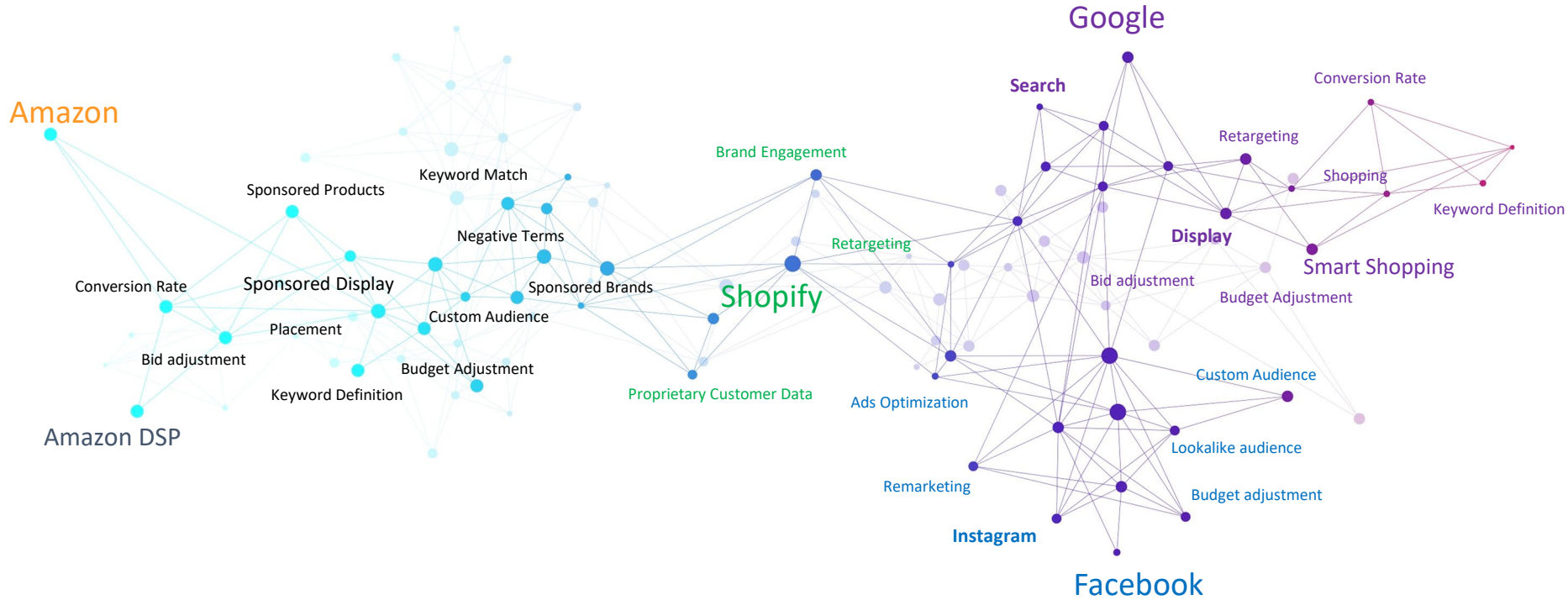
Correct Prioritization



Correct Prioritization



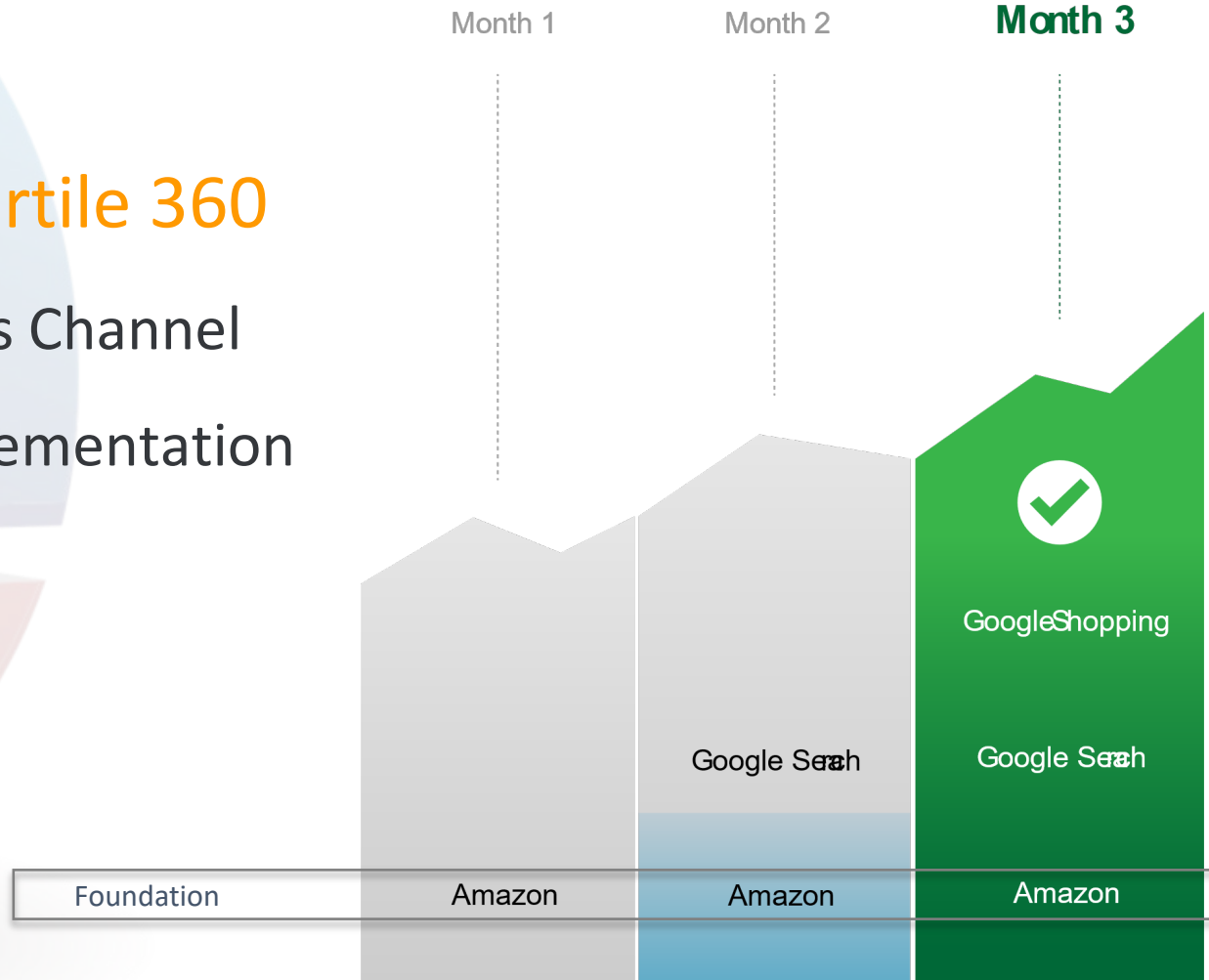
Future of e-commerce advertising



Timeline

Quartile 360

Cross Channel
Implementation



Timeline

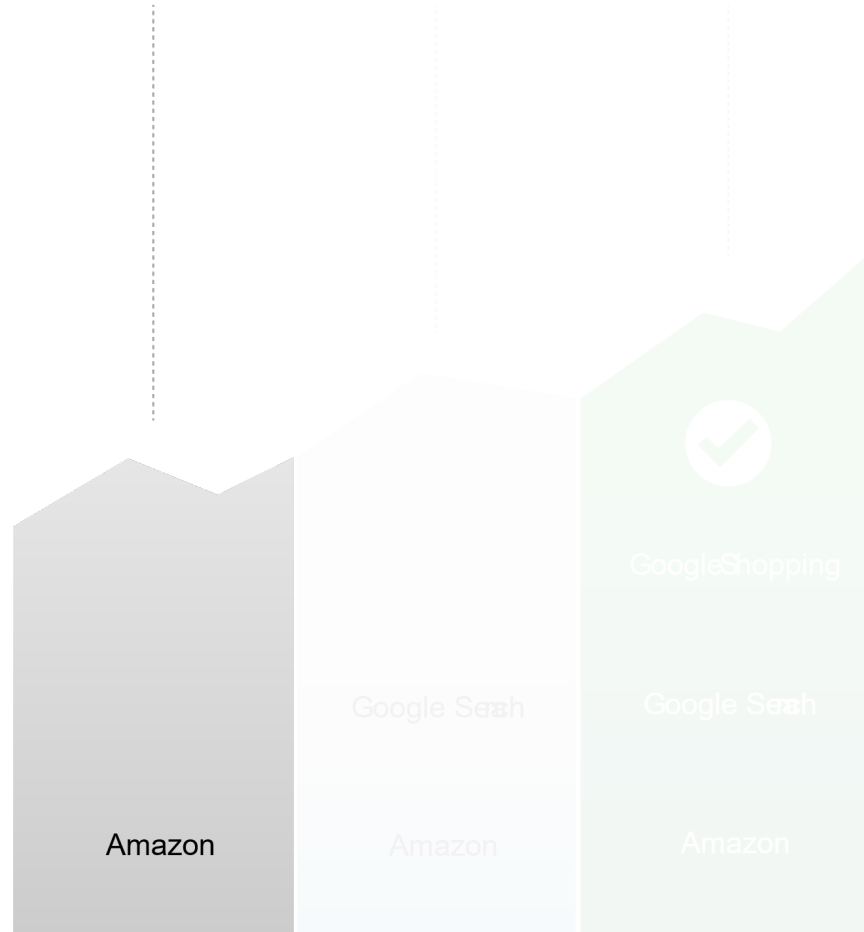
Quartile 360

Cross Channel
Implementation

Month 1

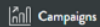
Month 2

Month 3





Sylvio | Quartile on behalf of 1462 - Elan Publishing Company



Campaigns



Products



Dashboard

Seller Info



Reports



Your Quartile Account



Connect



Operations



Admin Tools

Seller Info

Sales Performance
REFRESHED 13 MINUTES AGO

5,683
Campaigns

\$939,900
Sales

\$185,053
Ad Spend

\$483,333
Ad Sales

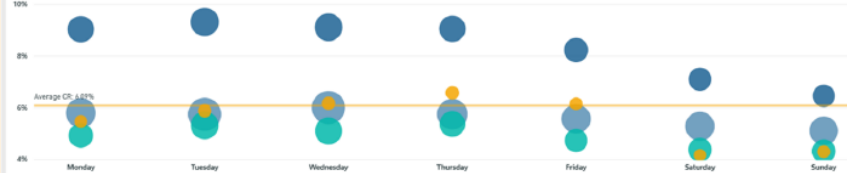
19.69%
Overall ACoS

38.29%
Campaign ACoS

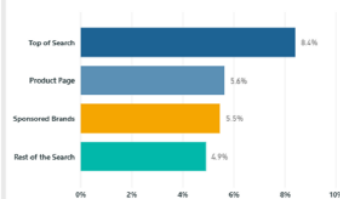
48.58%
Organic Sales

% CR, Placement by Week Day

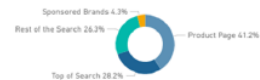
Placement ● Product Page ● Rest of the Search ● Sponsored Brands ● Top of Search



% CR by Placement



% Orders by Placement

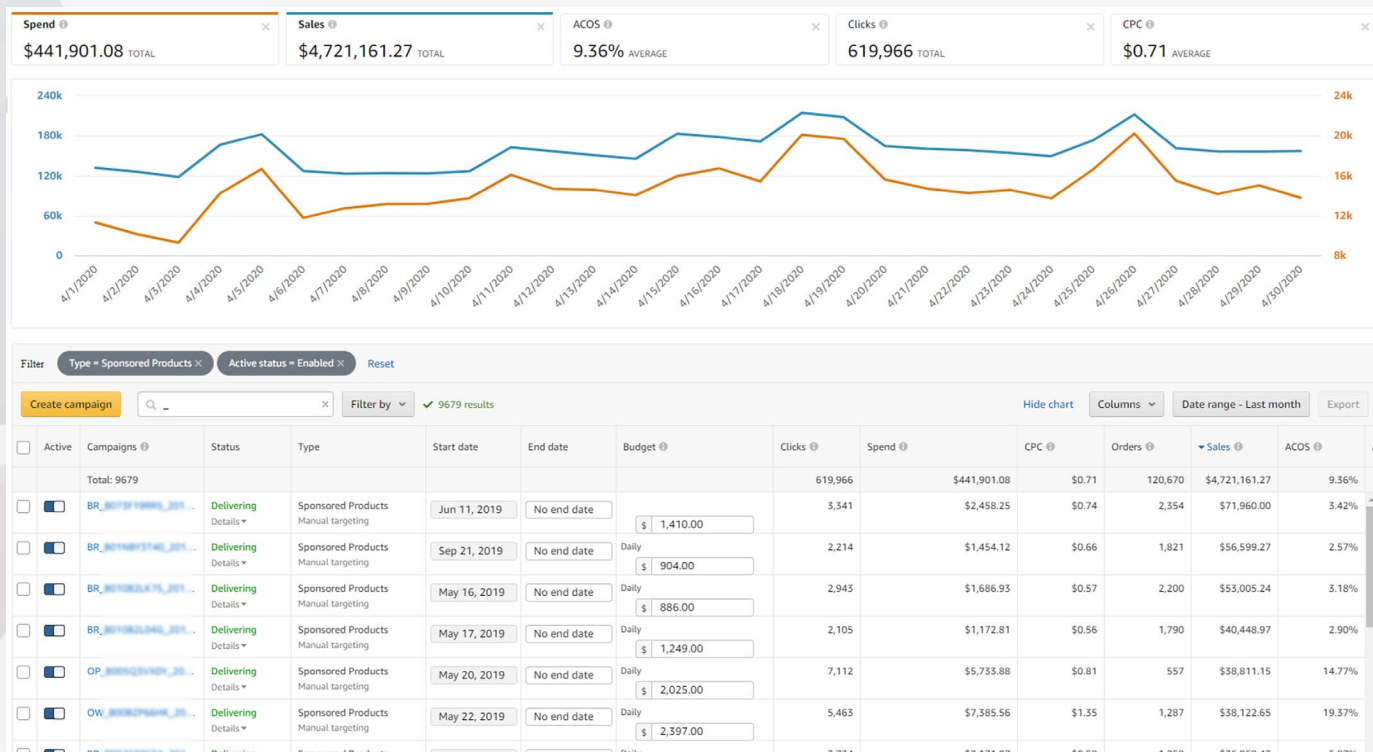


% CR by Week Day



Setup

Isolating the results to scale



Timeline

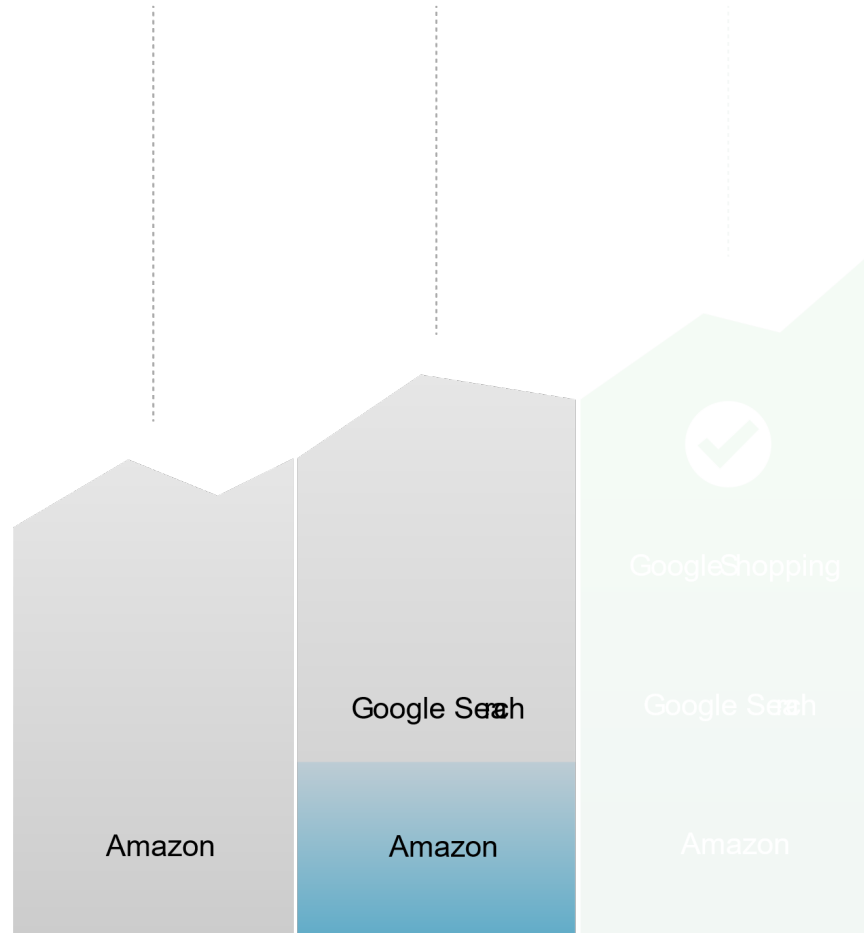
Quartile 360

Cross Channel
Implementation

Month 1

Month 2

Month 3





Step 1: Learn the Right **Keywords** on
Amazon

Step 2: Replicate them on **Google Search**



vitamin c

🔍 All 🛒 Shopping 📰 News 🖼️ Images 📺 Videos ⚙️ More ⚙️ Settings 🛠️ Tools

About 1,090,000,000 results (0.52 seconds)

Ad · www.amazon.com/ ✓

Gold Standard Vitamin C | Solgar Vitamin C Capsules

From Solgar. Leveraging the science of nature since 1947. Nature's Ingredients. Solgar Science. Your Health. Purchase Today!

★★★★★ Rating for amazon.com: 4.5 - Order accuracy: 95-100%

ods.od.nih.gov · factsheets · VitaminC-HealthProfessional ✓

Vitamin C - Health Professional Fact Sheet

Feb 27, 2020 - **Vitamin C**, also known as L-ascorbic acid, is a water-soluble vitamin that is naturally present in some foods, added to others, and available as a ...

Introduction · Sources of Vitamin C · Vitamin C and Health · Health Risks from ...

www.healthline.com · nutrition · vitamin-c-benefits ✓

7 Impressive Benefits of Vitamin C Supplements - Healthline

Feb 18, 2020 - **Vitamin C** has many roles in your body and has been linked to impressive health benefits. Here are the top 7 benefits of **vitamin C** supplements, ...

www.webmd.com · Diet & Weight Management · Feature Stories ✓

Vitamin C Benefits, Sources, Supplements, & More - WebMD

Jan 7, 2010 - **Vitamin C's** Role in the Body **Vitamin C**, also known as ascorbic acid, is necessary for the growth, development and repair of all body tissues. It's involved in many body functions, including formation of collagen, absorption of iron, the immune system, wound healing, and the maintenance of cartilage, bones, and teeth.

www.webmd.com · vitamins · ingredientmono-1001 · vitamin-c-asc... ✓

Vitamin C (Ascorbic Acid): Uses, Side Effects, Interactions ...

Learn more about **Vitamin C** (Ascorbic Acid) uses, effectiveness, possible side effects, interactions, dosage, user ratings and products that contain **Vitamin C** ...



amazon.com

All vitamin c

1-48 of over 6,000 results for "vitamin c"

Amazon Prime

Eligible for Free Shipping

Local Stores

Department

Aug. Customer Review

Brand

nutricost High Quality Vitamin C Supplements

Nutricost Vitamin C with Rose Hips 1025mg, 240 Capsules - Vitamin C 1,000mg, Rose Hi...

Nutricost Pure Ascorbic Acid Powder (Vitamin C) 1LB

Nutricost Pure Ascorbic Acid Powder (Vitamin C) 2 LBS - High Quality, Gluten Free, Non...

Vitamin C 1000mg (250 Capsules) - Non-GMO Vitamin C Supplements with Citrus Bioflavonoids & Rose Hips for Immune Support &...

Premium 1600mg Liposomal Vitamin C - HMS Nutrition - Superior Absorption Immune and Nervous System Support Fat...

Vitamin C + Natural Energy Ready to Drink Zesty Orange Shots, Airborne (10 Count of 1 fl oz Shots), Caffeine & Sugar Free...

Nutricost Vitamin C with Rose Hips 1025mg, 240 Capsules - Vitamin C 1,000mg, Rose Hips 25mg. Premium, Non-GMO, Gluten Free...

Nutrivite Liposomal Vitamin C 1600mg - 180 Capsules - High Absorption Ascorbic Acid - Supports Immune System and...





Why Wasn't it Used Before?

Attribution Was the **Missing Link**

Amazon Attribution (beta)

A free measurement solution that provides visibility into how your non-Amazon digital marketing tactics impact your brand's shopping activity on Amazon.



Line Item

4k905042020

Line item name 4k905042020

[Edit](#) | [Clone line item](#)

Publisher Google Adwords - Search

Attribution tag [?]


To apply Attribution tags to Google Adwords, copy the end of the URL beginning with 'ref_=maas_adg_' into Google's final URL suffix field, or replace your Keyword Final URL with it.

```
https://www.amazon.com/dp/B0784C8827?ref_=maas_adg_5803E2A5FF82C97965EA8B41&pf_rd_p=afap_abs&ref=mm_5803E2A5FF82C97965EA8B41-534c-438a-b052-61968f54e587
```


[Copy](#)


Click-through URL

<https://www.amazon.com/dp/B0784C8827>





Quartile


 Campaigns


 Retail 360

Google

 Products

 Dashboard

 Reports

 Library

🏠 Daniel | Quartile on behalf of 04



745854 - US - I

seller



👤 Clients

👤 My User

Google Parameters

ACoS (%) *

38.00

Number Top ASIN *

10

Minimum Words to Select ASIN *

1

Save Parameters

Headline2 (30) *

Shop Now

Description2 (90) *

We Specialize in Freshly Roasted Coffee - We Roast & Ship Fresh Products Weekly to Am

Next Step



Cancel

Path1 (15) *

Coffee

Path2 (15) *

Products

Snippet1 (25) *

High-Quality

Snippet2 (25) *

Freshly Roasted

Snippet3 (25) *

Coffee Products

Snippet4 (25) *

Via Born Dia

Forced Bid *

0.40

For Google Smart Shopping Campaigns

Select Google Account *



Timeline

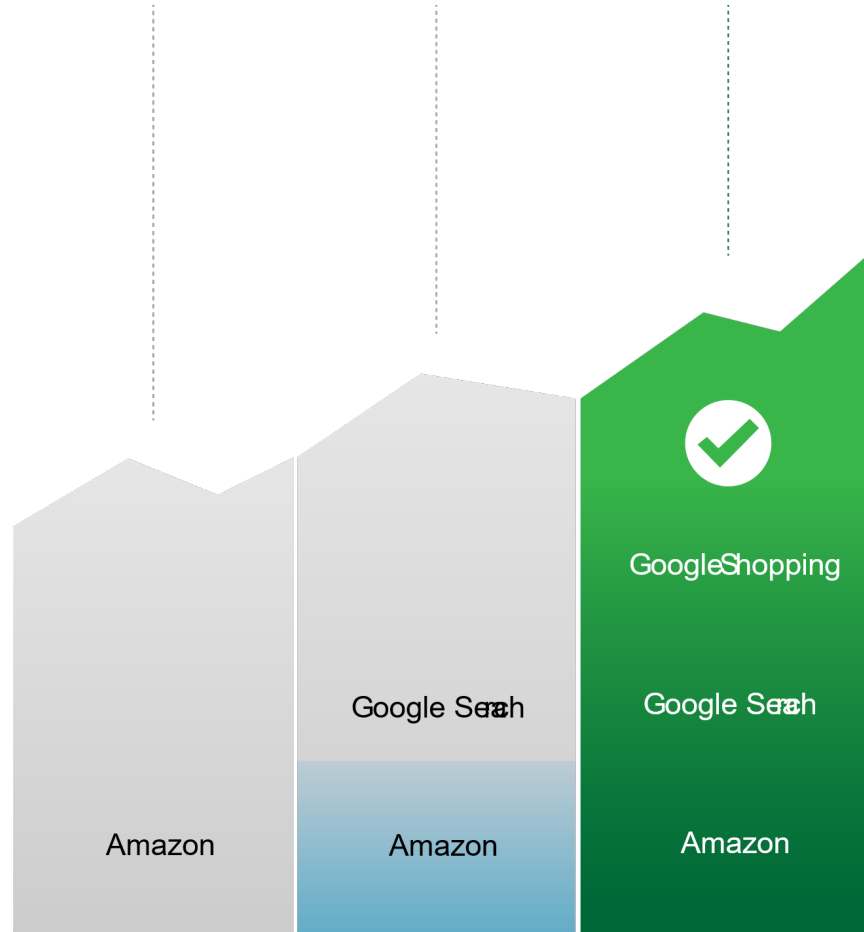
Quartile 360

Cross Channel
Implementation

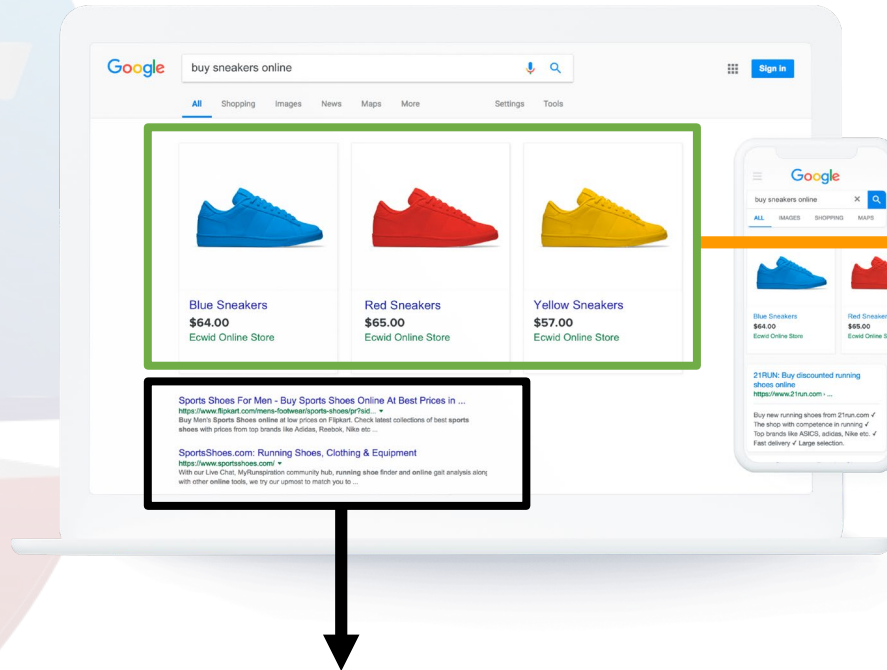
Month 1

Month 2

Month 3



Google Shopping



amazon

WooCommerce

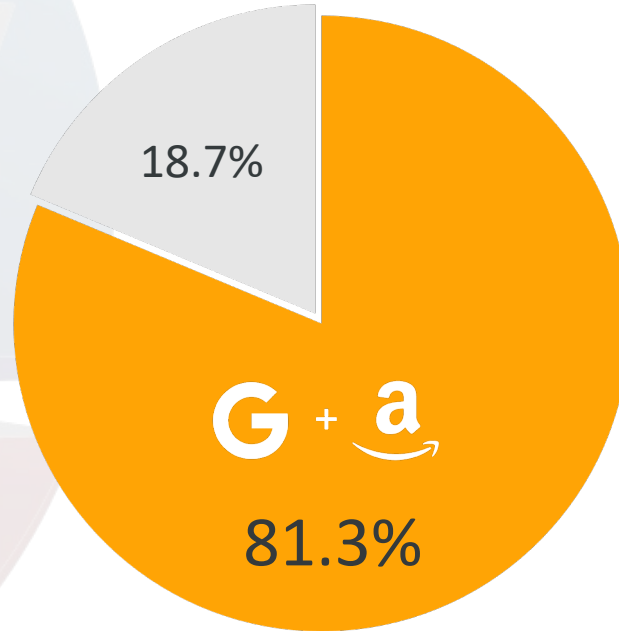
Squarespace

Magento

Bigcommerce

Shopify

Feedback loop



Thank You!

Q&A




Daniel Knijnik – CEO
daniel@quartile.com



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PROSPER
SHOW

ROUTE TO RECOVERY

Sponsored by  FLIEBER

**Increase Profit Margins by Simplifying Operations
When Selling on Amazon – From Forecasting to
Inventory**

June 17, 2020 at 2PM



Fabricio Miranda

CEO and Co-Founder

Flieber



PROSPER SHOW 2020

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London WC2H 8AD



Machine Learning



Proprietary System



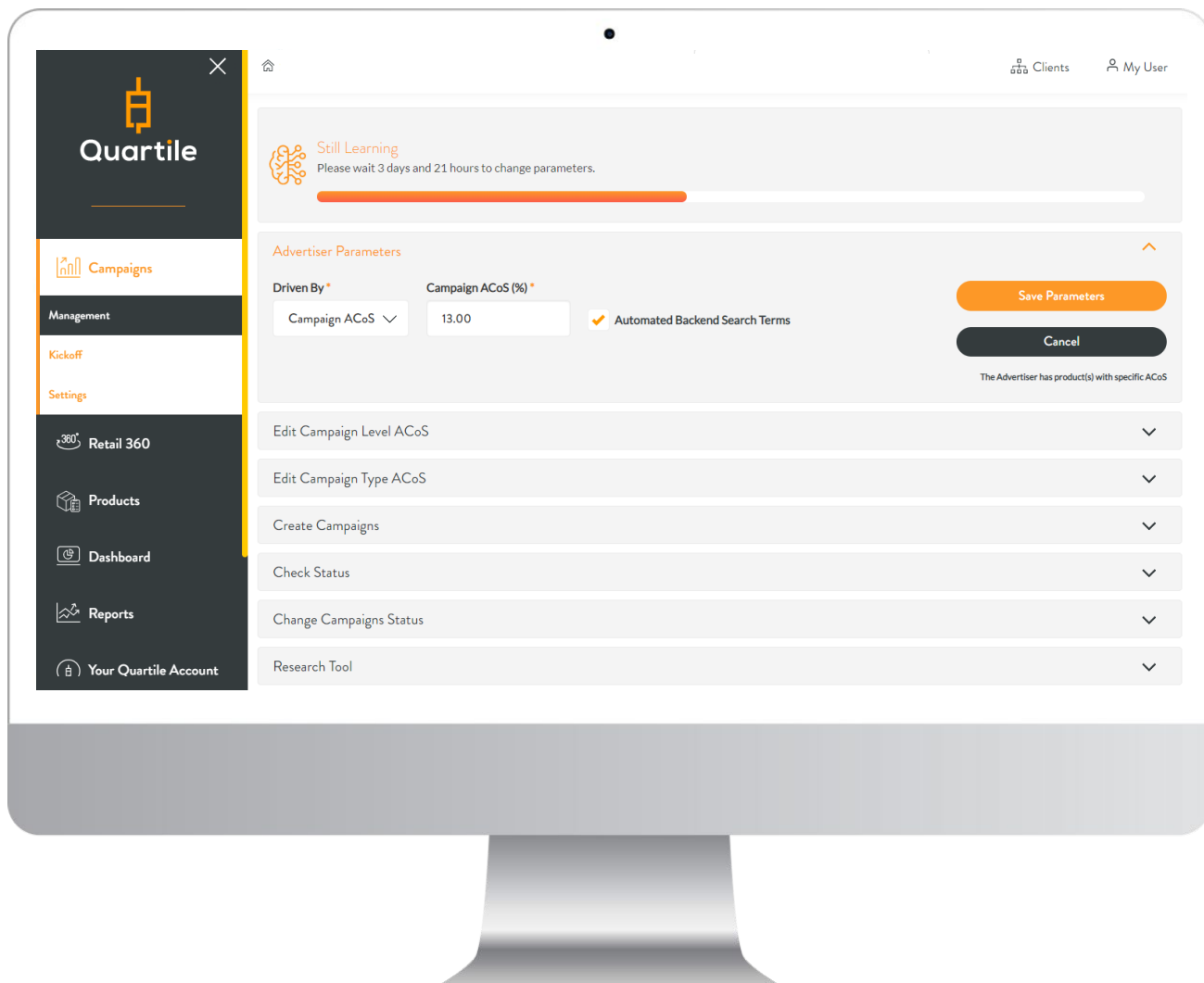
6 Patented Algorithms



Tech



Scalable





EXPERIENCE

simplehuman

Chantelle

SMARTYPANTS
vitamins 

waterpik®

© LE CREUSET




VitaCup®

BURT'S
BEES®

vaio

Brightech®


CAPEZIO
THE DANCEMAKER
SINCE 1887

Asahi


The
GENIUS
BRAND™

ELAN
Publishing Company, Inc.

Reebok 

JUST THE
CHEESE®

THRASIO

STEVE
MADDEN

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