



Pioneers of electronic retail and ecommerce in Turkey

Objective

In a rapidly evolving market, where sales in electronic retail and ecommerce in Turkey were facing record growth, TeknoSA saw the opportunity to thrive in this increasingly competitive landscape. The question was not whether to transform but how to do it both swiftly and effectively. With this, TeknoSA made the strategic decision to create a digital marketplace.

Outcome

Partnering with e2y, experts in marketplace technologies, TeknoSA seized the opportunity to digitally transform its business model. This implementation of the Mirakl Marketplace platform became the catalyst for the irresurgence.



SUSTAINABLE BUSINESS GROWTH

Fast forward 18 months since go-live, and TeknoSA's electronic marketplace has not only breathed new life into their business but has set a benchmark for success. Their online market share, once at 3% increased to 5%, positioning TeknoSA as a leader in both electronic retail and ecommerce in Turkey. In the face of adversity, TeknoSA didn't just adapt; they thrived.



IMPACT

TeknoSA's marketplace has been a driving force for a number of business-critical metrics. Without supply chain constraints, TeknoSA multiplied its SKUs 25-fold and expanded its offerings with 14 new product categories - thus resulting in a 1.6x increase in conversion rates.



CUSTOMER EXPERIENCE

But the transformation wasn't solely about numbers; it was about enriching customer experience. TeknoSA's dedication to this cause manifested in a 10% increase in Net Promoter Score (NPS) and a 42% rise in online sessions. The expansion of product categories and the seamless integration of omnichannel strategies served as the motivating force behind these improvements. Customers aren't just buying products; they are engaging in a superior, enriched experience.

At a Glance

Industry:

- Retail
- Electronics

Duration:

- 7 months (delivered on time and within budget)

Statistics (first 18 months):

- 14 new product categories
- 10% increase in NPS
- 42% more sessions
- Number of SKUs increased by 25x

Integrations:

Izyco

International Awards

- Success at Scale International - Mirakl Summit Awards

Technologies:

- Mirakl Marketplace
- SAP Commerce (already implemented)

Within the first nine months of 2023, we had a strong topline growth where our **revenues increased by 130%**, reaching 24.9 billion TL (681.8 million GBP) and our net income realized as 591 million TL (16 million GBP) with a **y-o-y increase of 78%**.

- Sitare Sezgin, General Manager