

Food Ordering App Sees Four-Fold Increase in Purchases in Just Four Months of Partnering With Appnext



About Tikla Gelsin®

Tikla Gelsin® is the e-commerce platform of TFI TAB Gıda Investments, the leading quick-service restaurant (QSR) operator in Turkey. TFI TAB Gıda operates approximately 1,500 QSR restaurants in Turkey, including major brands such as Burger King, Popeyes, Arby's, Sbarro, Subway, Usta Dönerci, and Usta Pideci.

Consumers who join Tikla Gelsin® by signing up to its mobile app can order from a wide selection of foods, from burgers, doner kebabs and pizzas, to salads, soups, and lahmacun.

Becoming a member of Tikla Gelsin® provides users access to special offers, and the option to click on 'Sana Gelsin' for home delivery, or 'Gel Al' for collection from the restaurant. Members can also earn Digital Coins every time they order food on the app. Digital Coins used for full or part payment of orders.



Challenge

With the advantage of having strong brands in the market where competition is high, increasing orders through the application by using mobile app features the company targets to boost orders and user engagement through the app.

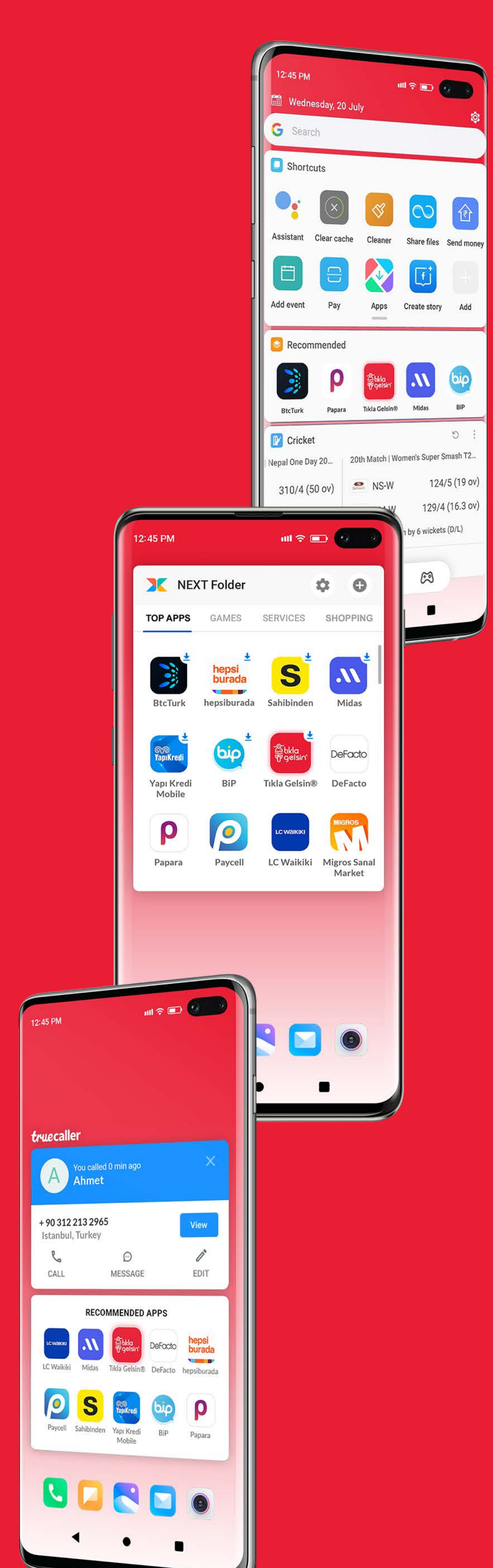
The Solution Provided by Appnext

Tikla Gelsin® partnered with Appnext to achieve business goals through a tailored approach.

- Leveraged its partnerships with leading mobile device manufacturers such as , Xıaomi, Tecno Mobile, Vivo, and General Mobile to get the Tikla Gelsin® app recommended to users on their devices from the moment they set up their device and throughout their daily mobile journey.

- Provided an advanced recommendation engine, powered by its patented 'Timeline' technology, that enabled Tikla Gelsin® to showcase its app to users who were actively searching for food ordering apps: Appnext's algorithms analyzed users' behavior, enabling personalized suggestions to high-intent users, thereby maximizing the chances of converting them into active users.

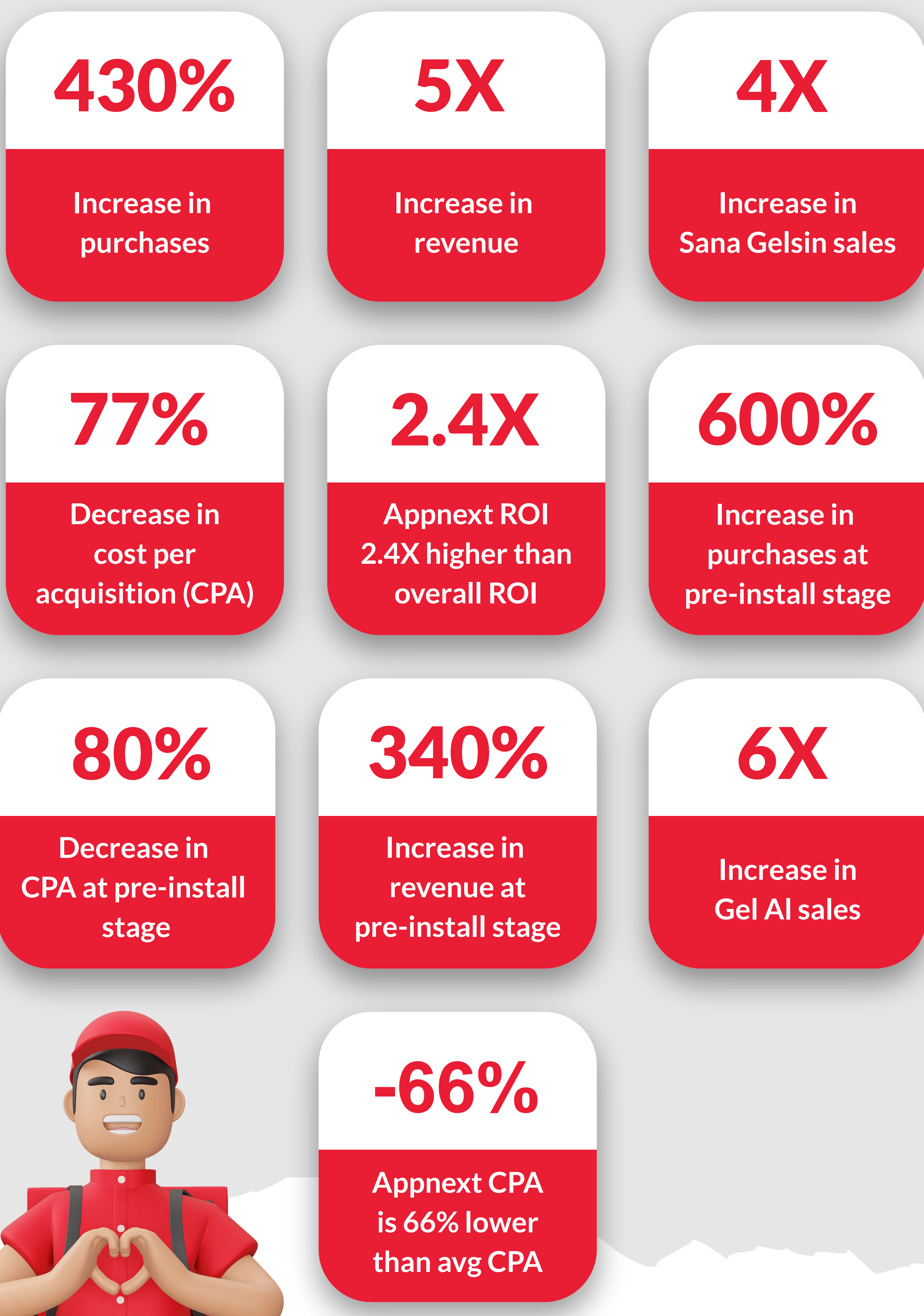
- Recommended the Tikla Gelsin® app to users of Android which enabled Tikla Gelsin® to reach wider audience of high-quality users with a dedicated service approach on optimizing the campaign and reaching CPA goals.



The Results

Within just 4 months the Appnext campaign proved to be highly effective in driving a significant increase in app downloads and user engagement.

Key successes :



Appnext has been an invaluable partner for Tikla Gelsin®, enabling us to reach a wide audience of consumers through its innovative, Android-specific app discovery solution. Their smart technology has allowed us to recommend Tikla Gelsin® app to the people who are most likely to order resulting in a huge increase transaction in orders. We have enjoyed working with Appnext's highly experienced team over the past few months, and I have full confidence that they will continue to create successful strategies to help us meet our challenging goals.



Aslı Kaynaroğlu Erçin,
Performance Marketing Manager,
Tikla Gelsin®

Why Appnext Works?

- Exclusive app discovery platform**
Appnext is the fastest-growing and largest independent mobile discovery platform in emerging markets, offering the only recommendation engine on the market encompassing both in-app and on-device discovery. The Appnext discovery platform powers 7B daily app recommendations via 20+ interactions along users' daily mobile journeys.
- Patented 'Timeline' behavior-driven technology**
Appnext's proprietary technology, 'Timeline', is uniquely capable of predicting the app users intent. This innovative solution means app developers and marketers can seamlessly engage with users directly on their smartphones through personalized, contextual recommendations.
- Unique and accessible device level placements**
Appnext has partnered with leading OEMs who have integrated our unique recommendation engine directly into their devices. Through these partnerships, companies like Tikla Gelsin® can achieve user engagement from the moment the consumer opens their device for the first time and throughout their daily mobile journey.

