



Quartile

Audit & Opportunity Analysis

February | 2026

The World's Largest Retail Media Optimization Platform

✓ Clients in 33 countries

✓ Offices in NY, Philly, Miami, London



\$25 Billion

Annual Managed Sales



\$2+ Billion

Annual Retail Ad Spend Managed



5,300+

Connected Brands Globally



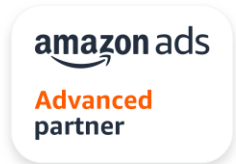
400+

Employees













































3%

USA Retail Media Managed



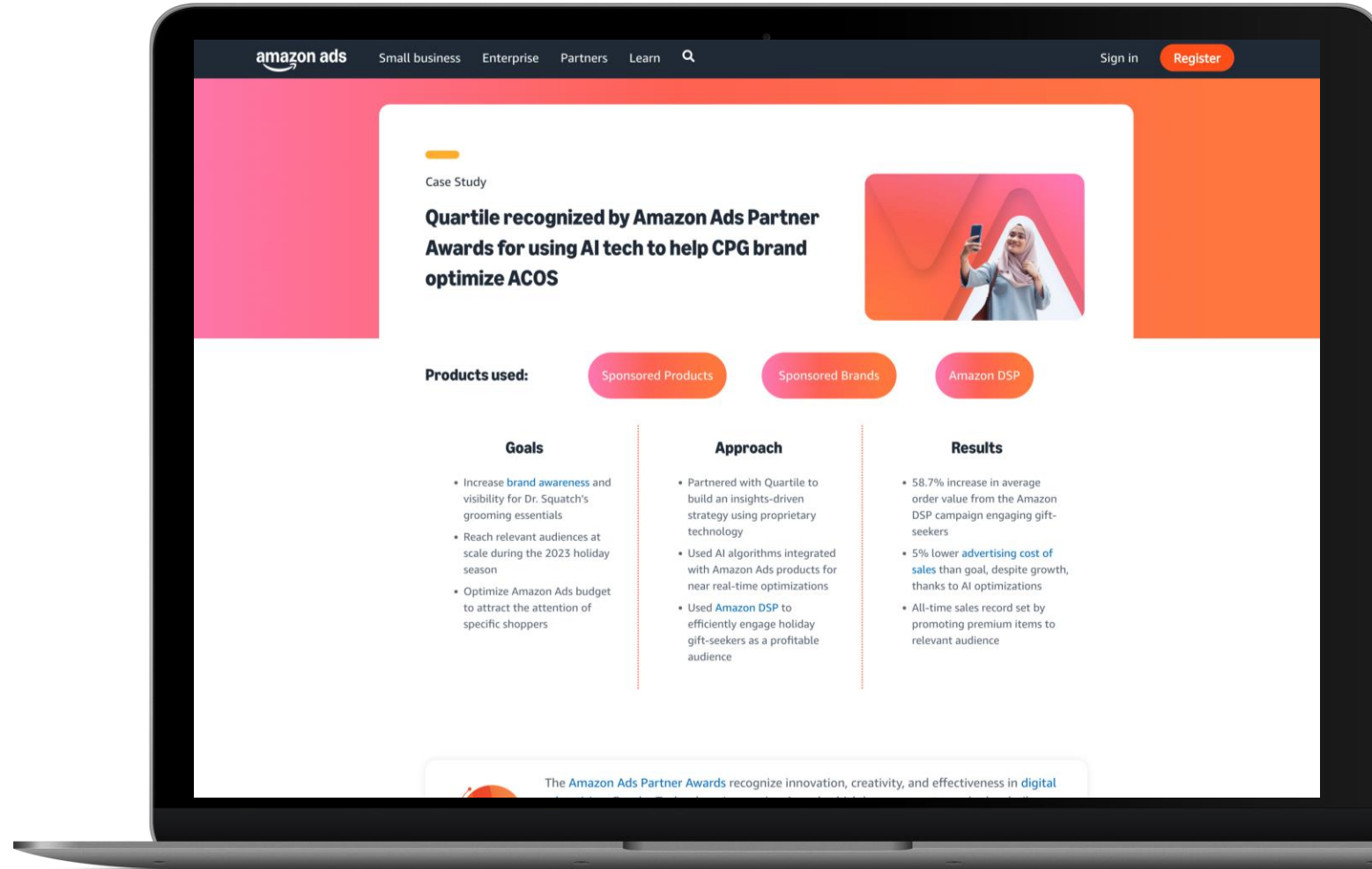
Client Experience

From rising stars to industry giants, we work with visionary brands shaping the future of retail

Award Winning Technology Data-Driven Insights

Quartile empowers retailers and agencies to achieve unparalleled success with its award-winning technology, harnessing cutting-edge AI, machine learning algorithms, and data-driven insights.



Creative Effectiveness
Finalist 2024
Amazon Ads Partner Awards



Scaled Technology
Winner 2022 | US
Amazon Ads Partner Awards



Performance Growth
Finalist 2022 • US
Amazon Ads Partner Awards



Technology innovation
Finalist 2023
Amazon Ads Partner Awards



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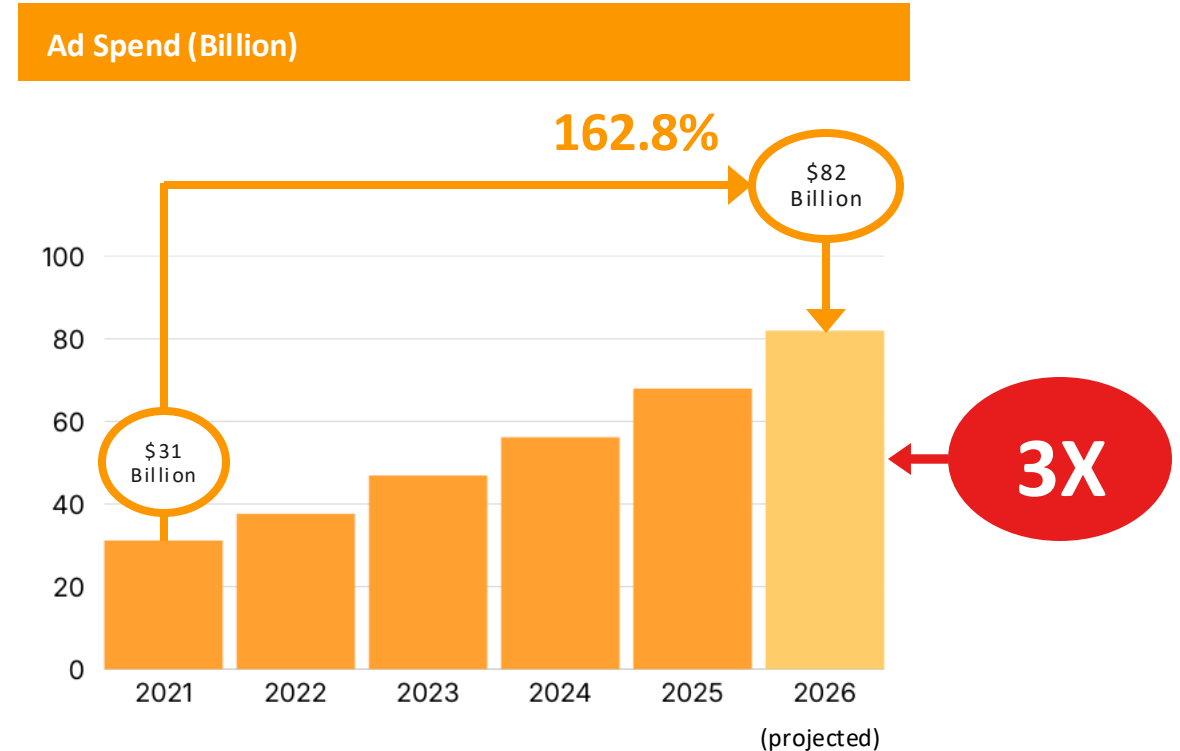
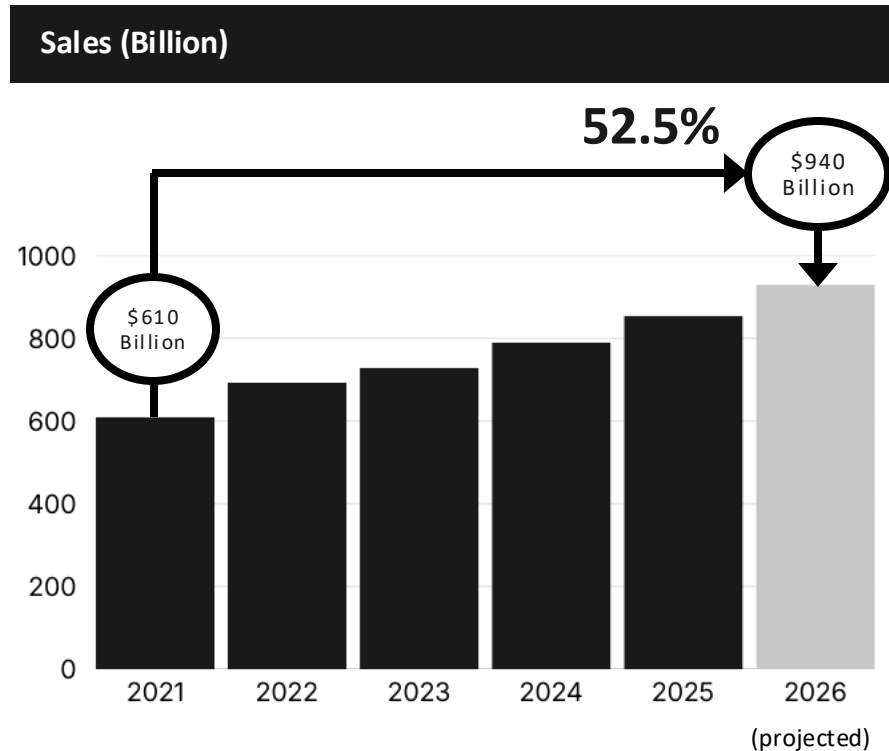
Bid Optimization Technology

01

Category Insights

Amazon Market Analysis

The Advertising Arms Race (2021-2026)



Ad spend is projected to grow at 3x the rate of GMV over the five-year period from 2021 to 2026 (162.8% vs. 52.5%)

Brand's Categories

Growth Opportunities Across Categories

Brand's catalog covers numerous MMA / boxing categories on Amazon.

Quartile data can provide directional guidance on overall market size and opportunity (i.e. Boxing Training Gloves category is a \$36M a year category).

Category	Est. Monthly Revenue	Market Share	Ad Spend Share	Average Rating
Boxing Training Gloves	\$311,795	10.6%	36.7%	4.65
Martial Arts Hand Wraps	\$112,656	12.3%	53.1%	4.36
Boxing Bag Gloves	\$97,739	39.6%	40.3%	4.70
Martial Arts Shin Guards	\$45,770	5.7%	27.0%	4.47
Martial Arts Protective Foot Gear	\$39,387	19.5%	25.7%	4.47
Boxing Fight Gloves	\$26,655	10.9%	18.6%	4.44
Martial Arts Equipment Bags	\$19,201	15.2%	24.8%	4.40
Sports Mouthguards	\$13,826	0.7%	1.9%	4.40
Martial Arts Headgear	\$11,997	1.7%	6.6%	4.40
Martial Arts Hand Targets & Focus Mitts	\$7,649	32.5%	50.5%	4.70

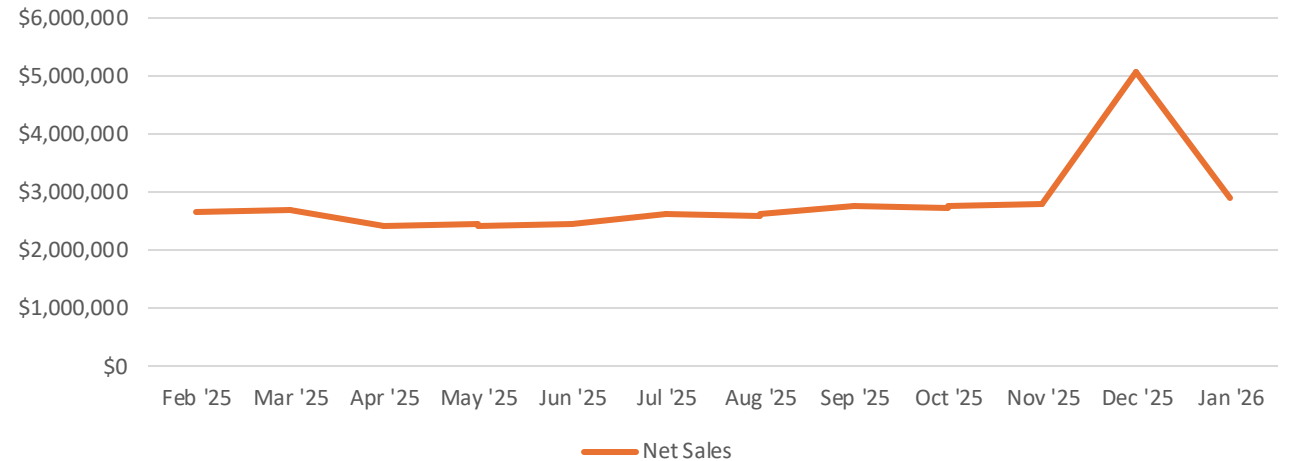
**Advertiser's product information
redacted to preserve confidentiality**

Boxing Training Gloves L12 Month Category Trends

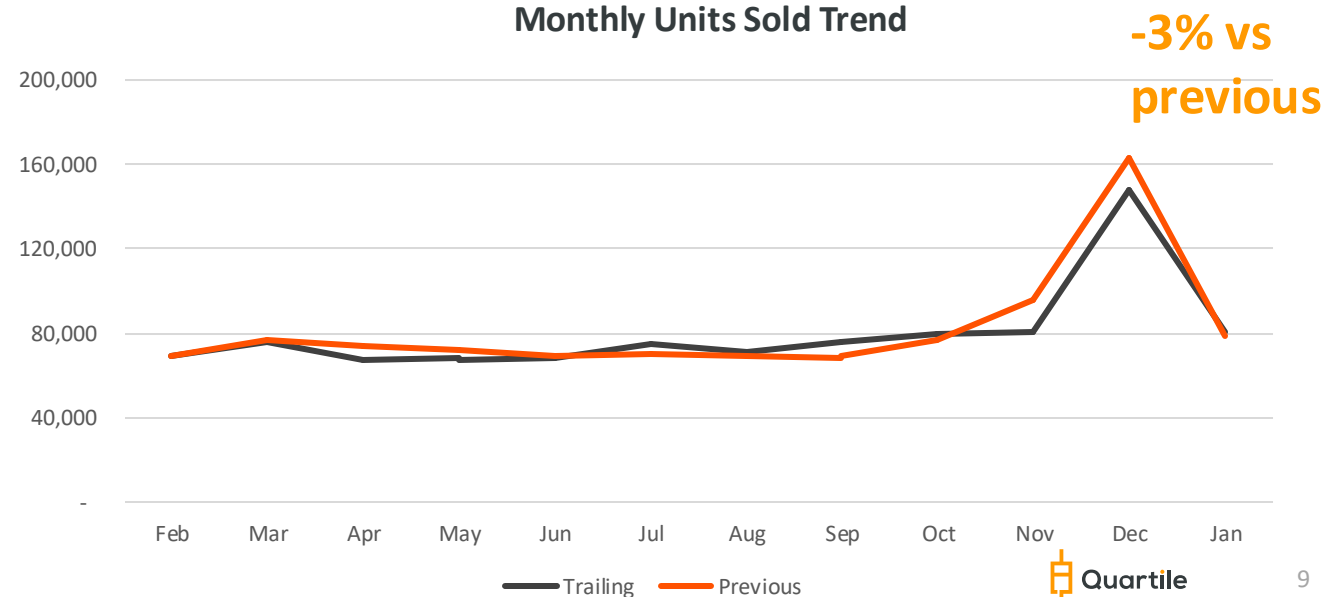
Slowing Category Growth in Recent Months

- Category averages approx. \$3M a month in the trailing 12 months – with sales over doubling in December driven by holiday gifting.
- Units Sold data reflects a flat category, **down -3%** in the trailing 12 months vs prior year. Nov and Dec '25 saw the largest drop offs vs prior year.
- Growth in category requires winning versus other brands on Amazon – 213 new brands and 12K new ASINs were launched in category in the last 12 months.

Monthly Sales Trend



Monthly Units Sold Trend



Category Competitors

Category Leaders

brand is a category-leading brand in the Boxing Training Gloves category but trails behind category leaders such as brand A and brand B in market share.

Competitor Informed Targeting

Quartile leverages competitor data to inform targeting strategy across both PPC and DSP.

AMC Audience Opportunities

brand can leverage custom AMC audiences to correctly target users via DSP based on their likelihood to engage with the brand brand.

Brand	Est Monthly Revenue	Market Share	Ad Spend Share	Average Rating	Seller Country
Competitor 1	\$549,185	18.7%	9.6%	4.44	US
Competitor 2	\$396,639	13.5%	0.5%	4.64	US
Competitor 3	\$336,889	11.4%	1.5%	4.62	US
BRAND	\$311,795	10.6%	36.7%	4.65	CA
Competitor 4	\$231,809	7.9%	16.1%	4.52	US
Competitor 5	\$179,392	6.1%	0.8%	4.72	CN
Competitor 6	\$143,876	4.9%	4.1%	4.64	US
Competitor 7	\$57,198	1.9%	0.4%	4.73	CN
Competitor 8	\$56,756	1.9%	0.5%	4.55	US
Competitor 9	\$54,130	1.8%	6.9%	4.60	AE

02

Amazon Search Audit

Campaign and Search Strategy

AMC Opportunities

Bid Optimization Technology

Q4 Year-Over-Year Takeaway

Key YoY Metrics

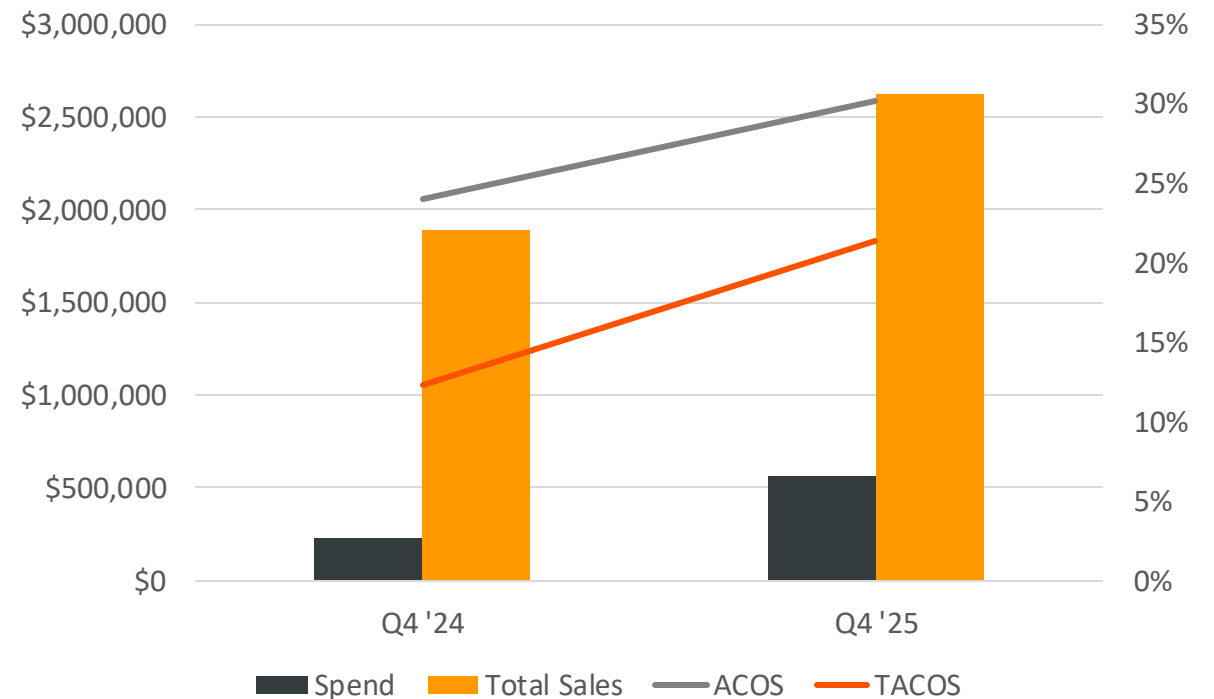
Ad Spend
+140%

Total Sales
+39%

TACOS
+73%

Conv. Rate
-48%

- ✓ Ad spend scaled aggressively (+140%), but total sales growth lagged at +39%, signaling pressure on incremental return.
- ✓ Organic share of total revenue declined from 49% in Q4 2024 to 29% in Q4 2025, driving significantly higher TACOS.
- ✓ While ad-driven revenue rose 91%, organic sales fell 17%, pointing to internal cannibalization rather than true net-new growth.

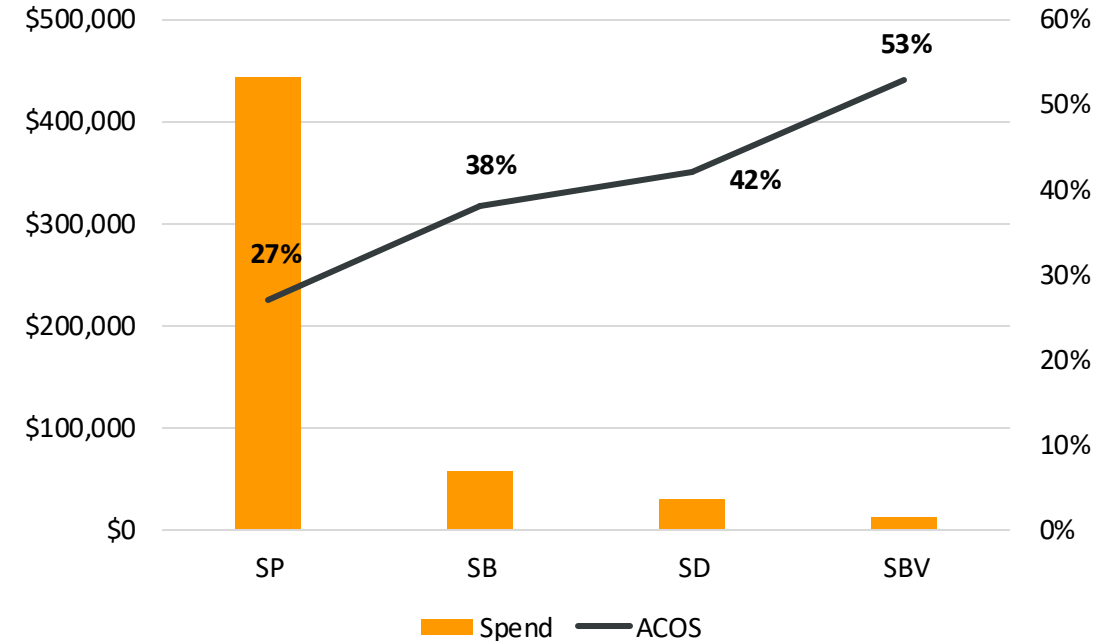


Campaign Type Strategy

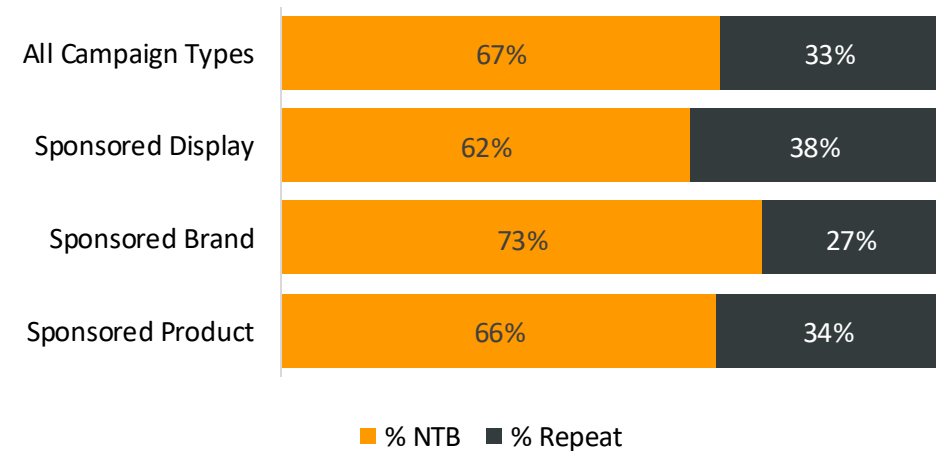
Key Opportunities

- ✓ 82% of search spend is on SP ads, 12% on SB and the remaining 6% on SD. Opportunity to further scale SP due to strongest efficiency
- ✓ 34% of customer purchasing via ads are returning customers (should be closer to 20%) – leverage AMC to allow these shoppers to convert organically and prevent cannibalization
- ✓ Use granular search structures to better target and dominate top performing search terms to improve efficiency
- ✓ Improve ACOS across campaigns by utilizing Quartile's suite of technology (AMC Audience, AMS Hourly Optimization, Granular 1/1 Campaigns)

Ad Spend & ACOS by Ad Type



% Orders by Customer Status



Example Customer Status Audience Tactics

brand NTB rate - 67%



New Customer

Increase bids for new customers who have not bought before (can define the lookback window for “new customer”)

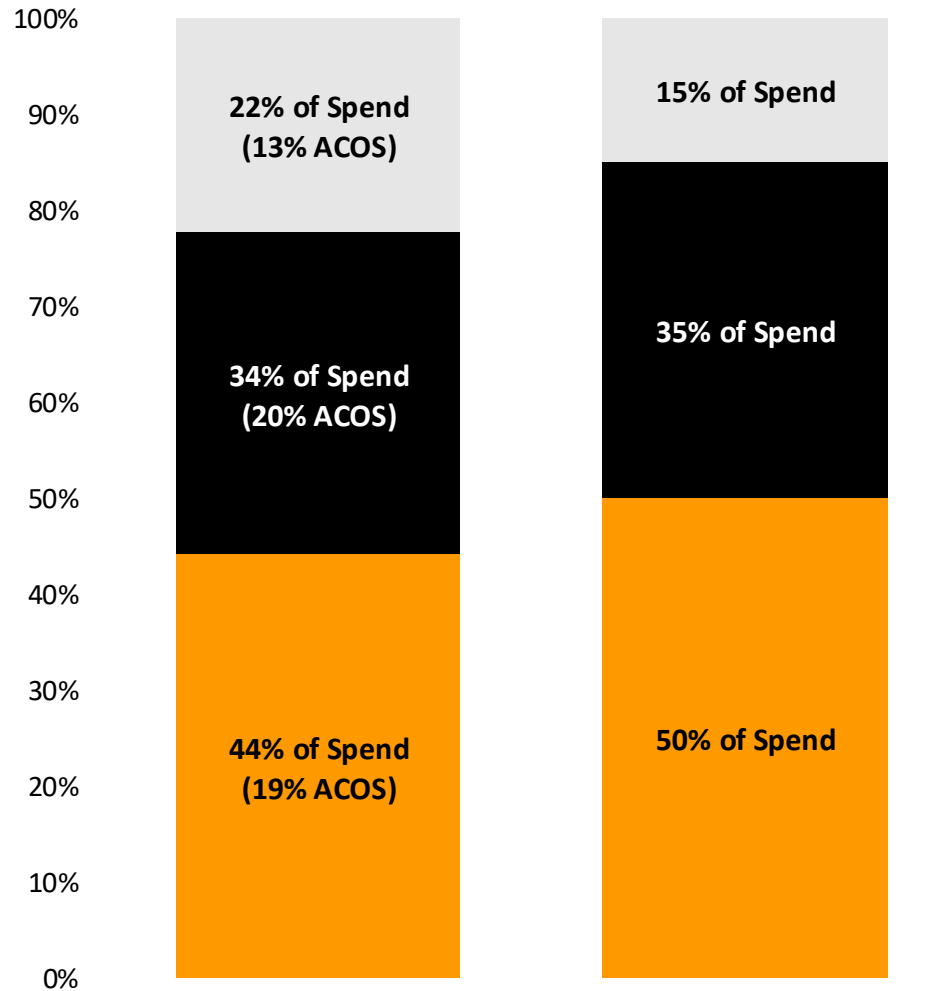
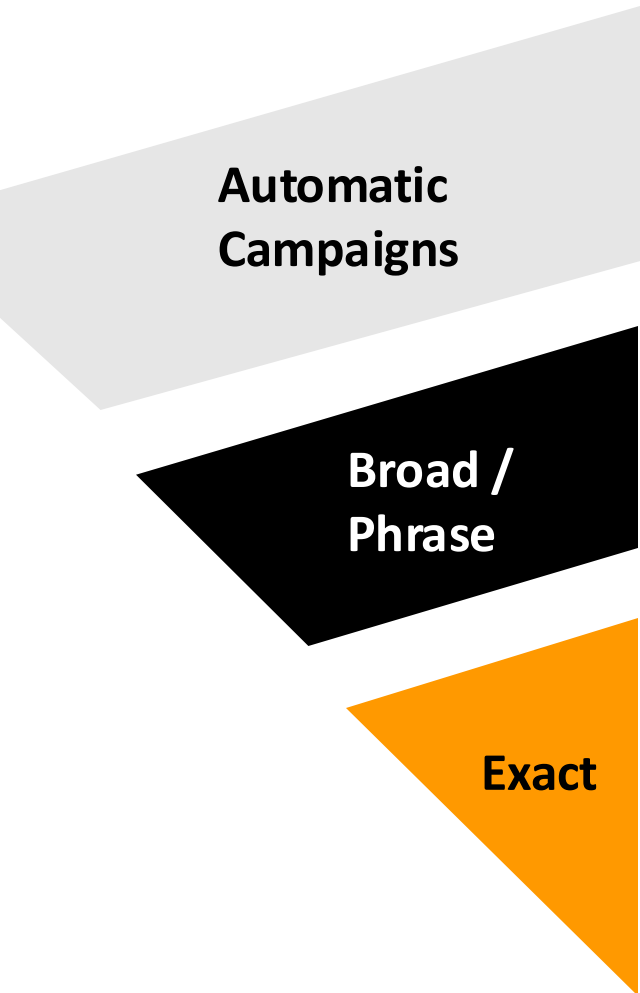


Current Customer Defense

Protect customer base by bidding more for previous customers searching generic or competitor terms.

Keyword Targeting Mix

Amazon Match Types



Quartile's Technology

- AI-Powered Keyword Discovery**
Quartile's AI-driven campaigns identifies new keyword opportunities
- Real-Time Bid Optimization**
High-performing keywords are scaled automatically, driving incremental sales
- Granular Keyword Optimization**
Keywords are analyzed and bids are optimized based on conversion potential

Source: Amazon Ads 12/28/25 - 3/21/26

SP Search Term Insights

Current Allocation

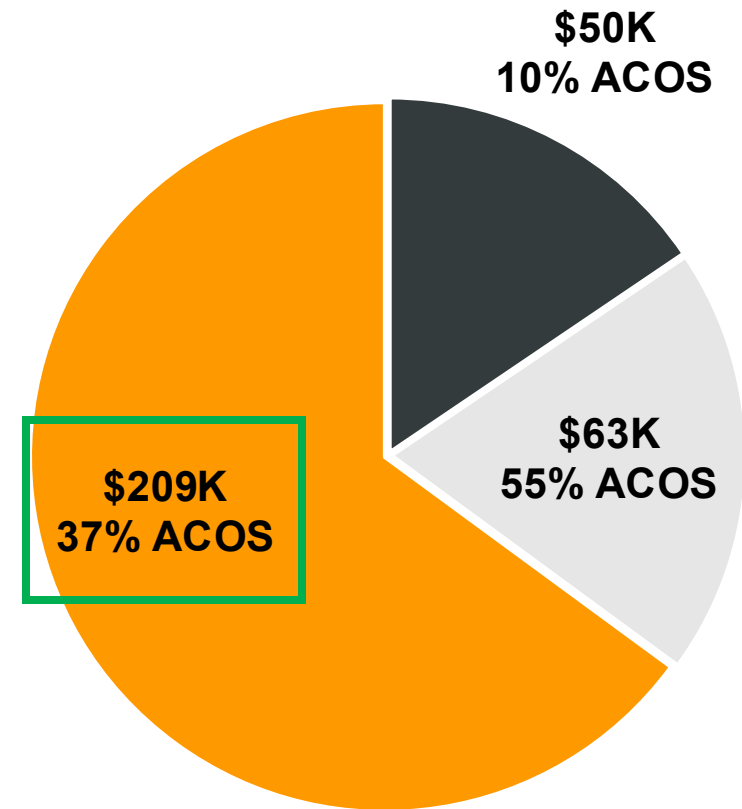
Brand is allocating 16% of spend to Brand defense, with 20% of spend to Competitor targets, and the remaining 65% spend to Nonbrand generic terms.

Increase Nonbrand Spend

Generic terms convert at double the rate of Competitor targeted spend. Opportunity to allocate more dollars to these term (which will also improve organic rank).

Granular Campaign Structure

Granular campaigns structures will enable the account to drive more spend to top Nonbrand generic keywords.



■ Brand ■ Competitor ■ Nonbrand

Granular Keyword Opportunities – NB & Competitor

ACOS can range widely even for very similar terms. Top spending “wraps” terms range from 23% to 35% ACOS

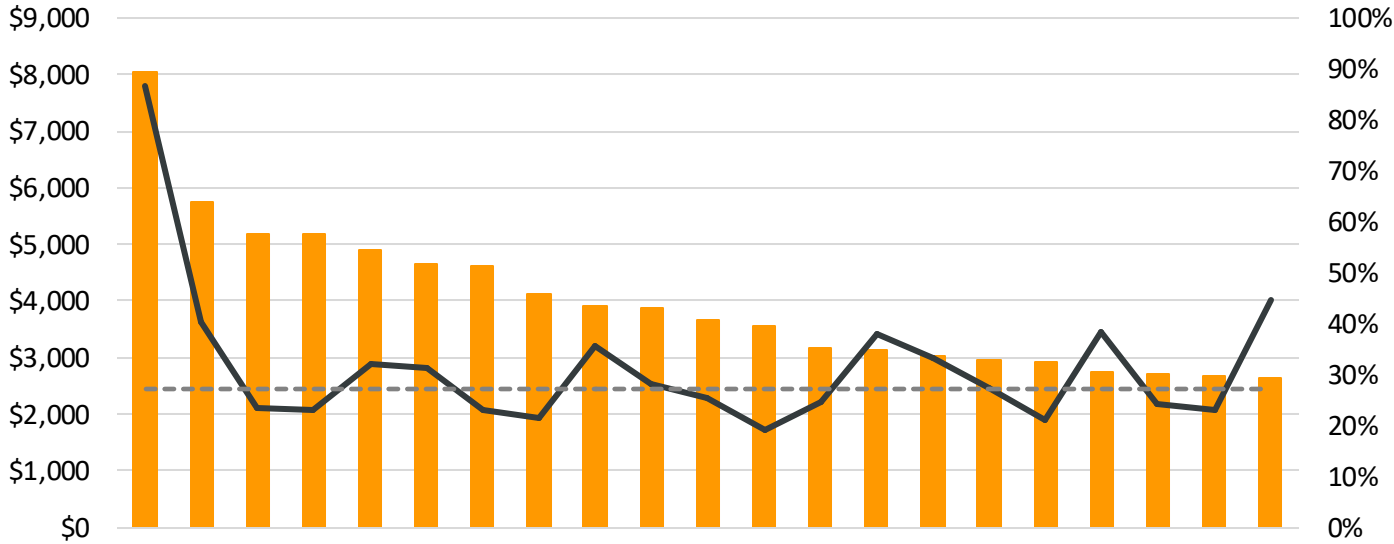
Search Term	Clicks	Avg CPC	Spend	CR	Orders	Sales	ACOS
boxing gloves	13,635	\$1.86	\$25,355	4%	574	\$57,708	44%
boxing shoes	3,565	\$1.24	\$4,417	3%	117	\$15,874	28%
boxing hand wraps	2,720	\$1.49	\$4,057	15%	405	\$13,267	31%
mma gloves	1,689	\$2.12	\$3,578	4%	65	\$7,367	49%
boxing gloves men	1,944	\$1.79	\$3,487	7%	130	\$9,489	37%
muay thai gloves	1,793	\$1.65	\$2,964	5%	87	\$7,715	38%
muay thai shin guards	1,144	\$2.50	\$2,862	4%	48	\$6,033	47%
boxing wraps	1,854	\$1.17	\$2,176	16%	292	\$9,568	23%
boxing gloves women	1,059	\$1.88	\$1,987	5%	55	\$4,438	45%
16 oz boxing gloves	908	\$2.18	\$1,983	6%	59	\$5,373	37%
hand wraps	1,278	\$1.25	\$1,594	14%	183	\$5,371	30%
boxing headgear	634	\$2.39	\$1,517	4%	23	\$2,508	60%
boxing hand wraps for men	931	\$1.62	\$1,508	14%	129	\$4,358	35%
boxing shoes for men	1,361	\$1.09	\$1,488	4%	56	\$7,214	21%
boxing gloves 16 oz	745	\$1.86	\$1,388	7%	54	\$4,634	30%
Other	162,215	\$1.31	\$211,963	5%	8040	\$513,356	41%
Total	197,475	\$1.38	\$272,324	5%	10317	\$674,272	40%

Search term level data shows wide variance across keyword performance (nearly 46K terms), with several high-intent terms delivering strong conversion rates and sub-30% ACOS. Quartile’s system automatically identifies which competitor and non-brand terms are worth scaling, breaks them into the right structures, and adjusts bids in real-time.

Product-Level Optimization

Quartile's ASIN-Level Campaign Structure Lowers Overall ACOS

- ☑ ACOS ranges widely across products, from as low as 6% to as high as 243% (overall ACOS for Sponsored Product ads is 27%)
- ☑ Quartile's system offers ASIN-level ACOS targeting to better align optimization decisions based on product level goals (profitability, new launch, etc.)
- ☑ Additional proprietary tactics like Waterfall campaigns for products to lower ACOS



Highest Spending ASIN (Much Lower CR vs Avg)



Information redacted to preserve confidentiality

Spend and ACOS by Product

█ Spend
 — Product-Level ACOS
 --- Sponsored Product Ads ACOS

Source: Amazon Ads 11/23/25 – 2/14/26

Sponsored Brand Placement Insights

\$39K – 36% ACOS

Top of Search SB Ads



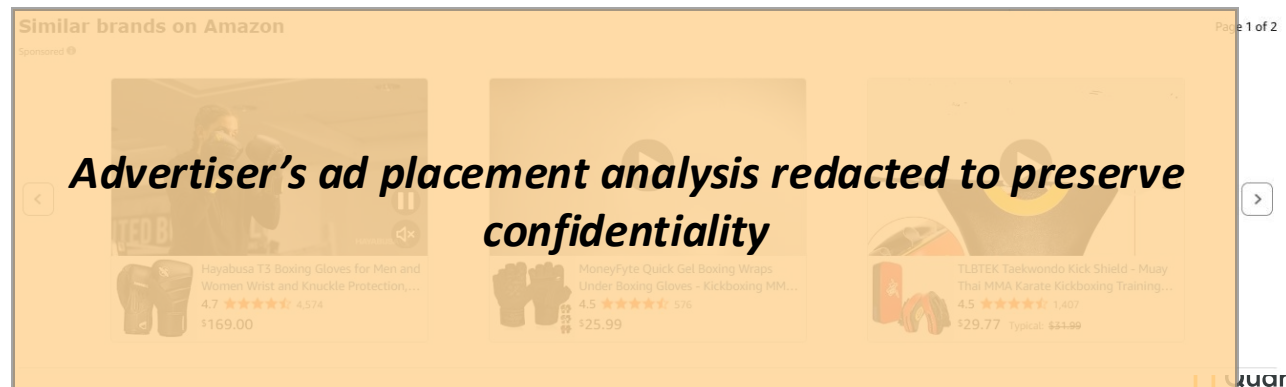
\$25K – 44% ACOS

Rest of Search SB Ads



\$4K – 128% ACOS

Product Page SB Ads





Defend Product Pages via Display Ads

Competitors like **Brand A** and **Brand B** are aggressively targeting Brand product pages.

Own these placements to defend the brand and deploy tactics like cross and upsells.

Sports & Outdoors > Sports > Other Sports > Martial Arts > Protective Gear > Hand Wraps

Perfect Stretch Hand Wraps Orange / One Size - 180 in

Visit the Hayabusa Store

4.3 ★★★★★ (2,200) | Search this page

Overall Price

100% bought in past month

\$19.99

Price history

Get \$50 off instantly. Pay \$0.00 \$49.99 upon approval for the Amazon Store Card. No annual fee.

FREE Returns

Color: Black

180" (Pack of 2)

100% Cotton

Imported

A Remarkable Blend: Offering an ideal blend of comfort, protection, and support, these hand wraps are woven with an amazing hybrid fabric that conforms to your hands with the perfect amount of stretch.

Perfect Stretch Fabric: The difference is unmistakable; these hand wraps are ultra soft, supportive, and offer the perfect amount of stretch. Our custom blended fabric conforms to your hands for a comfortable, non-restrictive fit every time.

Comfortable & Supportive: The perfect stretch fabric delivers an incredibly comfortable and conforming fit without adding excess bulk under your gloves. Once wrapped, the stretch fabric allows you to form a tight fit without feeling restrictive or tight.

A Secure Fit Every Time: Every hand wrap is equipped with a starter thumb loop, extra-wide hook & loop closure, and a "This Side Up" print to deliver a precise and secure fit every time you wrap.

Protection: Every fighter should wrap their hands before they train. It protects the tiny bones in your hands and delivers additional support to help prevent awkward bends when you punch.

Report an issue with this product or seller

Advertiser's PDP ad placement analysis redacted to preserve confidentiality

prime

Enjoy fast, free delivery, exclusive deals, and award-winning movies & TV shows.

Join Prime

\$19.99

FREE delivery Monday, February 23 on orders shipped by Amazon over \$35

Or Prime members get FREE delivery Tomorrow, February 19. [Join Prime](#)

Delivering to Nashville 57217 - [Update location](#)

In Stock

Quantity: 1

Add to cart

Buy Now

Ships from Amazon

Sold by Hayabusa Inc

Returns FREE 30-day refund/replacement

Packaging Ships in product packaging

See more

Save this item

Add to List

Other sellers on Amazon

New (2) from \$19.99 & FREE Shipping on orders over \$35.00 > shipped by Amazon.

Hayabusa Mayweather Champ Boxing Gloves for Men and Women - Black, 14oz

★★★★★ 5 | \$189.00 ✓prime

Shop now

Sponsored @

Bundle these items

Total price: \$84.97

Add all 3 to Cart

FIGHTR®

FIGHTR® Boxing Handwraps 160...

★★★★★ (2,126)

\$14.99 ✓prime

Sponsored @

02

Amazon Search Audit

Campaign and Search Strategy

AMC Opportunities

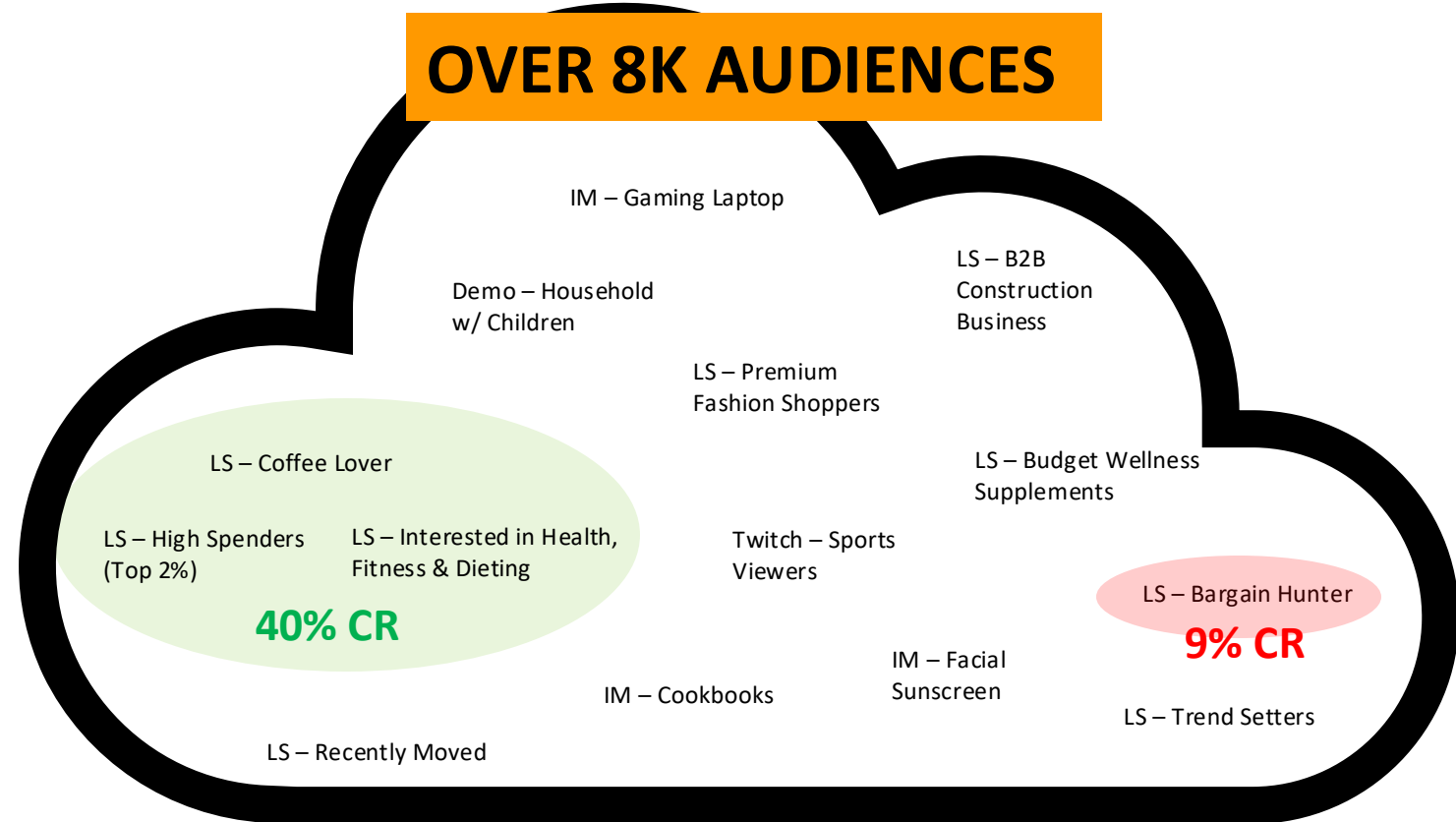
Bid Optimization Technology

Today's Competitive Advantage:

Using AMC data to build hyper-targeted audiences



OVER 8K AUDIENCES



Average conversion rate: 18%

AMC Audiences for Search

Current

Audience Selection

→ **Not Using AMC Audiences**

Advertiser's audience analysis redacted to preserve confidentiality

Type: Sponsored Products - Manual targeting Country: United States

All placements Audiences **New** Amazon Business placements

Change audience

Audience segment name	Bid adjustment	Impressions
Campaign total	—	3,931,459

Spend Impacted?

→ **0% of SP spend**

More Efficient?

→ **Not using data to improve conversion rate**

Template Audiences in Platform Campaign Level Tool

Quartile Approach

Audience Selection

→ **SQL & Algorithms to determine best audiences**

→ **Strategic Audiences (tentpole events)**

→ **Audiences for Promo Strategies**

Spend Impacted?

→ **Approx 30% of SP**

More Efficient?

→ **System balances bid boost with ACOS goal to improve efficiency via Audience spend**

Integrated Ads + Audience Strategy



Highly Targeted Micro-Audiences

Competitive Edge

Quartile's methodology can identify the best-performing audiences for each brand and product, going beyond common sense or obvious logical assumptions. We can build the right persona for each brand.

Case

Identify better converting audiences by conversion rate and ACOS for **BRAND**.

Why It Matters

The data shows that bidding on the right audience or segment is crucial for ensuring strong performance and healthy growth — and the most effective audiences can often be far from what common sense might suggest.

Overall Results: 1.8% CR | 25.4% ACOS

Best Audiences Examples

LS – Top 10% Spenders: 3.1% CR | 16.3% ACOS

Premium Cosmetics Shoppers: 2.6% CR | 19.1% ACOS

Gifters, Parents w/ Children ages 6+: 2.5% CR | 20.3% ACOS

Worst Audiences Examples

IM – Basic Cell Phone Case Shoppers: 1.2% CR | 36.3% ACOS

Men's Outerwear Coats: 1.4% CR | 30.8% ACOS

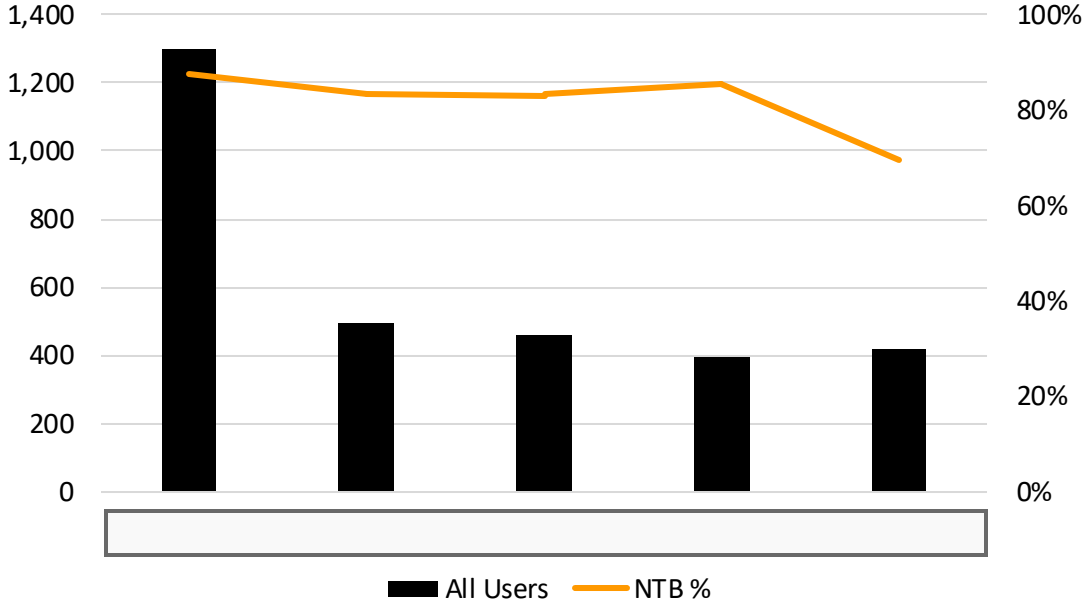
NTB Gateway ASIN Analysis

Advertiser's gateway ASIN analysis redacted to preserve confidentiality

ASIN: B079RXXXXX

Product XXXXXXXX drive the most NTB users and at a high rate. This product should be prioritized in acquisition focused campaigns (Sponsored Product).

Sponsored Display can then be used to cross-sell additional products to drive customer loyalty and increase LTV.



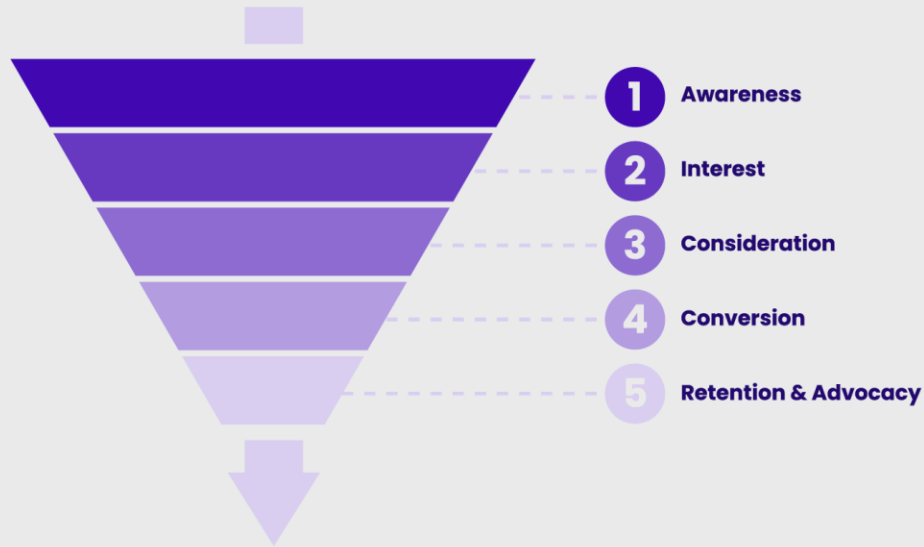
ASIN	All Users	NTB Users	NTB %
B079RXXXXX	1,302	1,138	87%
B07ZTXXXXX	496	413	83%
B07ZTXXXXX	458	381	83%
B0BQSXXXXX	394	337	86%
B088PXXXXX	418	290	69%

Source: Amazon Marketing Cloud 11/23/25 – 2/14/26

Quartile Audience – MKT Funnel

Lower Funnel Opportunities:

Quartile recommends launching DSP campaigns based on shopper intent. AMC audience data allows us to build out audience strategies more targeted than “page views”.



Customer Journey

of Unique Users

1. Potential NTB impressions	8,483,051
2. Detail Page View (No Purchase)	239,401
2.a Multiple Detail Page Views (No Purchase)	78,795
3. High Purchase Intent (No Purchase)	44,803
3.a Wishlist (No Purchase)	9,862
3.b Add to Cart (No Purchase)	34,941
4. Purchases	26,607
4.a Multiple Purchases (Same Product)	488

Conclusions:

High intent audiences proactively looking for **brand** products are high.

There is opportunity to retarget shoppers that showed interest in the products but didn't purchase (Multiple DPV, Cart abandoners, etc.).

02

Amazon Search Audit

Campaign and Search Strategy

AMC Opportunities

Bid Optimization Technology

Hourly Bidding

- ✓ Conversion Rates fluctuate significantly during the hours of the day and days of the week
- ✓ Every campaign will have a different fluctuation

The screenshot shows a bidding tool interface with a 'Metric Selector' set to 'CPC' and 'Day Name' buttons for each day of the week. Below is a heatmap table showing CPC values for each hour of the day (00H to 23H) across all seven days. The values are color-coded, with red indicating higher values and blue indicating lower values.

Week Day PST Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
00H	\$2.65	\$2.58	\$2.73	\$2.62	\$2.61	\$2.67	\$2.45
01H	\$2.81	\$3.11	\$3.04	\$2.76	\$3.17	\$2.33	\$2.86
02H	\$2.82	\$3.00	\$3.02	\$3.13	\$2.86	\$3.01	\$2.49
03H	\$3.46	\$3.36	\$3.47	\$3.11	\$3.58	\$3.56	\$2.92
04H	\$3.46	\$3.34	\$3.58	\$3.47	\$3.47	\$3.24	\$3.05
05H	\$3.49	\$3.52	\$3.62	\$3.47	\$3.70	\$3.39	\$3.38
06H	\$3.58	\$3.59	\$3.46	\$3.48	\$3.59	\$3.50	\$3.48
07H	\$3.45	\$3.44	\$3.37	\$3.55	\$3.39	\$3.29	\$3.26
08H	\$3.43	\$3.37	\$3.46	\$3.50	\$3.53	\$3.36	\$3.33
09H	\$3.34	\$3.37	\$3.30	\$3.23	\$3.25	\$3.19	\$3.18
10H	\$3.29	\$3.40	\$3.30	\$3.22	\$3.11	\$3.19	\$3.26
11H	\$3.16	\$3.21	\$3.19	\$3.08	\$3.06	\$3.13	\$3.10
12H	\$3.20	\$3.17	\$3.20	\$3.22	\$3.04	\$2.97	\$3.18
13H	\$3.03	\$2.99	\$2.92	\$3.07	\$3.12	\$3.08	\$2.85
14H	\$2.92	\$2.91	\$2.72	\$3.05	\$3.11	\$2.86	\$2.89
15H	\$2.82	\$2.94	\$2.79	\$2.79	\$2.94	\$2.82	\$2.81
16H	\$2.74	\$2.83	\$2.89	\$2.74	\$2.91	\$2.85	\$2.90
17H	\$2.65	\$2.76	\$2.71	\$2.56	\$2.75	\$2.54	\$2.77
18H	\$2.69	\$2.71	\$2.61	\$2.60	\$2.63	\$2.72	\$2.54
19H	\$2.60	\$2.53	\$2.67	\$2.50	\$2.54	\$2.46	\$2.59
20H	\$2.51	\$2.54	\$2.58	\$2.58	\$2.52	\$2.43	\$2.42
21H	\$2.29	\$2.39	\$2.41	\$2.34	\$2.46	\$2.16	\$2.37
22H	\$2.29	\$2.22	\$2.26	\$2.43	\$2.55	\$2.28	\$2.36
23H	\$2.24	\$2.28	\$2.22	\$2.46	\$2.53	\$2.09	\$2.20

Hourly Performance

Amazon Marketing Stream API

Current bid management dayparting approach leaves opportunity improve spend allocation.

ACOS Fluctuations

Ad budget should be shifted to maximize efficiency, as ACOS continues to be materially better during in the middle of the day (8 AM to 3 PM), with particular ad outperformance at 8 AM.

Quartile Hourly Bid Tech

Better utilizes budget and prevents misallocation of spend. Bids are management at the campaign/product level to ensure products are optimized according to their unique trends, not account-level assumptions.

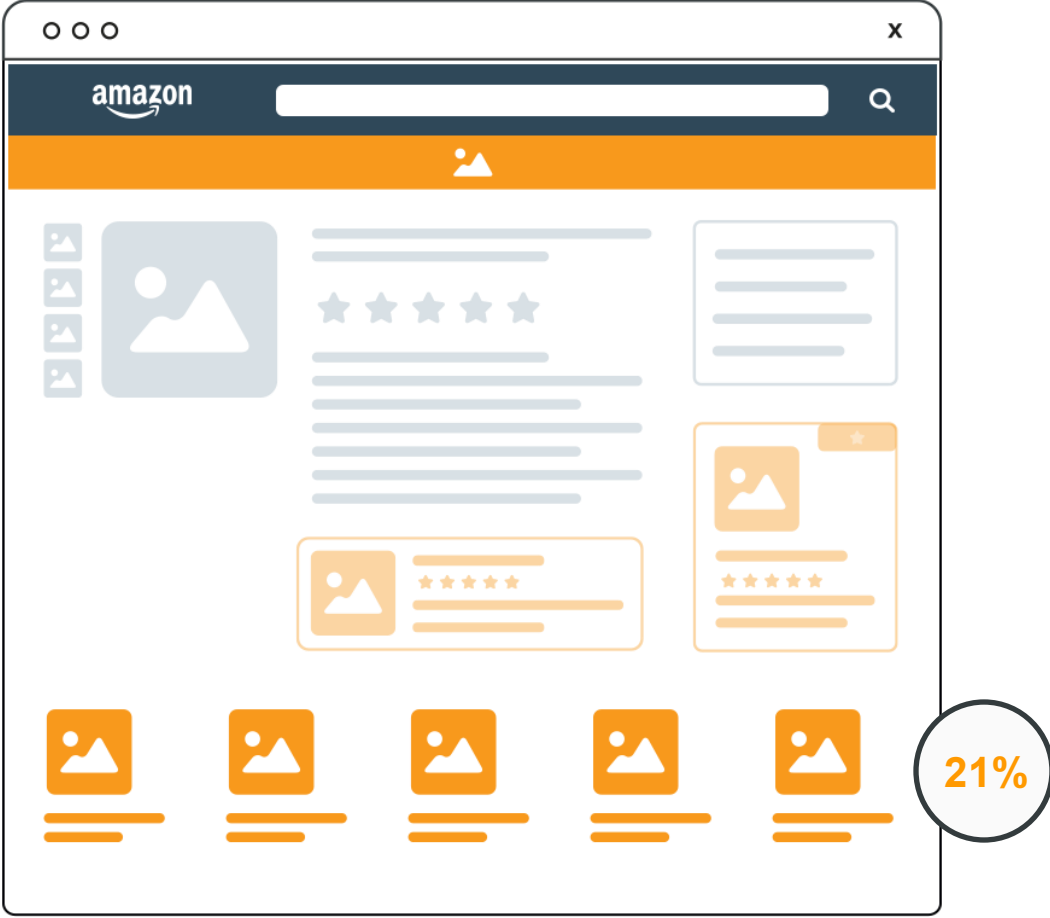
Hour	Spend	% Spend	ACOS	CPC	CR
12 AM	\$1,137	2%	23%	\$1.19	6%
1 AM	\$617	1%	24%	\$1.20	5%
2 AM	\$645	1%	47%	\$1.21	5%
3 AM	\$643	1%	22%	\$1.18	6%
4 AM	\$892	2%	36%	\$1.24	4%
5 AM	\$1,136	2%	21%	\$1.24	8%
6 AM	\$1,511	3%	27%	\$1.19	6%
7 AM	\$1,646	3%	25%	\$1.23	7%
8 AM	\$1,863	3%	16%	\$1.22	10%
9 AM	\$2,119	4%	27%	\$1.22	6%
10 AM	\$2,309	4%	20%	\$1.20	8%
11 AM	\$2,305	4%	25%	\$1.21	6%
12 PM	\$2,421	4%	21%	\$1.18	7%
1 PM	\$2,610	5%	25%	\$1.22	7%
2 PM	\$2,673	5%	19%	\$1.18	7%
3 PM	\$2,942	5%	20%	\$1.19	7%
4 PM	\$3,557	6%	28%	\$1.21	6%
5 PM	\$3,997	7%	31%	\$1.18	5%
6 PM	\$4,515	8%	24%	\$1.15	6%
7 PM	\$4,697	8%	29%	\$1.17	6%
8 PM	\$4,537	8%	27%	\$1.15	6%
9 AM	\$3,871	7%	31%	\$1.12	5%
10 PM	\$3,025	5%	36%	\$1.11	5%
11 PM	\$2,175	4%	33%	\$1.10	5%
Total	\$57,845		25%	\$1.18	6%

Source: Amazon Ads 1/25/2026 - 2/7/26



Dynamic Placement Adjustment

Conversion Rates by Placement



Placement Performance

Static Placement Modifier Use

Placement modifiers are optimized infrequently and do not leverage AMS data for more granular optimization.

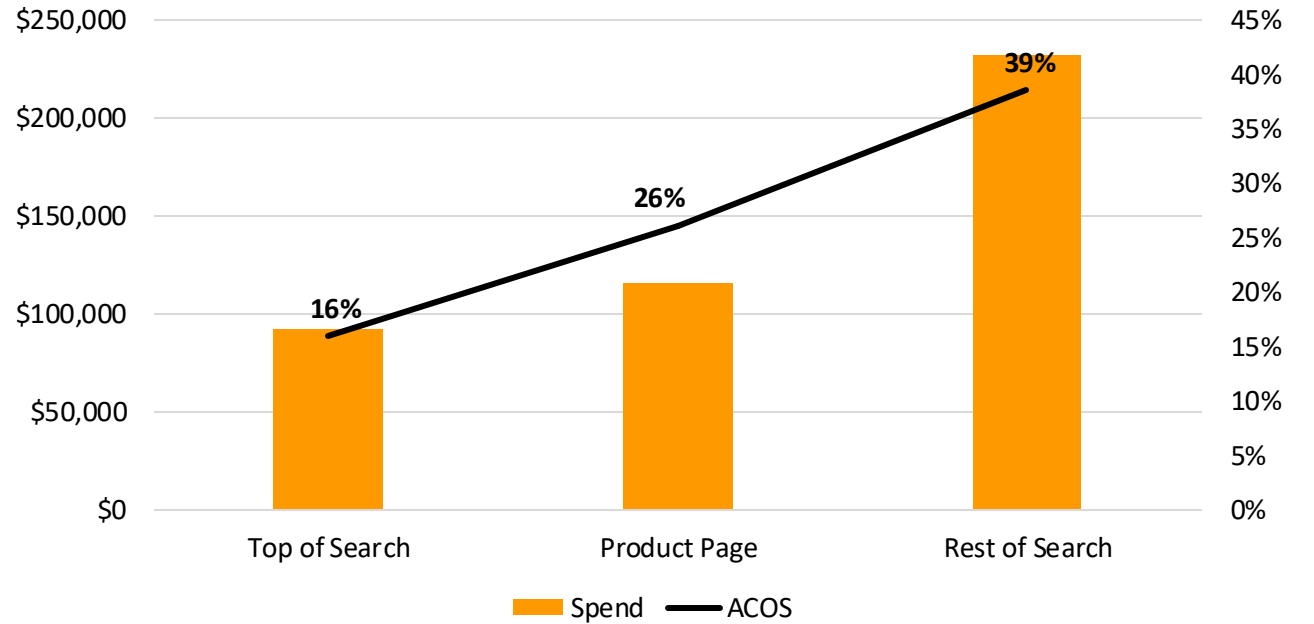
Campaign Level Opportunities

Only 21% spend is Top of Search despite significantly outperforming Rest of Search. Spend allocation should be closer to 35%-40% to capitalize on superior efficiency.

Amazon Marketing Stream

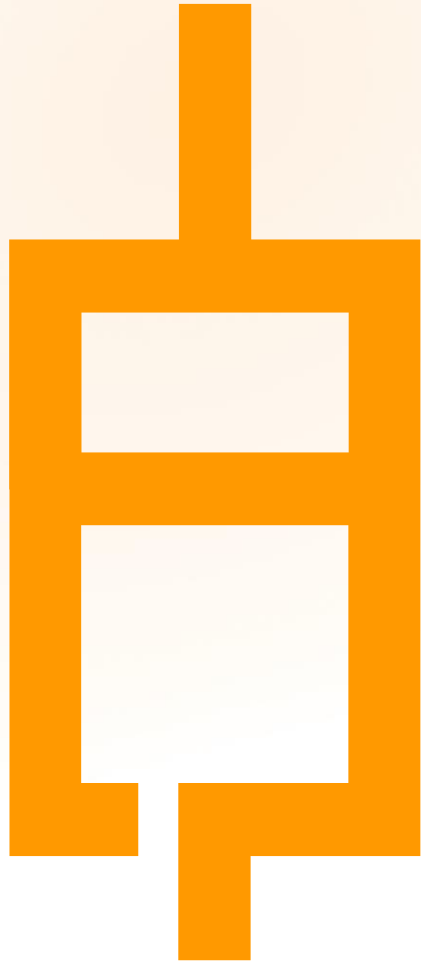
Similar to Quartile's bid management, the system uses hourly AMS data for placement optimization to ensure Brand finds shoppers where and when they are searching on Amazon.

SP Placement Performance



Placement Name	Bid adjustment	Clicks	CTR	Total cost	CPC	Sales	ACOS
Top of search (first page)	200%	2,433	2.55%	\$6,327.07	\$2.60	\$23,793.87	26.59%
Rest of search	200%	8,708	0.28%	\$21,727.09	\$2.50	\$45,455.52	47.80%
Product pages	0% Recommended: 50%	1,827	0.24%	\$1,750.59	\$0.96	\$11,165.55	15.68%

Source: Amazon Ads 11/23/25 – 2/14/26



Thank you