# Turkcell customers expect more and get it.

Leading Turkish telecom company gives customers access to their favorite services through personalized in-app messages launched with Adobe Marketing Cloud.

"With Adobe Marketing Cloud, I can see which people click on in-app messages, what type of device they are using, what customer segment they belong to, and more."

Merve Çevikoğlu, Web Analytics Specialist, Turkcell
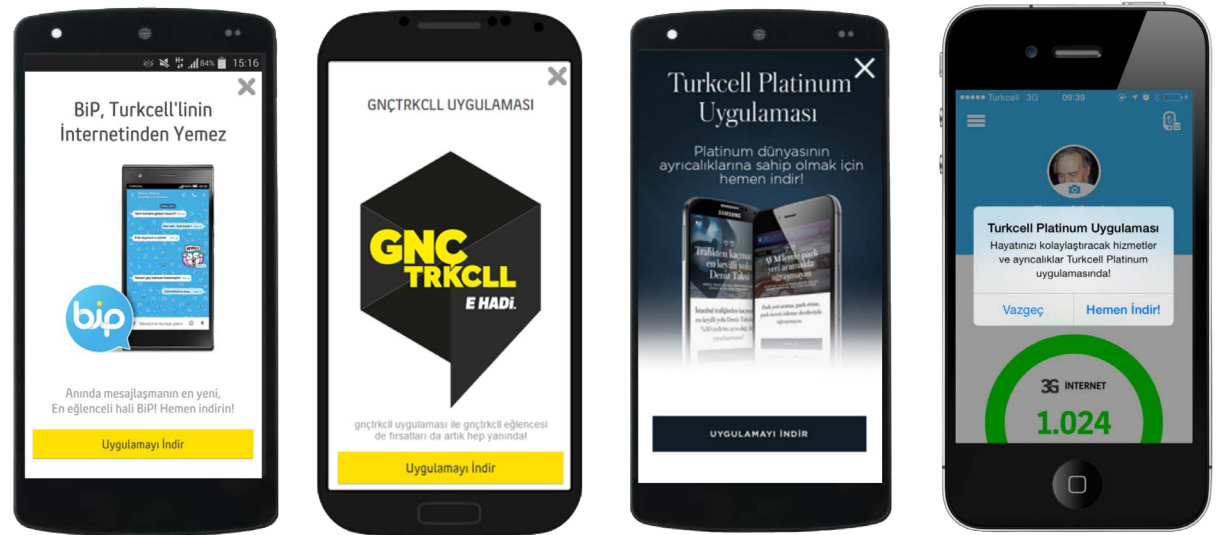
SOLUTION

Adobe Analytics for mobile apps solution and mobile core service within Adobe Marketing Cloud

RESULTS

INSIGHT
Improved visibility into customer behaviors and preferences across multiple touchpoints

RELEVANCY
Delivered personalized in-app messages to encourage engagement and additional app downloads

APP INSTALLS
Achieved up to 36% install rates for apps when customers arrive at app marketplaces from in-app messages, compared to 10% coming from other channels

SERVICE ADOPTION
Raised awareness among customers for features included in purchased services, increasing value of services to customers

Turkcell

Istanbul, Turkey

www.turkcell.com.tr

CHALLENGES

- Delivering personalized, targeted messages to increase brand engagement
- Boosting native app adoption among key customer groups
- Raising awareness of value-add services, garnering loyalty

"Using Adobe Analytics for mobile apps and in-app messages, we can reach customers to raise their level of engagement beyond what we could achieve by other means, like paid media."

Merve Çevikoğlu, Web Analytics Specialist, Turkcell

Membership has its privileges

By the end of 2015, most industry experts expect the smartphone user population to have reached 2 billion with a presence in every country. With all of those eyes on screens—searching the Internet, playing games, listening to music, watching movies, and more—it's easy to see why companies are battling for customers' attention on the small screen.

Mobile carriers can have a distinct advantage in reaching smartphone users, with the ability to be the first to introduce them to their new devices, services, and apps. Turkcell, Turkey's leading mobile telecom and Internet service provider, is taking that relationship one step further. The company developed multiple native applications to better meet various segments' demands, helping customers take advantage of member benefits, including free or discounted offers, member-exclusive offers, and concierge services.

For Turkcell digital marketers, the challenge is to help ensure that the right messages are shown to the right customer at the right time. "Keeping communications relevant for each customer is a priority," says Merve Çevikoğlu, Web Analytics Specialist at Turkcell. "It keeps conversations positive and grows our relationships with customers."

The first step for Turkcell was to build detailed customer segments using a robust analytics platform. With a richer understanding of key audience segments—platinum members, households, and youth customers—as well as which devices they use and how they interact with applications, the company can target messages for each segment and design more relevant experiences. At the same time, the company can shape development strategies for new, useful features within applications based upon preferences and device.

Once new applications are downloaded to mobile devices, the company then wanted to understand which services, content, and games users interacted with to further refine messages. "We weren't just looking for fast, easy wins," says Çevikoğlu. "We wanted a platform to keep making experiences better as relationships and user behaviors get more complex."

Serving the business and customers

To build the insights to send customers relevant in-app messages, Turkcell chose to implement Adobe Marketing Cloud, including the Adobe Analytics for mobile apps solution and the mobile core service. By leveraging Adobe solutions, the company has a powerful end-to-end platform to measure traffic throughout the conversion funnel and convert data into actionable insights.

Through rich analytics and reporting, Turkcell understands who is engaging with content and can segment audiences and tailor messages. Additionally, it has the cross-channel analytics capabilities to support its mobile-centric business.

"The proof Adobe solutions and in-app messages work is in the results."

Merve Çevikoğlu, Web Analytics Specialist, Turkcell

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics for mobile apps solution. Capabilities used include:
  - Marketing reports and analytics
  - Ad hoc analytics
- Core services used include:
  - Mobile

For more information
www.adobe.com/solutions/digital-marketing.html

"With Adobe Marketing Cloud, I can see which people click on in-app messages, what type of device they are using, what customer segment they belong to, and more," says Türk. "This level of detail informs decisions that lead to positive business outcomes."

Adobe Marketing Cloud enables Turkcell to drive more customers to its apps and helps them take advantage of key self-service features, such as paying their bills from the app. Customers are also taking advantage of other value-add services, including mobile video, by receiving targeted promotional codes through in-app messages.

Most importantly, as high-value customers add new apps and services, Turkcell can deliver even more personalized offers. "Using Adobe Analytics for mobile apps and in-app messages, we can reach customers to raise their level of engagement beyond what we could achieve by other means, like paid media," says Çevikoğlu. "We know we are making the right choices because we have the data to back it up."

Validation to refinement

At the highest level, Turkcell marketers have validated the company's decision to take an in-app-message-first strategy to engaging with customers. Using Adobe Marketing Cloud, the telecom company measured conversion from in-app messages to its Google Play Store and Apple Store app page at nearly 32%—four times more than through other channels. For those two groups, app install rates were 36% for in-app message customers and only 10% for other customers. Overall, the company achieved 12% conversion for app download from the new in-app messages.

With the initial confirmation that in-app messages were the best way to reach customers, the company then looked to understand what types of messages appealed to customers. Head to head, click-through rates for targeted, personalized in-app messages are approximately six times higher than for non-personalized messages. Initial testing of in-app messages targeted at specific audiences achieved 5,000 downloads in a single week.

"Adobe Marketing Cloud helps to eliminate debates about what direction we should go as a business to engage with customers," says Çevikoğlu. "We're now averaging about 15,000 downloads per month for our apps. The proof Adobe solutions and in-app messages work is in the results."