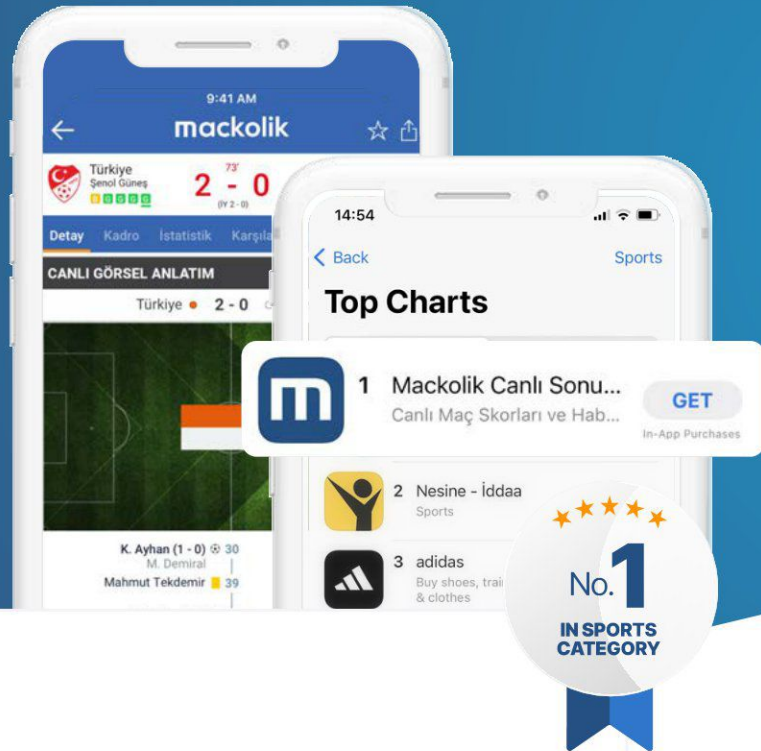


## HOW MACKOLIK BOOSTS ITS DAILY SESSIONS WITH FAST PUSH NOTIFICATIONS



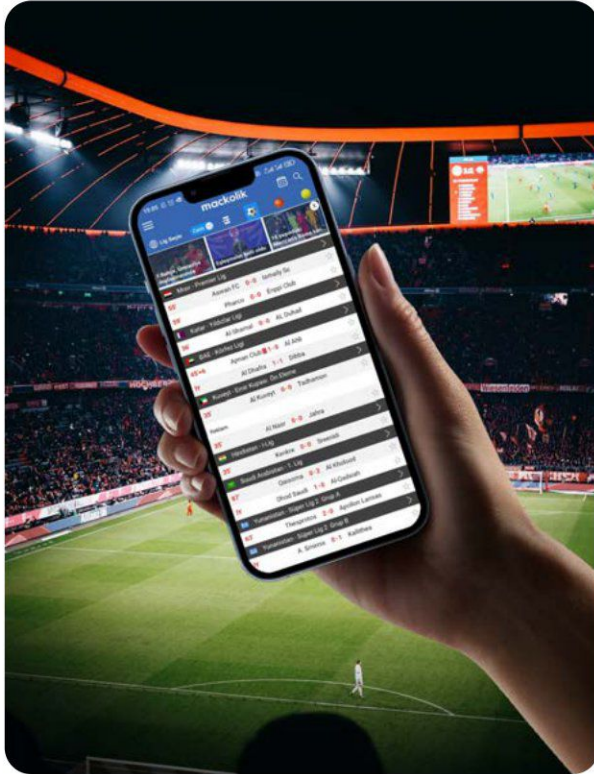
### Mackolik

Established in 2000, Mackolik offers **worldwide sports news, scores, predictions, and analytics** for over 2 decades. **As a Turkish online sports platform, they are the industry leader in sending fast push notifications – especially goal alerts.**

The Mackolik application offers all sports lovers the results of sports competitions held in every part of the world instantly. Mackolik users get continuous updates on goals, first-half results, match results, starting lineups, red cards, match reminders, and such for all the football, basketball, tennis, and more sports organizations around the world.

Through its mobile app serving millions of people around the world, the sports news giant offers continuous updates of live standings, venues, referees, players, and coaches for its members at a global scale 24/7.

Users can also choose their favorite teams or players, see their favorite players' careers and know them closer, compare between teams according to their health, condition, and more. Users are also able to follow industry news, player transfer developments, original content, and exclusive interviews.



## Challenge

Dealing with sports games and live updates, Mackolik needed a reliable customer engagement platform to trust with their billions of notifications.

For an excellent customer experience, it is important for Mackolik to deliver their messages through push notifications on time. With live sports games, time is crucial, and the scores can change in seconds. Therefore, Mackolik needs a reliable and scalable platform that can send out fast push notifications in seconds without any problems.

Due to the high traffic on their application, they also need a platform that offers 24/7 fast support. Furthermore, as Mackolik offers live scores of sports organizations all over the world, they need support that can work across different time zones.



## Solutions

Netmera was the best solution with its patented high technology for Mackolik's need to send fast push notifications to its millions of users.

Mackolik easily creates, edits, and automates these notifications through the easy-to-use Netmera panel. They can target and segment users and send personalized content through user preferences. For example, a Liverpool fan only gets updates on Liverpool matches and news, while a Celtic fan only gets updates on Celtic games and news.

Mackolik can also add visuals and sounds to its notifications to deliver more enriched content to its users. By turning its push notification sounds into a "goal" sound, Mackolik increases its pageviews and builds a better customer experience. Knowing the "goal" sound is the notification that Mackolik offers, Mackolik users are more inclined to open the app to see what is happening in the live game.

# Results



**20K+**

notifications  
per day



**40M+**

total  
sessions



Improved Open  
Rates with Rich  
notifications **with**  
**visuals and**  
**sounds**



Boosted  
retention by  
**20%**  
with Personalized  
content



## Testimonial



“Netmera was the solution to our problem regarding sending push notifications to millions of users in seconds. And with them as our partner, we set Mackolik apart as a leading company in the industry and our brand is seen as the fastest and most reliable sports news source by our users. Plus, thanks to Netmera’s rich notification and personalization capabilities, we improved our open rates and retention easily.”



**Engin Kehale**

VP, Product, Content & Business  
Development

# Let's create something amazing.

📞 +90 850 757 83 21

✉ [info@netmera.com](mailto:info@netmera.com)

🌐 [www.netmera.com](http://www.netmera.com)

🌐 [www.linkedin.com/company/netmera](http://www.linkedin.com/company/netmera)

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