LIFECYCLE AUTOMATION · PAID MEDIA · ECOMMERCE

TURNING PAID TRAFFIC *into inventory movement* WITHOUT MORE AD SPEND

> *"The discount email converted zero users. Friction, not price, was the barrier. Once we removed it, the revenue was already there, waiting."*

A specialty bike retailer was paying to drive traffic that stalled at the cart. We diagnosed the leak, built a lifecycle layer around it, and recovered margin-intact revenue with no discounts required.

META ADS | GOOGLE ADS | EMAIL | SMS | GA4

KEY OPTIMIZATIONS

- **Channel role clarity.** Meta reframed as awareness and retargeting fuel, not a direct revenue channel. Google optimized for high-AOV component conversions. Each channel given a defined job in the funnel.
- **GA4 funnel exploration.** Used funnel exploration reports to pinpoint cart abandonment as the primary leak. Shifted optimization focus from traffic acquisition to mid-funnel throughput.
- **3-day delay strategy.** Intentionally delayed the abandoned cart sequence to match buyer decision behavior. Specialty parts buyers need time to verify compatibility. Patience outperformed urgency.
- **Discount-free recovery sequence.** Email 1 (reminder, no discount) drove 68% of recovered revenue. The 10% off email drove zero conversions, validating that friction, not price, was the barrier.

2026 ROADMAP

- **Scale high-intent search.** Increase budget on PMax Shopping to capitalize on the $216 AOV and proven conversion behavior.
- **Remove the discount.** Replace Email 2's 10% off with a "Book a Repair" CTA. Test whether install friction, not price, is what stalls hesitant buyers.
- **Earlier email capture.** Deploy a site popup for Meta traffic to collect emails before the cart stage, expanding the lifecycle retargeting pool.

CAMPAIGN RESULTS

42% reduction in cart abandonment rate	**34.9%** abandoned cart email CTR
$851 recovered at 100% margin	**3×** industry email CTR benchmark (10–14%)
$216 avg order value, Google Ads channel	**57,768** new users driven by Meta campaigns

ABOUT THIS CLIENT

Specialty bicycle repair & parts retailer operating a hybrid model: high-touch local service and national ecommerce for specialty components.

Review period: Full calendar year 2025.

Stack: Meta Ads · Google PMax · Mailchimp

THE PRINCIPLE

When paid media drives volume without a retention layer, you're renting demand instead of owning it. The real leverage isn't in finding more customers. It's in recapturing the ones who already showed up. A sequenced lifecycle layer built around buyer behavior, not urgency tactics, is how you close the loop.

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