

CASE STUDY

Modern Wall Art

Islamic & Arabic-Calligraphy Décor · Chicago, IL

Modern Wall Art has handcrafted Islamic and Arabic-calligraphy home décor from Chicago since 2014 — wall art, illuminated mihrab arches, chandeliers, and prayer mats. Muslim-owned and Muslim-made, the brand has served 100,000+ customers worldwide with a 4.9-star average rating, and directed more than \$6M toward charitable projects across Africa, Bangladesh, India, Pakistan, and Palestine.

100K+

CUSTOMERS

10+

YEARS IN BUSINESS

4.9

STAR RATING

\$6M+

DONATED TO CHARITY

WHERE WE STARTED

The account leaned on just three basic, off-the-shelf automations — Welcome, Abandoned Cart, and Thank-You — with no split testing and an inconsistent campaign cadence. Email was contributing well under a fifth of total store revenue.

WHAT WE BUILT

Welcome Flow	REBUILT
Abandoned Cart Flow	REBUILT
Browse Abandonment Flow	NEW
Post-Purchase / Thank-You Flow	REBUILT
Win-Back / Re-Engagement Flow	NEW
Split-tested, always-on calendar	NEW

Campaign Gallery

A sample of the campaigns and flows built for Modern Wall Art.

About Us

Best Sellers

Donation

Turn Plain Walls
Into A

Sacred
Sanctuary

Shop Now

Experience the daily elevation of a dedicated home prayer space.

Shop The Transformation

7ft Islamic
Mihrab Arch

\$349

Shop 7ft Arch

39 Inch
LED Mihrab

\$279

Shop LED Mihrab

Sacred Sanctuary — Mihrab
Launch

Flagship launch with customer
Instagram reels.

About Us

Best Sellers

Donation

LIGHT THAT
SPEAKS PEACE

Modern | Illuminated | Elegant

EXPLORE OUR CHANDELIERS

TRUSTED BY 100,000+ CUSTOMERS

WORLDWIDE

Designed by Modern Wall Art

Shipped Worldwide

Supporting Muslim Welfare

Home is not just where you live. It is the atmosphere you create for the people you love.

SIGNATURE DINING PIECE

THE AYAT AL KURSI
Chandelier

Black Gold Silver

Light That Speaks Peace

Chandelier collection, colorways &
reviews.

About Us

Best Sellers

Donation

MAKE THIS
SUMMER
Count

Kids Prayer Mat with Carrying Case

START THEIR ROUTINE TODAY

The school rush is on pause and the days are completely open.

Instead of letting all this extra free time slip away to screens, use this quiet season to help your kids build a consistent prayer routine.

LIMITED STOCK: 600+ Sold in Last Month

LUXURY PADDED COMFORT:

Thick cloudlike cushioning protects small knees

RELIABLE GRIP:

Reliable anti-slip base stays securely on your floors

TRAVEL READY:

Comes with a matching travel case for summer trips

GIVE THEM A HABIT THAT OUTLASTS THE SCHOOL HOLIDAYS.

START THEIR ROUTINE TODAY

EXPLORE
OUR
Prayer Mats Collection

Make This Summer Count

Kids prayer mat, back-to-routine
campaign.

Results

Exact dashboard screenshots from the engagement — unedited.

SEP 2024 — BASELINE (BEFORE)

Business performance summary

Sep 1, 2024 - Sep 30, 2024

View dashboard

\$49,000.58

Total revenue

↘ 63%

 vs. previous period

\$8,756.33

Attributed revenue (17.87% of total)

↘ 80%

 vs. previous period

Attributed revenue

👤 Per recipient \$0.09	📈 Campaigns \$1,507.42 17.22%	📦 Flows \$7,248.91 82.78%	✉ Email \$8,756.33 100.00%	📱 Push \$0.00 0.00%	💬 Text message Set up text messaging for free →	📞 WhatsApp Set up WhatsApp →
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OCT – DEC 2024

Business performance summary

Oct 1, 2024 - Dec 31, 2024

View dashboard

\$200,346.82

Total revenue

↗ 52%

 vs. previous period

\$50,490.24

Attributed revenue (25.20% of total)

↗ 13%

 vs. previous period

Attributed revenue

👤 Per recipient \$0.13	📈 Campaigns \$20,636.39 40.87%	📦 Flows \$29,853.85 59.13%	✉ Email \$49,396.25 97.83%	📱 Push \$1,093.99 2.17%	💬 Text message Set up text messaging for free →	📞 WhatsApp Set up WhatsApp →
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JAN – FEB 2025

Business performance summary

Jan 1, 2025 - Feb 28, 2025

View dashboard

\$282,747.46

Total revenue

↗ 104%

 vs. previous period

\$94,812.80

Attributed revenue (33.53% of total)

↗ 182%

 vs. previous period

Attributed revenue

👤 Per recipient \$0.19	📈 Campaigns \$41,529.88 43.80%	📦 Flows \$53,282.92 56.20%	✉ Email \$94,812.80 100.00%	📱 Push \$0.00 0.00%	💬 Text message Set up text messaging for free →	📞 WhatsApp Set up WhatsApp →
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Business performance summary

Mar 1, 2025 - Jun 30, 2025

[View dashboard](#)

\$209,974.08

Total revenue

 60% vs. previous period

\$64,943.20

Attributed revenue (30.93% of total)

 45% vs. previous period

Attributed revenue

 Per recipient

\$0.08

 Campaigns

\$24,710.47

38.05%

 Flows

\$40,232.73

61.95%

 Email

\$64,943.20

100.00%

 Push

\$0.00

0.00%

 Text message

[Set up text messaging for free →](#)

 WhatsApp

[Set up WhatsApp →](#)

Across nine months post-launch, Modern Wall Art generated **\$693K+** in total revenue and **\$210K+** in email-attributed revenue — average monthly email-attributed revenue up 167% vs. baseline, with zero dollars spent on ads. Screenshots above are the exact dashboard exports from the engagement, unedited.

Want results like this for your brand? [Get a free audit](#) — [retentionlist.com](#)