

Reclaiming Revenue — Retargeting Abandoned Carts & Browsers with Google Display Ads

Client Overview

Client: Othoba.com

Industry: E-commerce (Bangladesh)

Objective: Recover revenue lost from cart abandonments and browsing sessions with no conversion

Background

Othoba.com, one of Bangladesh's leading e-commerce platforms, faced a familiar problem: a high rate of cart abandonment and non-converting product browsers. With thousands of visitors daily, many left without completing purchases—resulting in unrealized revenue.

Internal analysis revealed:

- Cart abandonment rate: ~68%
- Return rate of non-converting visitors: <10%
- Lack of consistent retargeting across Google's Display Network

Objective

- Reclaim lost revenue from cart abandonments and product page viewers
- Boost conversion rate from non-buyers
- Increase return traffic via automated, personalized retargeting
- Maintain low cost per acquisition (CPA)

Campaign Structure

1. Audience Segmentation

Created retargeting lists using Google Ads + Google Analytics:

- Cart Abandoners (users who added to cart but didn't convert)
- Product Viewers (users who viewed 3+ product pages but exited)
- High-Intent Users (session duration >2 min & interacted with checkout)

2. Google Display Ads Campaigns

Used responsive display ads with dynamic remarketing:

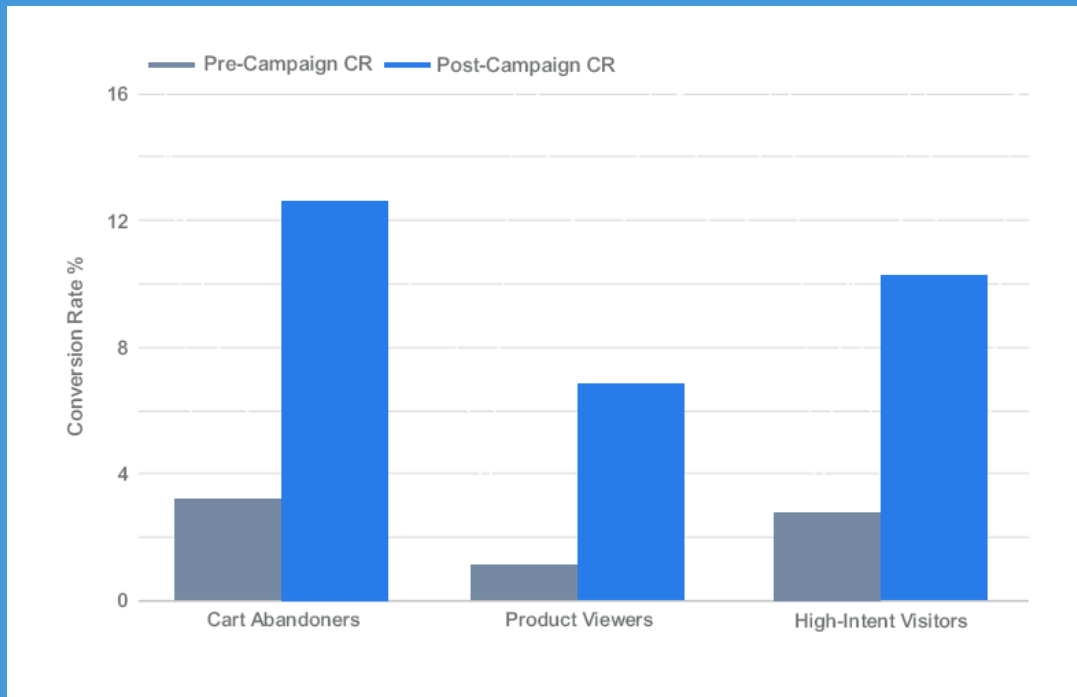
- Pull product feed via Google Merchant Center
- Personalized creatives based on previously viewed items
- Multiple ad formats: square, banner, interstitial
- Frequency capping: 3 ads/user/day to reduce fatigue

3. Offer & Creative Testing

- A/B tested different CTAs: "Still thinking? Here's 10% off!", "Your items are still waiting"
- Used urgency triggers like: "Low stock", "Ends soon"
- Seasonal & category-based creative variations

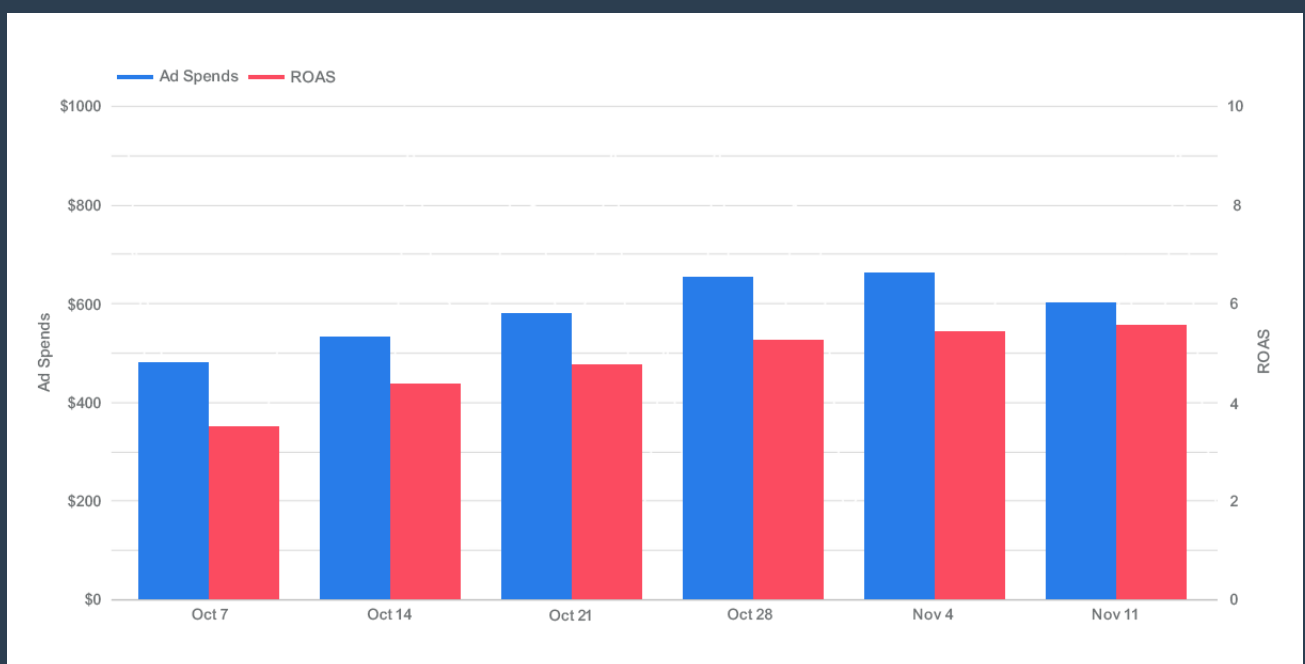
Looker Studio Report

Conversion Rate Before & After the campaign based on Audience segments



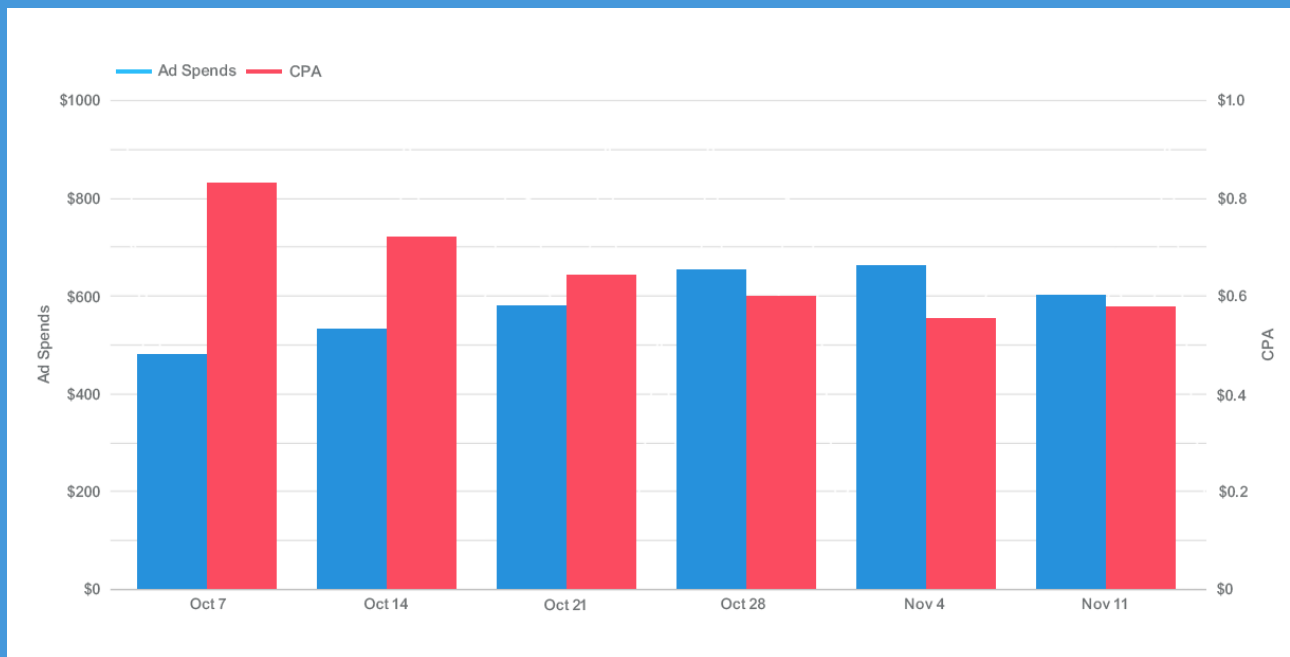
Looker Studio Report

Ad Spends vs ROAS



Looker Studio Reports

Ad Spends vs CPA



Insights & Takeaways

1. Dynamic product ads outperformed static ads by over 3.5x in CTR
2. Cart abandoners converted within 48 hours at the highest rate
3. Personalized copy (mentioning specific products) significantly boosted engagement
4. Segmenting by device showed mobile users were more responsive to urgency-based CTAs

Conclusion

Othoba.com's strategic use of Google Display Ads for retargeting turned lost traffic into measurable revenue. By personalizing ads, optimizing frequency, and continuously testing creatives, the platform achieved a 4.8x ROAS and significantly reduced CPA, proving that retargeting isn't just recovery—it's revenue growth.