



**How Turkcell increased lead generation by 9.8% and leveraged Insider's user behavior analysis capabilities to drive 10.6% of all customer signups**



## Easy to use, intelligent products geared for growth

“Insider has shown incredible potential as a growth partner for our company. We are in a stage of transformation where we are improving our offerings and tailoring them for our different segments of customers, and Insider has been the ideal platform in helping us execute campaigns across various channels with ease. Insider has had a huge, positive impact on our business, and we are keen on continuing this relationship for long-term success.”

Gülçin Alıcı Gökçe  
Digital Channels Director

# About



## Turkcell

Turkcell is an established, integrated communications and technology services company. It offers its customers voice, data, TV services and value-added individual and corporate services over their mobile and fixed networks. It is the leading mobile phone operator of Turkey, based in Istanbul. Apart from this, Turkcell also has an e-commerce platform called Turkcell Pasaj which sells a wide range of electrical and electronic appliances.

Turkcell was exploring solutions that would help them stitch their vast amounts of customer data together to enable building experiences across multiple channels for their users. Being a telecommunications provider, Turkcell had a need for precise behavior targeting, hyper-personalization, and AI-powered algorithms that will be able to gather and segment user data for the highest marketing efficiency. Insider's wide range of algorithms and better results during the PoC gave it the edge over other providers considered by Turkcell.

Initially, Turkcell had deployed a number of different, individual AI algorithms for product recommendations on their web and mobile applications. With Insider's help, they aimed to automate this integral aspect of their customer experience to aid in improved sales.

# Executive Summary

# Journey with Insider

"Insider's partnership has been integral to our successful growth over the last few months, and the impact of this has been tremendously positive on our business. We look forward to a long-term relationship and see the ability to have sustained success with Insider."

Fatih Yeşilyurt, Master Lead  
Optimization Manager @ **Turkcell**

Hatice Eraslan - Master Lead  
Analytics Manager  
Optimization Manager @ **Turkcell**

Dec 1, 2020  
Integration for PoC

Dec 15, 2020  
Kickoff for PoC

Dec 20, 2020  
First campaign go-live

Jan 10, 2021  
First results

Feb 1, 2021  
Kickoff

Feb 6, 2021  
First campaign go-live

Feb 28, 2021  
First results

# Growing the customer base using exit-intent triggered lead collection forms

## Challenge

Turkcell had a substantial amount of traffic on their pages for new mobile connections and mobile number transfer from other networks. However, once they left the website, Turkcell didn't have a means to follow up with them and convert them into their customers.

## Solution

Understanding the crux of the issue, Insider's team helped Turkcell implement lead collection forms on their website. Upon detecting exit intent, the forms would pop up, encouraging users to give their contact information for follow-up from Turkcell's customer service team.

## Result

Turkcell **increased** lead generation by **9.8%** and leveraged Insider's user behavior analysis capabilities to drive **10.6%** of all customer signups

10.6% of the total  
number of activations  
came from Insider

8 GB hediye ve  
online'a özel indirimli  
paket teklifleri için  
sizi aramamızı  
ister misiniz?

Evet,  
aramak isterim



Size yardımcı olmak için  
aramamızı ister misiniz ?

8 GB hediye ve online'a özel indirimli paket teklifleri  
için sizi arayacağız.

E-mail ( Opsiyonel)

TR (+90) Telefon

Ad Soyad

Beni Arayın

Kişisel verilerinize ilişkin Aydınlatma Metni için [tıklayınız](#)

# Looking Ahead



The team at Turkcell is excited by the growth opportunities presented by Insider and has plans to test and try Insider's omnichannel customer journey builder, Architect, a few months down the road.



Insider—one platform for individualized, cross-channel experiences—enables enterprise marketers to **connect** customer data across channels and systems, **predict** their future behavior with an AI intent engine and **individualize** customer experiences. Marketers use Insider’s platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, Facebook Messenger, RCS).

Insider recently unlocked unicorn status and NASDAQ congratulated the company for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named as a Leader in The Forrester Wave for Cross-Channel Campaign Management 2021, Gartner Magic Quadrant for Personalization Engines 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment. The company has been named #1 Leader on G2’s Mobile Marketing Software and Personalization Grids with a 4.7/5 rating for 20 consecutive quarters. CrunchBase recently ranked Insider’s co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

Many of the most prestigious Fortune 500 companies and top brands in retail, automotive, and travel use Insider to deliver AI-backed personalized experiences that exceed customer expectations. Insider is trusted by over 1,200 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, GAP, L’Oreal, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, Madeira Madeira, Santander, BBVA, Pizza Hut, Avon, and CNN.

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IKEA

OTTO

GAP

Lenovo

# About Insider