

Share of mobile transactions in the Criteo campaign of Trendyol grew from 10% to 24% due to the launch of InApp



### The display results

+10%

monthly mobile revenue

+12%

CR vs. web campaigns

Trendyol is the leading online fashion retailer in Turkey, with more than 4M UUs monthly according to ComScore.

They were among the first in their market to develop a mobile-centric strategy focused on providing the best possible user experience through a mobile app.



*Our app users are some of our most loyal and important customers, so we not only want to keep them engaged with our products and brand, we also want them to have a positive experience whenever they interact with us - Criteo ads strike that balance."*



## The challenge

Trendyol was looking for a way to maintain an outstanding experience for its app users while maximizing in-app conversions and revenue. Criteo in-app performance ads provided the ideal solution - serving personalized recommendations and relevant ads to some of Trendyol's most valuable customers.



## The solution

Criteo's mobile in-app ads combine real-time customer behavior data with Trendyol's own product catalog and creative content. Trendyol's in-app campaigns serve fully personalized, dynamic banners to users in real-time, with each ad optimized to maximize conversions within Trendyol's ROAS goals.

## Results

- ▶ mobile transactions grew from 10% to 24%
- ▶ 10% monthly growth in mobile revenue during 2015
- ▶ +25% ROI vs. desktop
- ▶ +60% CTR vs. web
- ▶ +12% CR vs. web