How Dynamic
Product Ads Drove
a 4X Return on Ad Spend

Client Overview

Othoba.com is one of the largest Bangladeshi e-commerce platforms, offering a wide range of products from electronics and fashion to groceries. With increasing competition in the digital commerce space, Othoba.com aimed to boost revenue, increase conversion rates, and optimize advertis-

Objective

The primary objective of the campaign was to:

- Increase purchase volume from both new and returning users
- Improve conversion rates from existing product interest
- Maximize ROAS (Return on Ad Spend) using Meta's Dynamic Product Ads (DPA)

Campaign Structure

1. Dynamic Product Ads

   - Leveraged product catalog synced via Meta Commerce Manager
   - Personalized ads shown to users based on their browsing and cart behavior on Othoba.com

2. Audience Segmentation

   - Viewed or Added to Cart but did not purchase (Last 7 Days)
   - Viewed products but did not interact (Last 14 Days)
   - Broad audience with product interest behavior

3. Optimization Goals
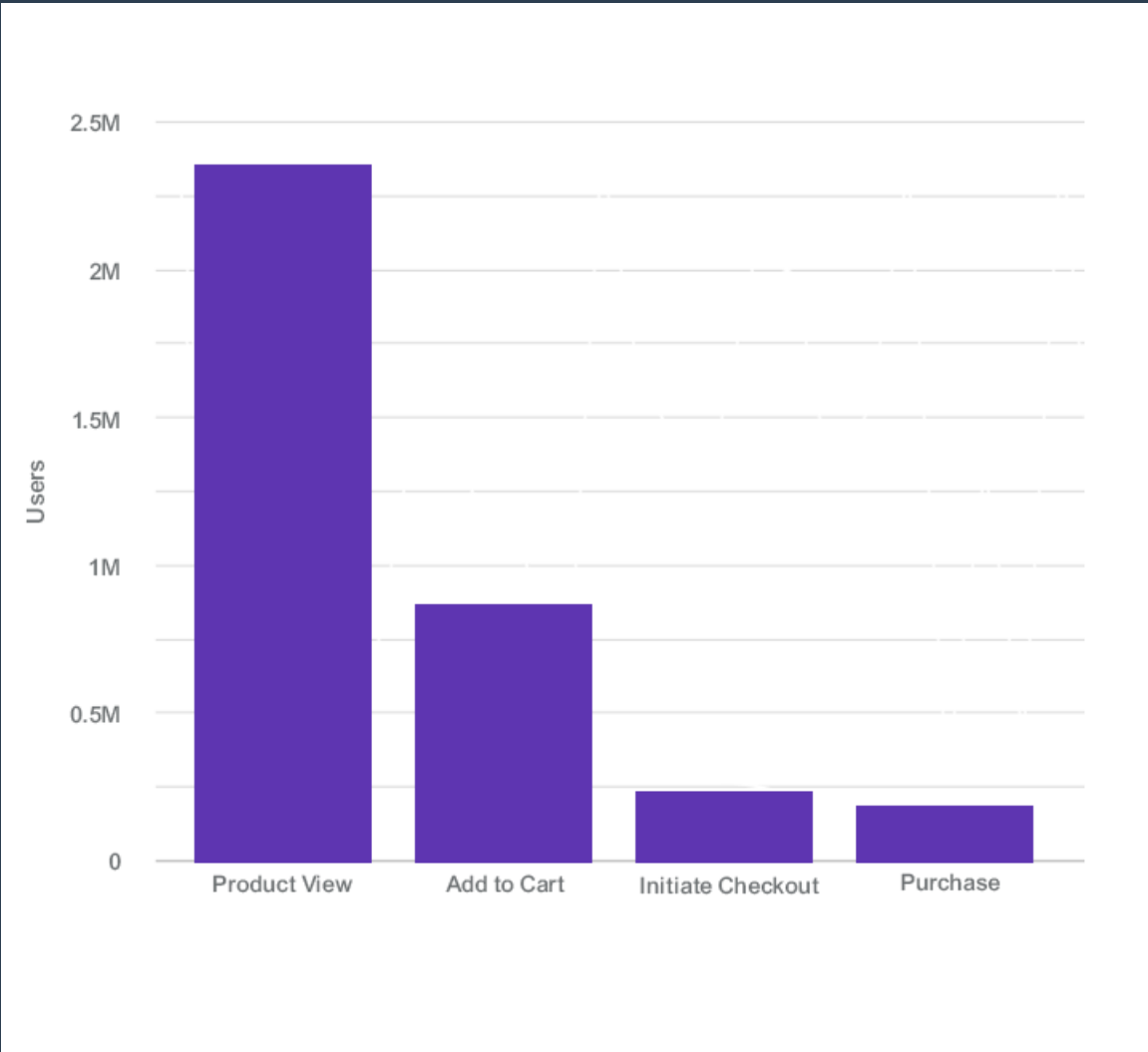
- Event-based optimization (Purchase and Initiate Checkout)
- Lookback windows: 7-14 days for retargeting, 30 days for prospecting
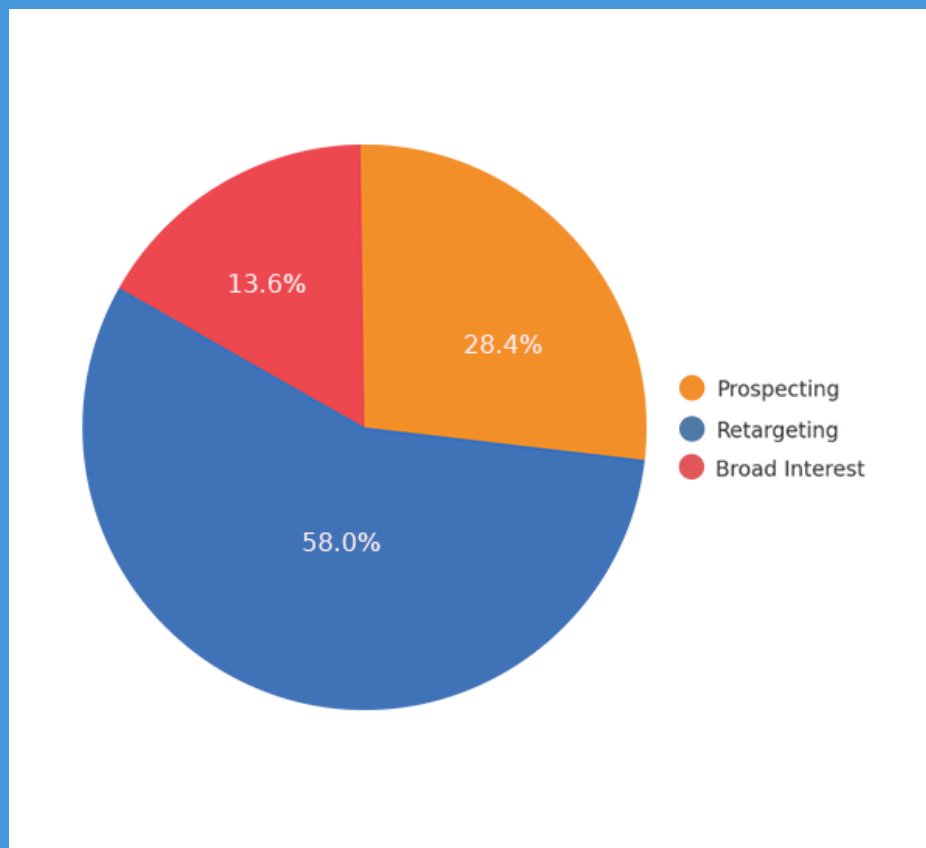
Looker Studio Report
ROAS vs Ad Spends
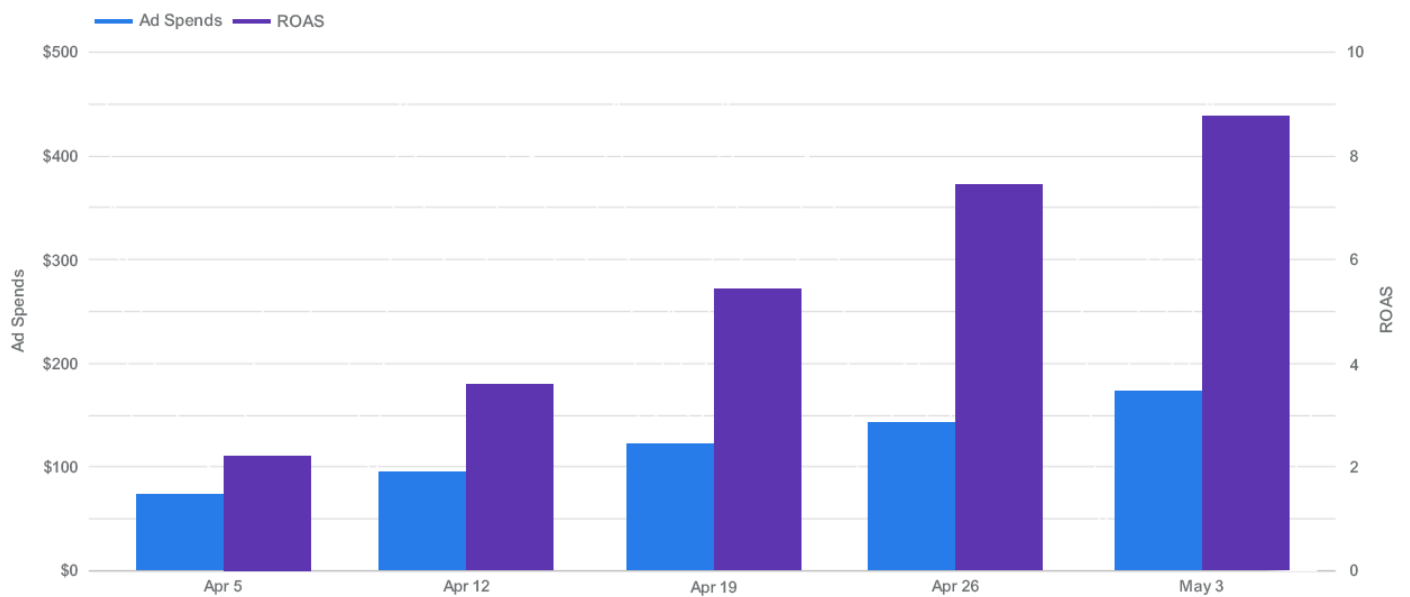
Looker Studio Report
Conversion Funnel

Insights & Takeaways

1. 4.3x ROAS achieved via Meta's dynamic creative and event-based targeting

2. Relevance-driven retargeting significantly lowered cost per acquisition

3. Dynamic Product Ads ensured high engagement with minimal manual effort

4. Deep funnel visibility enabled ongoing optimization using real-time data

Conclusion

The implementation of Dynamic Product Ads (DPA) on Othoba.com significantly enhanced campaign performance across all key e-commerce metrics. By leveraging real-time product feeds, personalized targeting, and audience segmentation, DPA campaigns delivered a 4.3x average return on ad spend (ROAS) — substantially outperforming traditional ad formats.