

CASE STUDY

OREI

Audio-Video Electronics · Skokie, IL

OREI is a Skokie, Illinois-based audio-video electronics company making professional-grade AV solutions simple and accessible. Founded in 2011, it has grown into a direct-to-consumer leader in HDMI splitters, extenders, switches, and audio accessories — serving clients including Cinemark, SHI, and the U.S. Army across three continents.

2011
FOUNDED

200+
PRODUCT SKUS

3
CONTINENTS SERVED

1-Yr
WARRANTY + SUPPORT

WHERE WE STARTED

OREI came to us with five lifecycle flows live since launch — Welcome, Browse Abandonment, Checkout Recovery, Post-Purchase, and Win-Back — but none had been revisited, and there was no dedicated pathway for a growing volume of wholesale and bulk-order inquiries.

WHAT WE BUILT

Welcome Flow	REBUILT
Browse Abandonment Flow	REBUILT
Checkout Recovery Flow	REBUILT
Post-Purchase Flow	REBUILT
Win-Back Flow	REBUILT
Wholesale Flow	NEW

Campaign Gallery

A sample of the campaigns and flows built for OREI.



Transforming AV with Innovation

OUR **NEW LAUNCH!**



HD-EX330-KVM

Effortlessly extend HDMI video and audio signals up to 328 feet with the **HD-EX330-KVM**.

Featuring zero-delay transmission, PoC, loop-out, and KVM functionality, it's your all-in-one solution for professional A/V setups.

BUY NOW!

HD-EX330-KVM Launch

New-product launch, long-distance HDMI extension.



Transforming AV with Innovation

OUR **NEW LAUNCH**



BKA-1



8K

Unparalleled Experience

Step into the realm of 8K@60Hz visuals, accompanied by flawlessly extracted high-fidelity audio. Experience the pinnacle of immersion where every frame is vibrant and every sound is crystal clear!



Immersive Audio

Experience the full richness of Dolby Digital (5.1) audio with crystal clarity through the Optical S/PDIF connection. Immerse yourself in every sound detail, from whispers to thunderous roars!



8K passthrough



Dolby Digital

BKA-1 Audio Extractor Launch

8K passthrough & Dolby Digital audio extraction.



Transforming AV with Innovation

----- Presenting -----

The OREI SplitExtend



Hey,

Are you tired of juggling multiple tasks on a single screen and frustrated with the lack of productivity that comes with it? Your search for a solution ends here with the OREI **SplitExtend HDMI Splitter Extender**.

With this incredible adapter, you can seamlessly split or extend your monitor to work twice as fast, offering you two extra displays with your Laptop or Desktop, giving you more space to work with.



OREI SplitExtend HDMI Splitter Extender for Dual Video Monitor Extended Display (USBC2HDMI2)

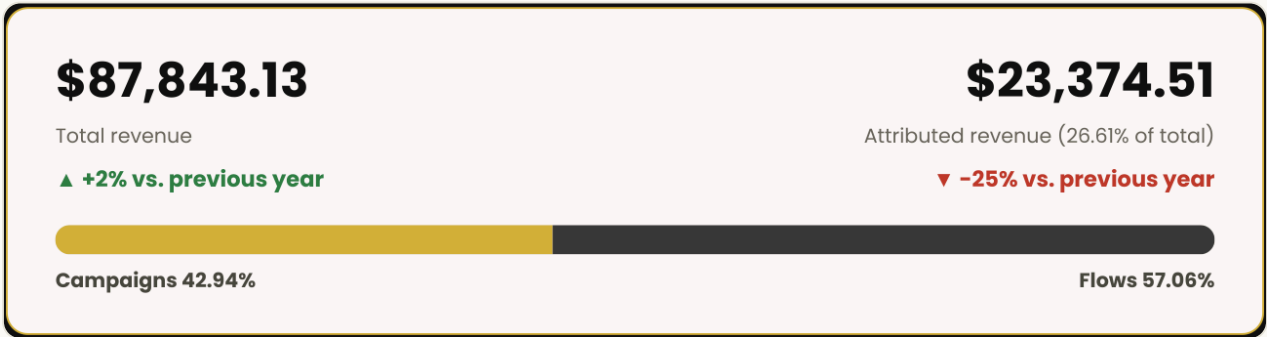
SplitExtend Spotlight

Feature breakdown, compatibility icons, reviews.

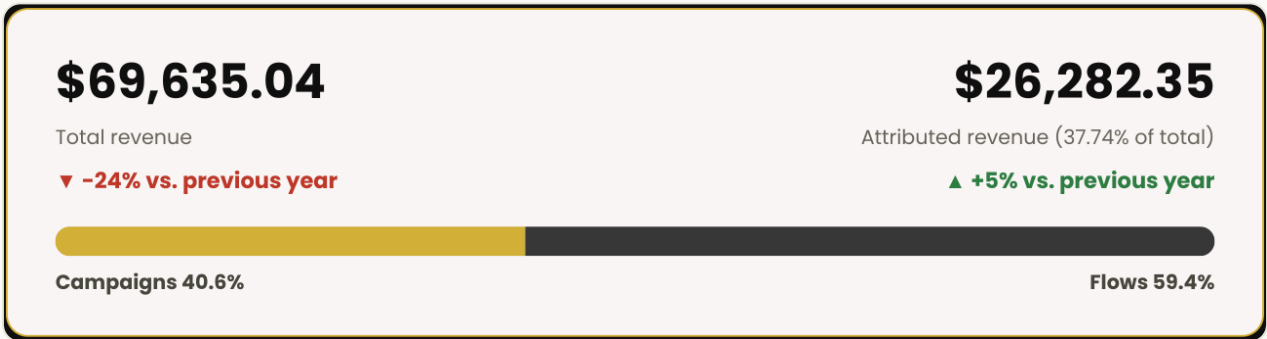
Results

Exact figures from the engagement report — unedited.

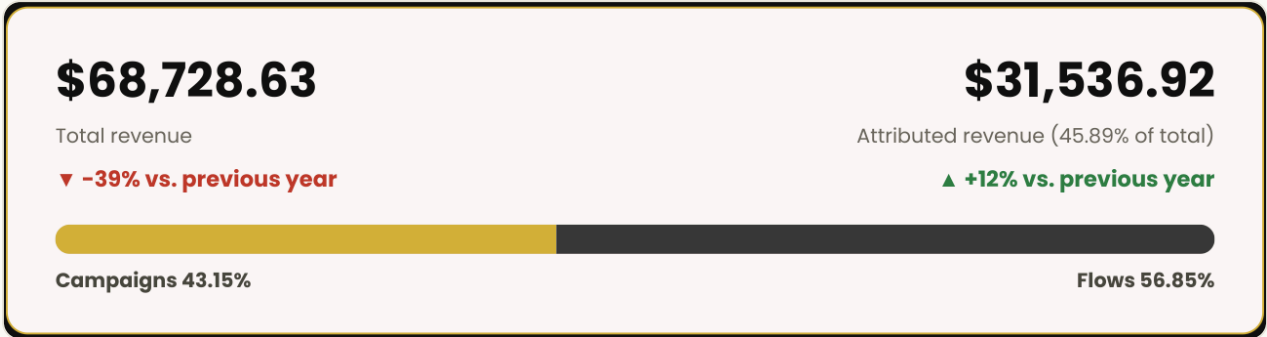
JUNE 2023



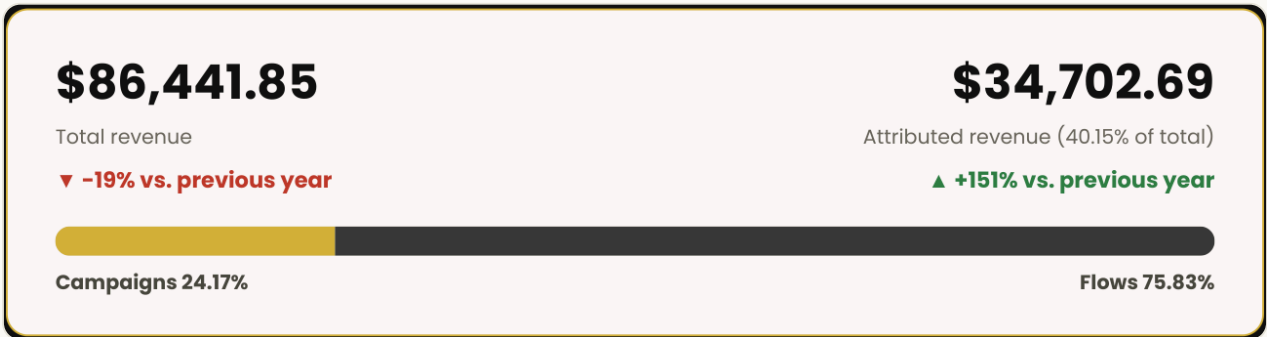
JULY 2023



AUGUST 2023



SEPTEMBER 2023



Attributed revenue grew **48.5% month over month** across the engagement, reaching \$34,702.69 by September — with Flows carrying an increasing majority of that revenue as the rebuilt lifecycle program matured.

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