But that's not all. Quartile has also patented algorithms for improving the performance of ads, which are implemented utilizing the machine learning persona in Databricks. The ability of having a central lakehouse architecture to build their entire data stack has made the lives of Quartile's developers much simpler, allowing them to focus on developing innovative solutions and bringing increasingly better results for their customers. As another example, OfficeSupply has had excellent results during their first year of working with Quartile, with a 67% increase in Google Ads revenue and a 103% increase in Google Shopping clicks for trademark terms by improving the performance of individual jobs — they used to take 7.5 hours but now run in 45 minutes on the lakehouse architecture.

Looking ahead, Quartile is continuing to partner with Databricks to build their modern data stack, integrating and testing newer solutions. This includes Delta Live Tables for higher data quality checks, Delta Sharing to send customers their own data, and Data Marketplace to enable clients to get started quickly. Quartile has a bold target to develop the first cross-channel learning for an ads optimization algorithm in this space, and Databricks will be the center of these innovations.