SECTION 6.3

Quartile: Becoming the Largest e-Commerce Ad Platform

Quartile is the world's largest e-commerce cross-channel advertising platform, serving over 5,000 connected ad accounts from more than 10 channels. Built on six patented machine learning technologies, the platform automates and optimizes e-commerce advertising on Google, Facebook, Amazon, Instacart, Walmart and more. Quartile pairs leading technology with marketing experts who create strategies that are tailored to their customers' business goals. Thousands of sellers worldwide trust Quartile's funnel optimization approach to unlock the full potential of their selling and advertising across multiple channels, entirely integrated and at scale.

"

The Databricks Data Intelligence Platform has been enabling our technology teams to keep improving our time to market on new solutions and delighting customers with quality data sets. Becoming the largest e-commerce cross-channel ad platform would be much harder without Databricks and the lakehouse architecture.

— DANIEL KNIJNIK
    CEO,
    Quartile

80%
Reduction in data storage from traditional databases

10x faster
45 minutes to optimize bidding, down from 7.5 hours

databricks