

**Challenge:** Create an effective email marketing campaign to improve deliverability.

**Solution:** email design, HTML optimization and consultancy for communicating most effectively to customers.

**Results:** Rates of HTML email messages that are delivered into the email client inbox, with all images rendering properly have increased.



The screenshot displays an email newsletter from Turkcell. At the top, the Turkcell logo and 'E-bülten' are visible. The main content is organized into three promotional sections, each with a 'Detaylı bilgi' button:

- HAZIR KARTLILAR! NAR YAĞIŞI BAŞLADI!**  
Text: 'Tek seferde her 100 kartör yüklemenize 100, her 150 ve üzeri yüklemenize tüm Turkcell'ilerle 1 hafta boyunca konuşabileceğiniz tam 500 kartör hediye!'.
- www.turkcell.com.tr'de her gün Günün Fırsatı**  
Text: 'Her hafta için her gün turkcell.com.tr'de yeni bir Günün Fırsatı var. Siz de takip edin, hemen giriş kaydolun, ödüllerini kazanın.'
- TurkcellIPDA HTC Touch 3G**  
Text: 'Turkcell İletişim Merkezleri'ne gelin, ayık İnternet Paket'imizi seçin, bu cihazı ücretsiz sahip olun. Son teknolojiye siz de dokunun!'

Below these sections is a large banner for 'KONUŞ GÖNDER' (Talk and Send) with the title 'Turkcell KonuşGönder'. The text describes the service: 'Turkcell KonuşGönder, mesajınızı yazmak yerine kendi sesinizle kolayca göndermenizi sağlayan bir Turkcell servisi'dir. Yazılı ifade ederken zorlanabileceğiniz bir takım hisleri ifade etmenin de en etkili yoludur. Üstelik sadece 1 SMS fiyatına.' The website 'www.turkcellkonusgonder.com' is listed.

At the bottom, there is a footer with a navigation bar containing links for 'TURKCELL', 'WebMesaj', 'Online İşlemler', 'Çağrı Merkezi', 'turkcell-im', and 'turkcell-im benim'. The phone number '444 0 532' and the website 'www.turkcell.com.tr' are also present.

## **Challenge**

### **Email Deliverability**

GSM-based mobile communication started in Turkey when Turkcell started its operations in February 1994. As of September 2008, with its 36,3 subscribers, Turkcell is not only the leading operator in Turkey, but is also the second biggest GSM operator in Europe in terms of subscriber numbers. Since its foundation, customer satisfaction has always been the most important priority. Therefore, Turkcell has been focusing on communication and technology solutions to ease and enrich the lives of its customers.

In order to take advantage of its rapidly growing online market and improve the deliverability of emails, Turkcell has chosen euro.message for its e-marketing services.

## **Solution**

### **Newsletter Design and Modular Templates**

Turkcell has found a perfect fit with euro.message due to its advanced and unique email designs. euro.message has applied HTML optimization to the newsletters in order to avoid to be marked as spam. Moreover, euro.message has created modular templates to provide quick replies to any urgent requirements of Turkcell.

## Results

### Increasing Delivered Emails

Applying euro.message's e-mail marketing techniques have helped to increase the amount of delivered emails to clients' inbox.

Bu e-postayı düzgün görüntüleyemiyorsanız lütfen tıklayın.

**TURKCELL Platinum**

TURKCELL Platinum  
0532 757 1532

### Turkcell Platinum ayrıcalıklarıyla KF900 LG Prada II

Lüksü tasarım ve üstün teknoloji özelliklerine sahip KF900 LG Prada II'ye Turkcell Platinum'a özel fiyat ve kediye teslim ayrıcalıklarıyla ilk sahip olanlardan biri siz olun.

\*Kampanya İstanbul, Ankara, İzmir, Bursa ve Antalya'da geçerlidir.

[Detaylı bilgi için lütfen tıklayın](#)

Turkcell Platinum Çağrı Merkezi: **0532 757 1 532**

 Güvenliğiniz için, internet üzerinde Turkcell kurumsal sitelerini dışındaki hiçbir web sitesine Turkcell SuperSite'imize giriş yapmayın.

Bilgilerinizi güncellemek ya da üyelikten ayrılmak için [lütfen tıklayın](#)

**TURKCELL** **WebMesaj** **Online İşlemler** **Çalarken Dinlet** **turkcell-im**

### **About euro.message**

euro.message offers wide range of e-marketing solutions such as email marketing, search engine optimization, web site marketing, web analytics and improved campaign management. These solutions help companies strengthen their relationships with current customers and also attract new customers. euro.message has been strategically assisting to sector leading companies and the relationships with their customers. Servicing the world's most recognizable brands, euro.message's diverse client base includes Turkcell, Siemens, Garanti Bank, Deloitte, Soyak and AIG. With euro.message's easy-to-use, integrated, multi channel marketing program; companies can satisfy their customers' needs with low costs but obtain high ROI. euro.message LIVE can support companies in any sector with its email marketing and improved campaign management software. It is the only leader in Turkey in terms of delivering automated, measurable right messages to the right segments at the right times.

**euro.message**  
e-marketing solutions

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