

CASE STUDY

Otantik Home

Luxury Servware & Dining · otantik-usa.com

Otantik Home is a Turkish-inspired luxury home and dining brand serving the U.S. market — serveware, tea and coffee sets, chafers, dinnerware, and home décor built around the idea of authentic hospitality.

8

LIFECYCLE FLOWS

93%

REVENUE FROM EMAIL

Monthly

STRATEGY CADENCE

USA

MARKET SERVED

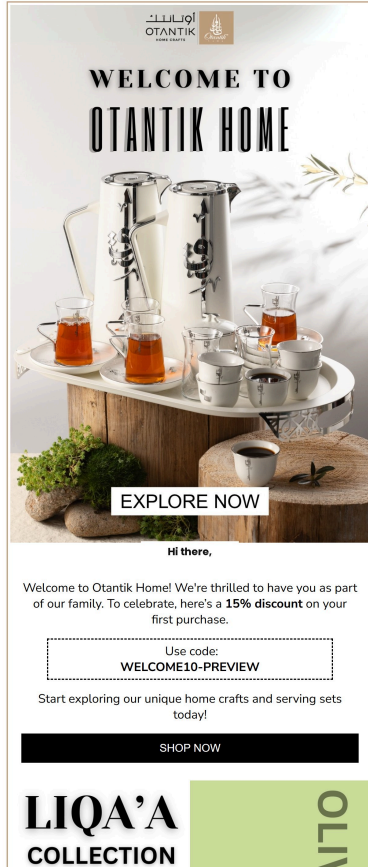
WHERE WE STARTED

At onboarding, Otantik Home's email program relied on just three automated flows — Welcome, Checkout Abandonment, and Thank You — leaving most of the customer lifecycle untouched.

WHAT WE BUILT

Welcome Flow	REBUILT
Checkout Abandonment Flow	REBUILT
Thank You Flow	REBUILT
Browse / Cart Abandonment Flows	NEW
Category / Site Abandonment Flow	NEW
Win-Back & Sunset Flows	NEW

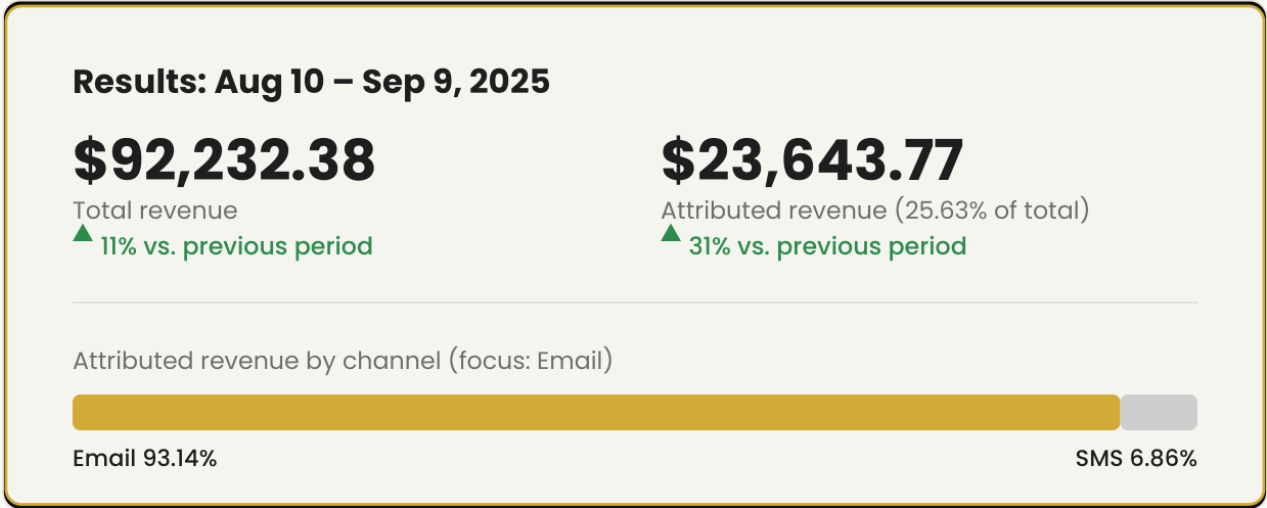
A sample of the campaigns and flows built for Otantik Home.



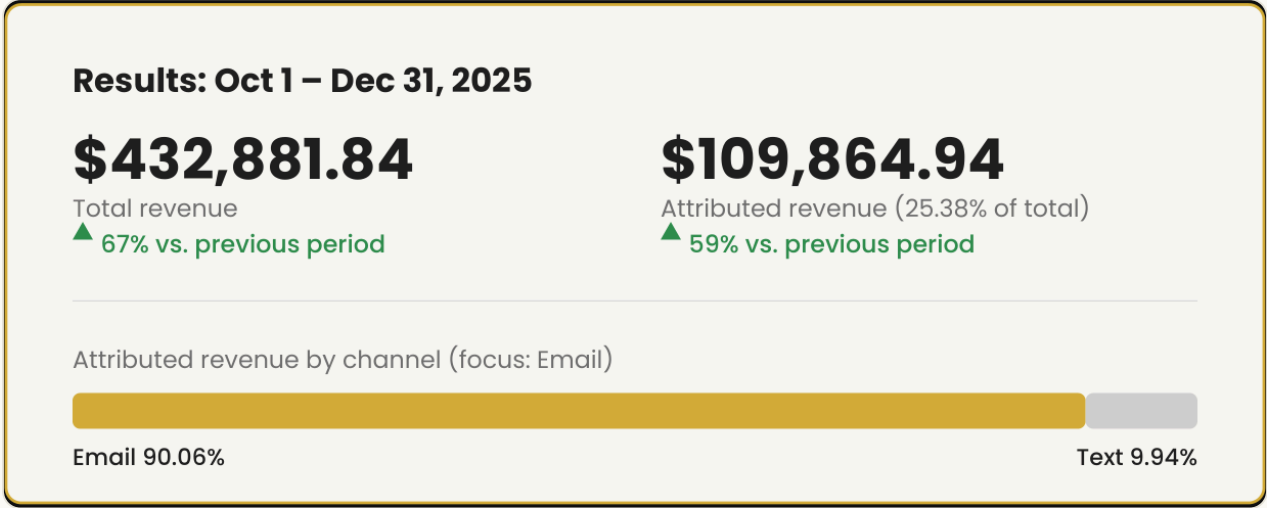
Results

Exact figures from the engagement report — unedited.

AUG 10 – SEP 9, 2025



OCT 1 – DEC 31, 2025



In five months, monthly revenue grew from roughly **\$92K to \$433K** — with email consistently driving 90%+ of every dollar of attributed revenue, no paid ads required.

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