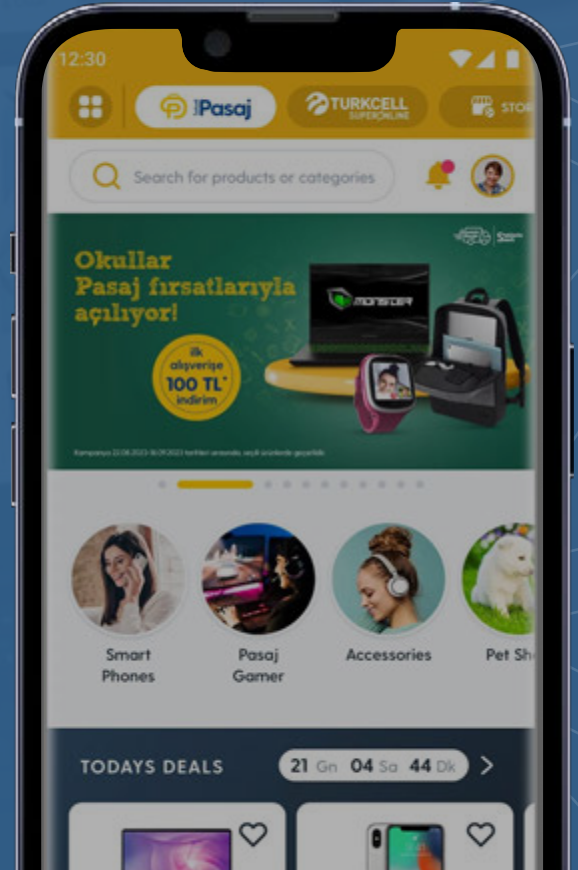




Success Story

Turkcell Increases Revenue by 150% with Cart Recovery Automation



Turkcell Pasaj

Turkcell Pasaj is an e-commerce platform by Turkcell. Thousands of electronic products—including smartphones, next-generation technologies, home appliances, personal care products, gaming computers, sports equipment, music, and hobby products—are offered to customers with alternative payment methods and fast delivery/same-day delivery options.

With Netmera, Turkcell delivers daily mobile push notification campaigns to various audience segments. They also leverage behavior-based automation to ensure Pasaj products are promoted to the right users at the right time. Moreover, product purchase flows are dynamically tracked through Netmera, allowing further analysis.



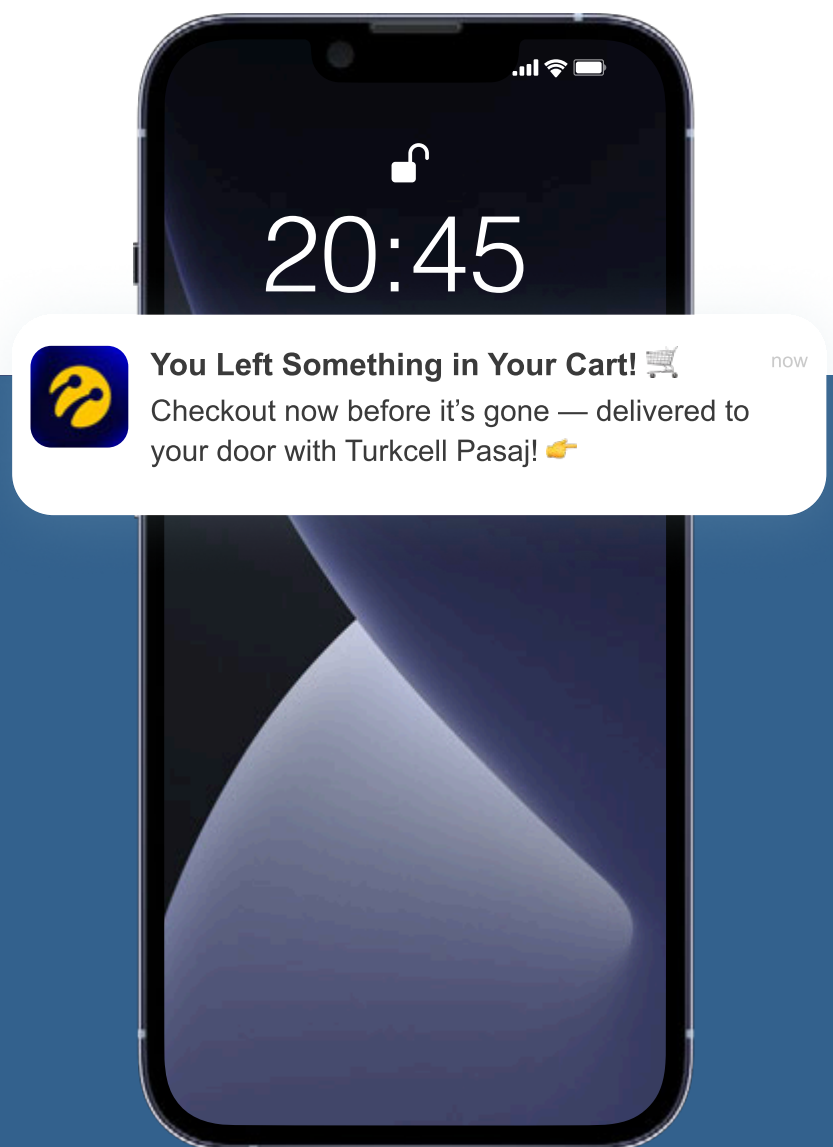
Challenge

Turkcell realized that cart abandonment rates were high. They faced difficulties in converting users who left their shopping carts without completing a purchase. To boost purchases and sales, they aimed to reduce cart abandonment by automatically reminding users of the items left in their carts based on their behavior



Solution

They implemented a cart abandonment push notification automation triggered after a user leaves an item in their cart, encouraging them to complete their purchase with timely and relevant messaging.





Results

2X

Increase in Active Users: Both daily and monthly active users increased by over 30%

150%

Boost in Conversions: Coupon codes incentivized users to transact more, leading to a 2X increase in conversion rates

Testimonial



Netmera has significantly contributed to the growth of our e-commerce platform, Turkcell Pasaj. By implementing behavior-based push notification automations, we solved a major issue—cart abandonment. As a result, **our monthly revenue increased by up to 150%**, and our **conversion rate doubled**. Netmera's segmentation and real-time tracking capabilities help us reach the right users at the right time with the right message. Plus, their Customer Success team also supports us with fresh ideas. Overall, Netmera has become a valuable partner for us.

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