

Personalization Pays Off: Trendyol Increases Sales

About Trendyol

Trendyol is the largest and fastest growing mobile fashion commerce company in Turkey and in the MENA region. The company has more than 16 million customers across the country and is now planning to expand its presence in Europe. Trendyol's mission is to provide top fashions, world-class customer service, and the best technology-driven experience possible.

Differentiate or Die

As an online fashion retailer, Trendyol faces fierce competition each and every day. This means the company needs a better way to differentiate itself, especially when it comes to email marketing. Consumers are flooded with emails from so many different brands and other companies. This makes it difficult for retailers to stand out, especially if they continue to use traditional – largely ineffective – email marketing approaches.

Trendyol also had a specific objective: to increase total sales in its men's sports and sportswear categories. The company considered many marketing tactics and strategies, but ultimately realized it needed to create highly personalized, real-time email marketing campaigns. Since more than 70% of Trendyol's sales comes from mobile devices, email was an extremely important channel.

"Fashion is one of the fastest-paced industries imaginable," says Erdem Inan, CMO at Trendyol. "New trends come in not just from big fashion houses, but from social media influencers as well. To give our customers the best online experience, we have to stay ahead of the trends and keep them inspired with highly personalized communications."

Enter Liveclicker

Trendyol's marketing team was aware of the company and its real-time marketing capabilities and quickly made the decision to partner with Liveclicker to improve the personalization of its email marketing efforts.



Trendyol sends more than 30 million email messages each month, and tries to tailor them their specific customer to make sure they receive the messages that are most relevant to them. To provide its customers with a one-to-one experience, Trendyol uses a number of Liveclicker elements, including LiveImage, LiveVideo, LiveReveal, LivePoll, and more.

The retailer has significantly improved its email communications, including creative executions such as:

- An offer for a football jersey with the customer's name appearing on the jersey
- A countdown to the start of summer to encourage shopping for summer fashions
- A video promoting the launch of new major brands
- A win-back email that revealed a special offer

In the case of the football jersey campaign, Trendyol was looking to quickly capture consumers' attention with cross-promotions related to sports and body supplements. The marketing team wanted to come up with something eye-catching and innovative and used LiveImage to superimpose the prospect's name on the jersey.

It was a creative campaign, and one that paid off. Not only did Trendyol get a lot of positive feedback, but it significantly increased campaign results over the version without the personalization. For example, open rates, click-through rates, conversions, and sales have hit all-time highs.

With Liveclicker, Trendyol's marketing team is now empowered to be more creative and design new personalized campaigns to continue to capitalize on its success.



Results

- 30% lift in click-through rate
- 62% lift in response rates
- 130% lift in conversion rates

About RealTime Email

Leading brands choose Liveclicker's RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker's flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient's constantly changing personal context.