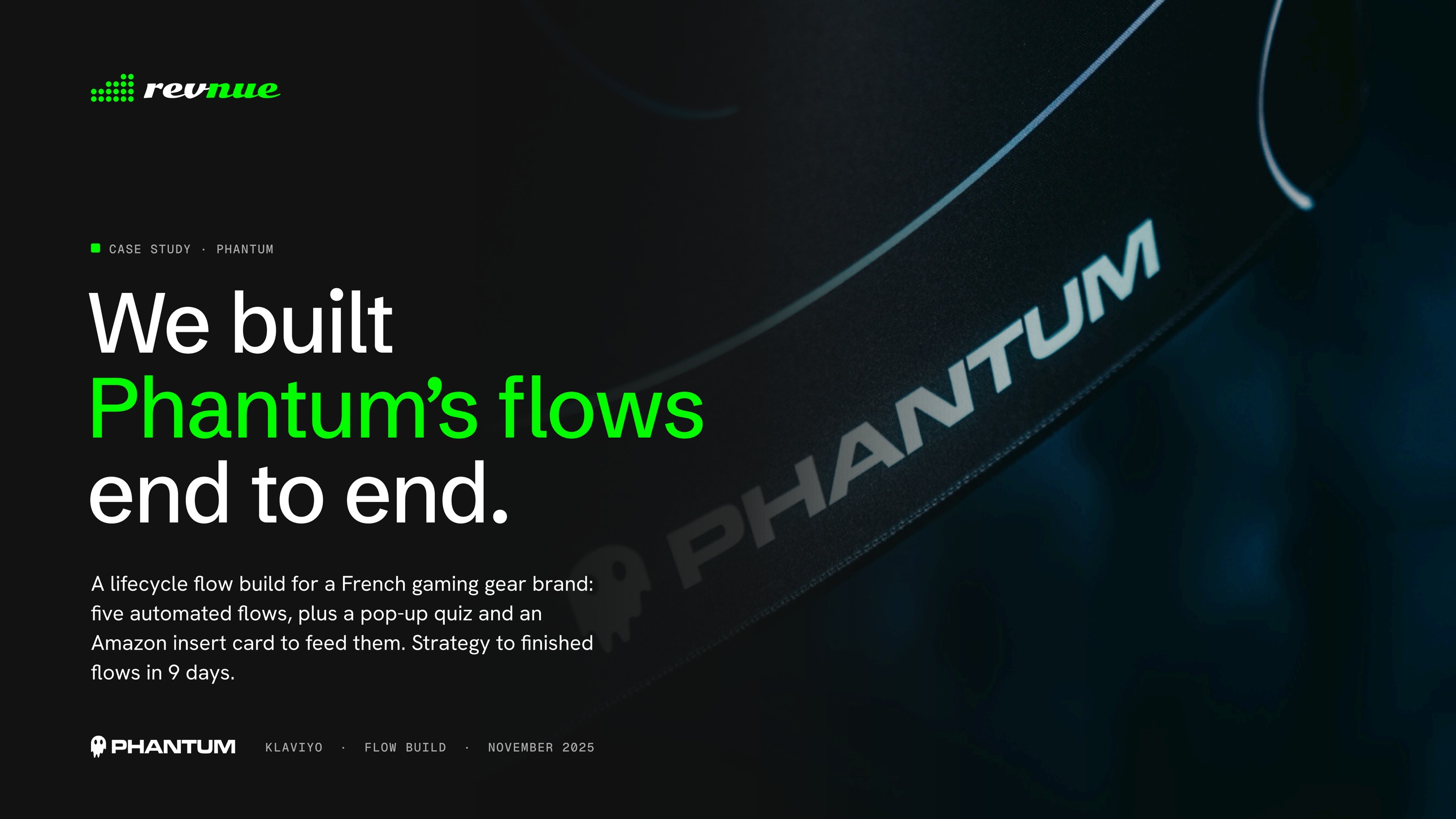
revnue

CASE STUDY · PHANTUM

We built Phantum's flows end to end.

A lifecycle flow build for a French gaming gear brand: five automated flows, plus a pop-up quiz and an Amazon insert card to feed them. Strategy to finished flows in 9 days.



PHANTUM KLAVIYO · FLOW BUILD · NOVEMBER 2025

THE SHORT VERSION

Nine days. Four numbers.

Phantum hired Revnue in November 2025 to build its lifecycle flows, plus the sign-up capture to feed them. This is what we built.

5

flows built: welcome, abandoned cart, browse abandonment, post-purchase and winback.

9 days

from kickoff to a finished flow system.

10

flow emails, plus a campaign template, a pop-up quiz and an insert card.

1 day

from kickoff to a written flow strategy for the brand.

SOURCE: REVNUE PROJECT FILES AND STRATEGY DOC, 2025-11-04 TO 2025-11-13.



THE BRAND

Premium mousepads for players who care about their setup.

Phantum is a French brand making high-performance gaming mousepads: cloth and micro-fiber surfaces in clean, minimal designs. Its buyers are gamers, designers and content creators who treat their desk as part of who they are.

MARKET	France and Europe
SELLS THROUGH	Own store, Amazon and resellers
RANGE	Alpha, Gamma and Nebula pads
REVIEWS	4.9 out of 5 on Trustpilot, 72 reviews

SOURCE: REVNUE STRATEGY DOC AND PHANTUM EMAILS, NOVEMBER 2025.

WHERE WE STARTED

Sales were happening. The customers belonged to someone else.

01

Amazon kept the customer

Most orders ran through Amazon and resellers. Phantum never saw those buyers' emails, so it could not sell to them again.

02

Gaps in the automations

No complete set of flows: nothing reliable to welcome subscribers, recover carts or follow up after an order.

03

No campaigns

The subscribers Phantum did have never heard from the brand.

04

One generic pop-up

The only way onto the list was an exit pop-up with a 10% code. Nothing gave people a reason to join.

THE TARGET

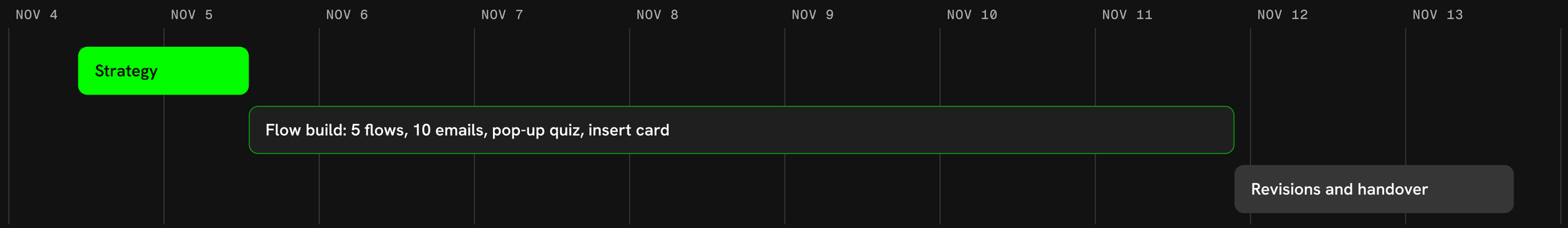
25 to 35%

of revenue is what email brings in for a healthy e-commerce brand. The whole plan was built to get Phantum there.

SOURCE: REVNUE STRATEGY DOC FOR PHANTUM, 2025-11-05.

THE PLAN

A four-part plan, delivered the day after kickoff.



01

List growth

A pop-up that gives people a reason to join, and an insert card that turns Amazon buyers into subscribers.

02

Lifecycle flows

Welcome, abandoned cart, browse abandonment, post-purchase and winback: the emails that sell while nobody is working.

03

Campaigns

Start with one a week and build to three or four: setup of the month, product stories, creator features, launches.

04

Segmentation

Tag every subscriber as gamer, designer or creator, and split by new, first-time, repeat and lapsed buyers.

SOURCE: REVNUE STRATEGY DOC (2025-11-05) AND PROJECT TIMELINE.

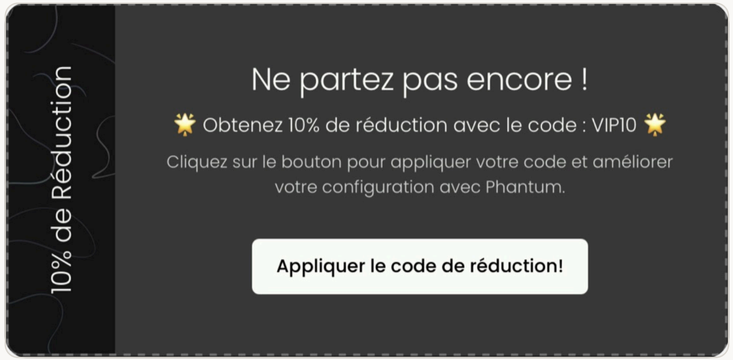
CAPTURE 1 · THE POP-UP

A quiz instead of a ‘don’t leave’ coupon.

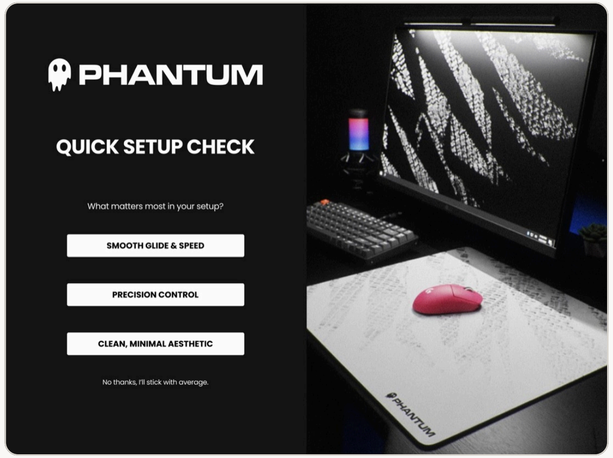
The old pop-up fired on exit and offered a code. The new one asks a question first: what matters most in your setup? The answer tags each subscriber as a type of player, so the emails that follow can speak to it. Then it asks for the email, for 10% off.

	BEFORE	AFTER
Trigger	Visitor about to leave	**Two steps, on the page**
Asks	Nothing	**What matters in your setup**
Learns	An email address	**Email plus player type**
Decline	A close button	**“No thanks, I’ll stick with average.”**

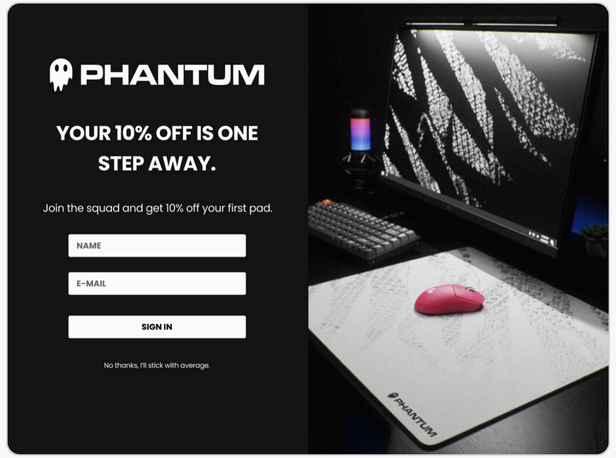
BEFORE · EXIT POP-UP



AFTER · TWO-STEP QUIZ



STEP 1 · THE QUESTION



STEP 2 · THE EMAIL

SOURCE: PHANTUM FLOWS FIGMA FILE, NOVEMBER 2025. BEFORE: THE POP-UP PHANTUM WAS RUNNING.

CAPTURE 2 · THE INSERT CARD

A way into every Amazon box.

Phantum could not get emails from Amazon or reseller orders. A card in the package could. It ships in every order, third-party fulfillment included, and sends the buyer to a Phantum sign-up page for 15% off their next order, bought direct.



- **The order ships**
  From Amazon, a reseller or Phantum’s own store.
- **The card is in the box**
  “Thank you for your order” on the front, a QR code on the back.
- **The QR opens a Phantum page**
  Brand story, sign-up, and the code for the next order.
- **The flows take over**
  Welcome and post-purchase emails, to a customer Phantum now owns.

SOURCE: REVNUE STRATEGY DOC AND INSERT CARD DESIGN, NOVEMBER 2025.

THE FLOW BUILD

Five flows. Ten emails.

Every automation in the plan, built end to end, from the trigger to the last email, plus a template for weekly campaigns. All in Phantum’s look: dark, quiet, product first.

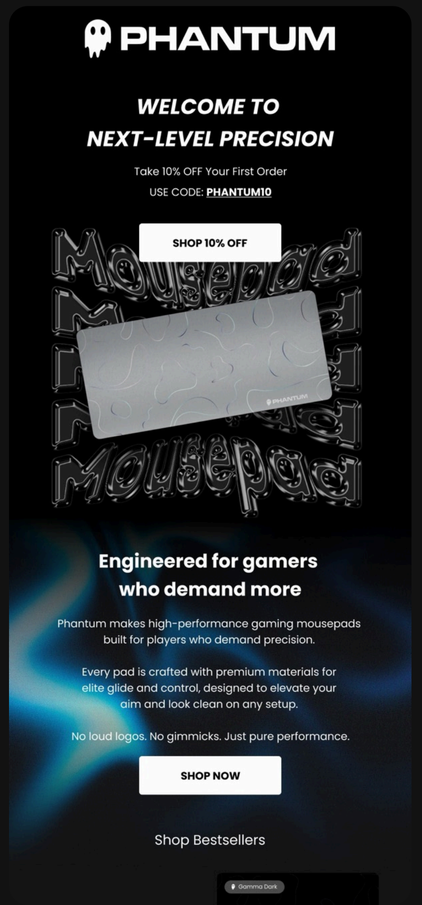
FLOW	TRIGGER	EMAILS	WHAT IT DOES
Welcome	Joins the list	■ ■ ■	Turns a new subscriber into a first order: the 10% code, the brand story, real customer reviews.
Abandoned cart	Starts checkout	■ ■ ■	Brings shoppers back to the exact pad they left, then adds reviews, then a last call with stock and delivery details.
Browse abandonment	Views a product	■	Follows up with visitors who looked at a pad but never added it to the cart.
Post-purchase	Places an order	■ ■	Keeps buyers excited while the order ships, then invites them into the Discord community. We recommended a plain-text founder note to open it.
Winback	Stops buying	■	Shows lapsed customers what is new, with 15% off to come back.
Campaign template	Weekly send	☐	A reusable layout for newsletters and launches, so campaigns can start right away.

SOURCE: PHANTUM FLOWS FIGMA FILE, NOVEMBER 2025.

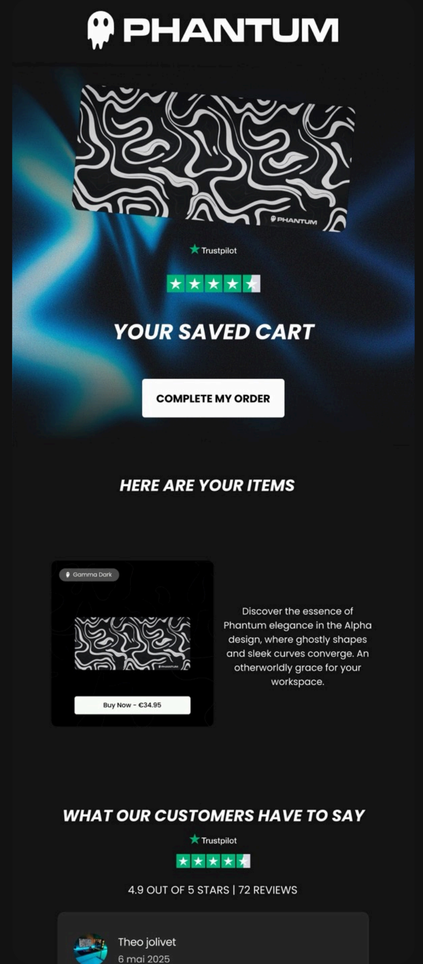
INSIDE THE FLOWS

Dark, quiet, and built like the product.

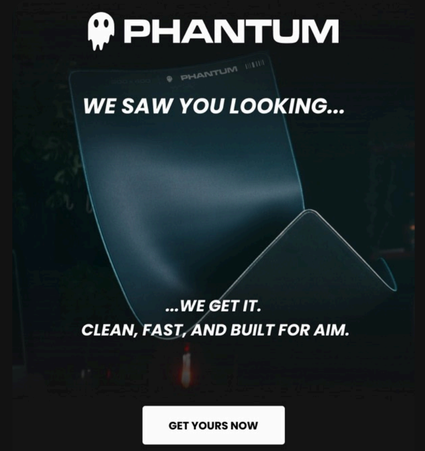
WELCOME · 1



ABANDONED CART · 2

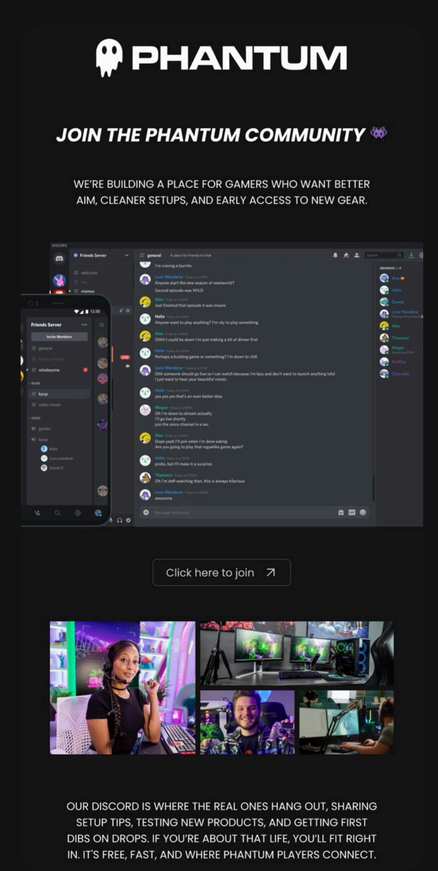


BROWSE



POST-PURCHASE · 2

POST-PURCHASE · 3



HOW WE WROTE IT

“...we get it. Clean, fast, and built for aim.”

FROM THE BROWSE ABANDONMENT EMAIL

01

Talk like the buyer

Setup, glide, aim. Gamers do not shop for a “high-quality mousepad”, so the emails never say it.

02

Let other players sell it

Real Trustpilot reviews, kept in French as written, in the welcome, cart and browse emails.

03

Premium means quiet

Dark layouts, one button per screen, no shouting. “No loud logos. No gimmicks. Just pure performance.”

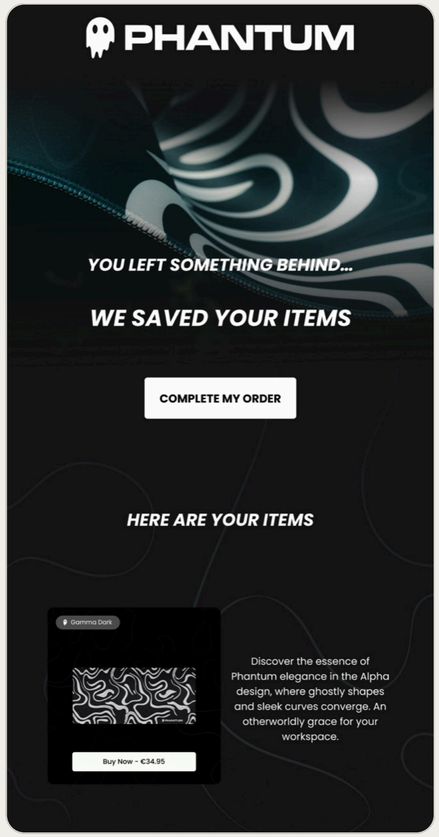
SOURCE: PHANTUM FLOWS FIGMA FILE, NOVEMBER 2025.



UP CLOSE · THE ABANDONED CART FLOW

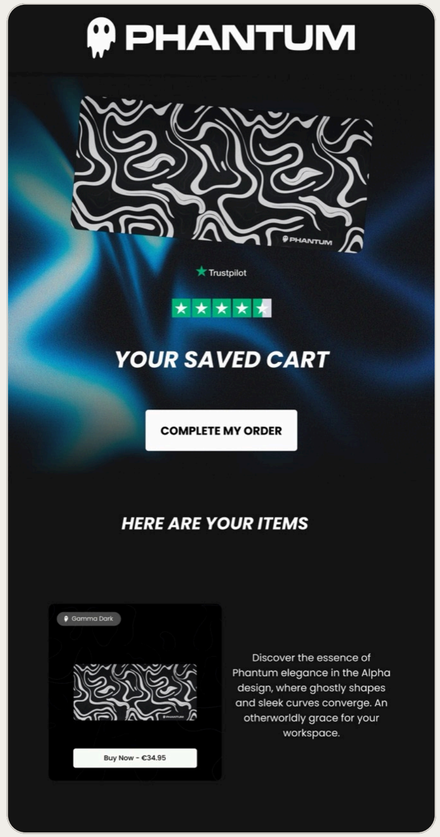
Three emails, three different jobs.

Every email shows the exact pad the shopper left behind, pulled in automatically. What changes is the reason to come back.



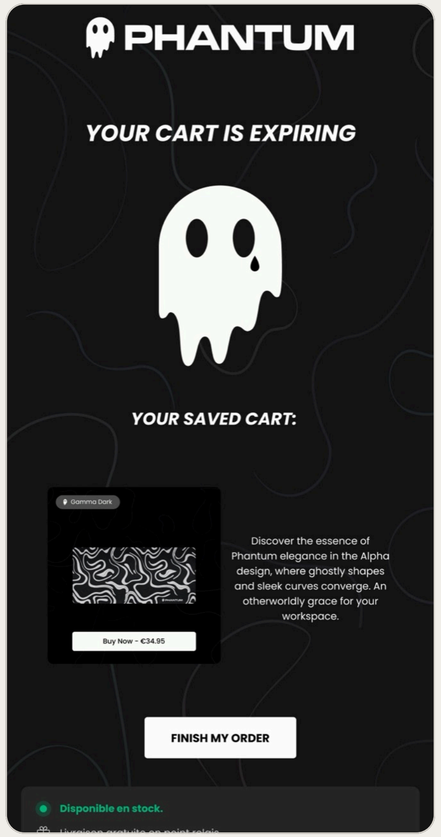
EMAIL 1 · REMIND

“You left something behind.” The saved items and one button back to checkout.



EMAIL 2 · REASSURE

Leads with the Trustpilot rating, then reviews from real buyers.



EMAIL 3 · LAST CALL

“Your cart is expiring.” Stock status, free pickup-point delivery, 30-day returns, and four pads they might like instead.

SOURCE: PHANTUM FLOWS FIGMA FILE, NOVEMBER 2025.

FROM THE CLIENT

“Amazing job from Revnue, I recommend 100%”

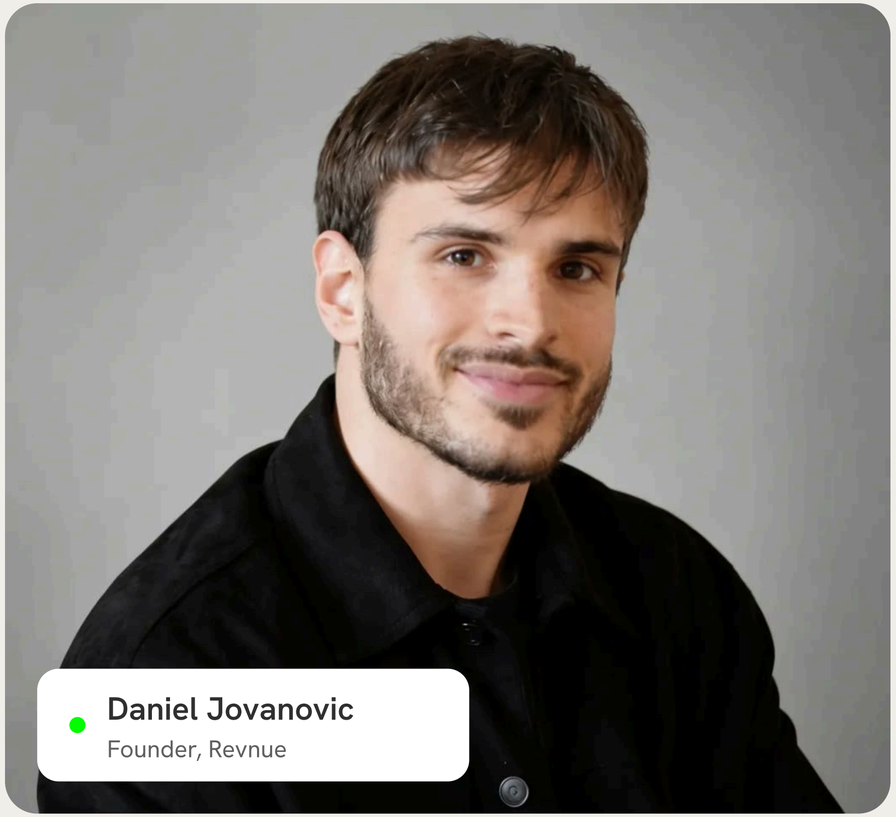
Ryan G.
CEO, Phantum · France



PHANTUM

PROJECT	November 2025
SCOPE	Strategy and flow build
DELIVERED IN	9 days

SOURCE: CLIENT REVIEW FROM RYAN G., CEO OF PHANTUM.



$10M+
generated for clients

50+
e-commerce brands

US + EU
markets we work in

WHO WE ARE

The team behind the work.

Most brands we talk to have paid someone for email before. They got template campaigns, flows that were set up once and never touched again, and no clear answer to what email actually made.

Revnue is built the other way around. We run email and SMS for a small number of e-commerce brands in the US and Europe, and we treat every account like our own business is on the line.

01
Small on purpose
We take on a few brands at a time, so every account gets our full attention.

02
No junior handoffs
The people who plan your emails are the people who build them.

03
Revenue is the number
We judge the work by what email and SMS bring in, not by vanity metrics.

revnue

WORK WITH REVNUE

Want this for your brand?

We run email and SMS for e-commerce brands doing $1M to $5M a year. Flows, campaigns, SMS and retention, handled by a senior team with no junior handoffs.

Book a free account teardown

We go through your Klaviyo account live and show you 3 to 4 gaps and what each one is worth.

REVNUEDIGITAL.COM

