



About Media Markt Turkey

- Consumer electronics retailer
- Founded in 1979, entered Turkish market in 2007
- Over 700 stores in 14 countries, 43 stores in Turkey
- www.mediemarkt.com.tr

About Clixous

- Performance marketing solutions partner
- Subsidiary of MagiClick, Turkey's largest digital technology, design and marketing company
- www.clixous.com

Goals

- Increase sales to couples planning their weddings
- Build awareness of special offers available online and in-store
- Lift brand awareness in target group

Approach

- Targeted premium placements and used remarketing lists for search ads (RLSA)
- Used Lightbox ads
- Launched YouTube video campaign using TrueView Bumper ads

Results

- 166% increase in revenue and 122% increase in traffic from all AdWords activities
- 13-fold growth in revenue and 622% increase in traffic from search campaigns
- 29% increase in new visitors and 250,000 engagements from Google Display Network campaigns
- 74% lift in brand interest and 13% lift in brand awareness from YouTube ads

Media Markt Turkey's wedding season campaign uses the power of Google ad products to boost revenue, traffic and brand awareness

To coincide with the wedding planning period that takes place each spring, Media Markt Turkey created an annual campaign aimed at brides and grooms planning their gift lists. Special price offers both in the online store and brick-and-mortar shops covered a variety of product categories such as white goods, televisions, small household utensils and smartphones – everything newlyweds might need to set up their new home together.

To promote the offers, the team ran ads on Google Search, the Google Display Network and YouTube. Their first step was to examine the search habits of users during the wedding planning period. Aggressive bids were set so that Media Markt Turkey's search ads were shown in premium positions to the target audience. Alongside this, they also developed a special offer strategy using search remarketing to reach people who were already Media Markt Turkey customers.

Lightbox ads were served on Google's AdSense publisher network alongside wedding-related content that consumers in the target group were reading. Products appearing in these ads were dynamically drawn from the Media Markt Turkey product feed, positioning discounted products front and centre.

On YouTube, the team used Bumper ads, a new unskippable six-second video format. These were launched simultaneously with television advertisements to maximise impact. Media Markt Turkey then used a Brand Lift Survey to measure the creative power of the YouTube ads, including the effect on the target group and the lift in brand interest created by the campaign.

Media Markt Turkey was able to develop a clear picture of performance compared to the previous year's wedding planning season. The overall AdWords activity produced a 166% increase in revenue and 122% increase in traffic. Media Markt Turkey's search campaigns delivered 13-fold growth in revenue and a 622% increase in traffic, whereas the Google Display Network campaigns drove a 29% increase in new visitors and generated 250,000 engagements. And the YouTube ads drove a 74% lift in brand interest with a 13% lift in brand awareness.

"Media Markt Turkey deployed two video advertisement formats simultaneously in order to enhance its communication for the wedding season."

– Mehmet Şahinoğlu, Managing Director, Clixous

"Marriage preparations are traditionally intense and fast-paced periods in Turkey, so we created a campaign to facilitate these processes and put a smile on our clients' faces as promised in our campaign message."

– Ömer Kurukaya, Digital Marketing Manager, Media Markt Turkey