

# SECTION 1: SEM OVERVIEW AND STRATEGY

SEM is a consumer-centric marketing company that leverages next-generation marketing technologies. Its primary objective is to deliver tangible impact and growth to its clients by utilizing its competencies in strategic consultancy, advanced analytics, and digital marketing services. Originating as one of Turkey's largest independent data-driven marketing agencies, SEM has evolved into a Marketing Technologies Company.

## Strategic Approach and Philosophy:

SEM's core operational principle is to create a holistic and effective methodology by integrating digital marketing, strategy, and analytics. One of the most significant challenges businesses face today is effectively coordinating multiple marketing stakeholders. To overcome this, SEM offers a comprehensive and unique approach that combines analytical insights, strategic planning, and digital marketing execution. This can be defined as a "new way of working."

The company aims to increase its clients' revenue by developing end-to-end strategies supported by analytical insights and effectively implementing these strategies. Growth and advanced analytics are central to its value creation process.

## SEM's Journey - Key Milestones:

- **2006:** SEM was established.
- **2018:** Became a Facebook Marketing Partner.
- **2019:** Achieved Google Cloud Partner status.
- **2021:** Emerged as a significant player in the Online Sales category in the EMEA region and won Google Partners Premier Partner Awards.
- **2022:** Collaborated with Sabancı Holding and received Google Partners Premier Partner Awards in the Brand Awareness category for the EMEA region.
- **2024 (Projected):** Expected to be named MMA Smarties Turkey & MEA Performance Agency of the Year.
- **Image URL:** <https://webtest.semtr.com/wp-content/uploads/2025/05/c3e0e556c647c3c8d815e5bef5878c33.png>

## Strategic Focus Areas:

SEM's strategic focus areas are shaped to provide comprehensive solutions to its clients:

- General introduction to SEM and its market positioning.

- Detailed overview of the digital marketing services offered.
- Explanation of how growth and advanced analytics deliver value.
- Future collaborations and next steps.

## SECTION 2: SEM'S SERVICES AND SOLUTIONS

SEM offers a wide range of services and solutions designed to strengthen brands' digital presence and enable them to achieve their marketing objectives. These services encompass the entire process, from strategic planning to execution, and from analysis to optimization.

### Comprehensive Digital Marketing Services:

- SEM aims for maximum Return on Ad Spend (ROAS). To achieve this, it effectively utilizes all marketing methods and enhances coordination among different service providers.
- **Digital Marketing Process Management (5 Stages):**
  1. **Audit:** A detailed examination of all current media activities to assess their effectiveness and alignment with strategic goals.
  2. **Paid Media Strategy Development:** Creation of a comprehensive 12-month paid media strategy, including Key Performance Indicators (KPIs) for all stages of the conversion funnel for each channel, such as Paid Search and Paid Social.
  3. **SEO (Search Engine Optimization) Audit and Strategy:** Conducting comprehensive SEO audits for websites and mobile applications. Based on these audits, a 12-month SEO roadmap is developed, covering technical optimization, content strategy, digital public relations (PR), blog management, link building, and KPIs for each sub-topic.
  4. **Google Analytics 4.0 (GA4) and User Experience (UX/UI) Audit:** Auditing the end-to-end event structure via GA4 and the website's user experience (UX) and user interface (UI) designs. This analysis leads to the creation of an optimized conversion funnel strategy and user experience insights.
  5. **Reporting and Documentation:** Documenting the results of all conducted audits from a holistic perspective, detailing and reporting on progress points in each vertical area.
- **Detailed Digital Marketing Audit Process:**
  - **Program Duration and Focus Areas:** Typically, a 4-week program (2 weeks audit + 2 weeks strategy development) is implemented. The focus is on all digital marketing processes (paid and unpaid channels) and user experience (UX/UI) optimization.

- **Working Approach:** Audits are conducted using a hybrid approach, with both remote and on-site observations.
- **Input and Analysis Areas:** Historical reports and account access are primary inputs. The performance of paid and unpaid channels, the health status of data integration, consumer analysis, and on-page/off-page improvement areas for SEO and ASO (App Store Optimization) are thoroughly examined.
- **Deliverables:** Identification and definition of pain points across all digital marketing platforms (Google, programmatic, social media, email marketing, etc.). Definition of strong digital marketing strategies aligned with client objectives. Comprehensive SEO analyses, including meta tags, content, backlinks, and technical aspects like site architecture. Conversion Rate Optimization (CRO) efforts, including appropriate technology definition, data collection integration, implementation, and testing in line with KPIs.
- **Digital Advertising Consultancy:**
  - Develops and implements strategies in search engine advertising, social media advertising, and visual advertising to increase brand awareness and sales.
- **Brand Marketing:**
  - Offers solutions to enhance brand awareness and reach through social media, video, and visual ads.
- **Search Engine Optimization (SEO):**
  - Develops and implements strategies to increase organic (natural) traffic for clients under technical SEO, content optimization, and digital public relations (PR) topics.
- **Data Analysis and Performance Consultancy:**
  - Closely monitors clients' online marketing data, matches this data with CRM (Customer Relationship Management) databases to create real customer segments, and develops strategies to increase customer loyalty and satisfaction based on these insights.

## Growth and Advanced Analytics Solutions:

SEM provides businesses with a competitive advantage through data-driven growth strategies and advanced analytics solutions.

- **Core Growth and Analytics Services:**
  - **Artificial Intelligence (AI) Maturity Report:** Measures and evaluates clients' current AI adoption levels and potential.
  - **Customized AI Solutions:** Develops tailor-made AI models and solutions for clients' specific pain points.
  - **Growth Strategy Development:** Defines comprehensive strategies to achieve sustainable growth and supports their implementation.

- **Comprehensive Artificial Intelligence (AI) Maturity Assessment:**
  - **Process Flow:** Discovery Analysis -> Current Status Report -> Transformation Roadmap.
  - **AI Maturity Process Details:**
    - **Discovery Analysis:** Conducts "business discovery" meetings with key stakeholders to understand business processes and data maturity levels.
    - **Current Status Report:** Creates a detailed report outlining the client's current AI maturity score, supported by insights from discovery analysis and industry trends.
    - **Transformation Roadmap:** Designs a strategic transformation roadmap aimed at enhancing current processes and aligning with organizational objectives, informed by the AI maturity score.
    - SEM emphasizes that its clients have high potential (e.g., 76%) to implement advanced AI solutions and possess a solid foundation for further growth and development in this area.
- **AI-Driven Solutions for Strategic Business Growth (Big Data & Machine Learning):**
  - **Process Steps:** 1. Data Preparation -> 2. Use Case Implementation -> 3. Maintenance & Automation.
  - Various technologies and platforms such as ORACLE, CSV, Google Big Query, PostgreSQL, Microsoft SQL Server, INFOTECH, scikit-learn, R, Vertex AI, pandas, OpenAI API, LightGBM, Gemini, TensorFlow Extended, Apache Airflow, mlflow, and Kubernetes are utilized in these processes.
- **AI-Driven Solution Capabilities:**
  - Offers solutions in areas such as Hyper-Micro Segmentation, Recommendation Systems, Customer Lifetime Value (CLTV) Prediction, Churn Management, Loyalty Management, Dynamic Pricing, Marketing Mix Modeling, Text Mining, Generative AI, and Sales Forecasting.
- **Data-Driven Growth Management (5 Stages):**
  1. **Discovery Analysis:** Uncovers growth opportunities and sets strategic direction through insights from existing data and market opportunities.
  2. **Sector Analysis:** Examines industry trends and competition to identify growth opportunities and challenges, aligning strategies with market conditions.
  3. **Identifying Growth Areas:** Involves analyzing operations and market gaps to find opportunities for expansion. This focus helps target resources for sustainable growth.
  4. **Growth Strategy Roadmap:** Outlines the steps and timelines needed to achieve business growth. It guides teams through each phase to reach long-term goals.
  5. **Roadmap Implementation:** Is about executing the growth plan by coordinating resources and tracking progress. It ensures that strategic goals are achieved efficiently and effectively.

- **Growth & Advanced Analytics Consultancy:**

- Creates a growth roadmap with online and offline data for clients to determine their focus areas. It also develops strategies within the CRM database and management framework by evaluating companies' analytical maturity.

## Smart Feed:

- Focuses on enhancing product titles, generating compelling descriptions, and resolving feed quality issues.
- **Process Steps:**
  1. Input Feed (in XML, CSV, XLSX formats, or via product URLs) ->
  2. Tailor-made Process (solutions developed using custom Python code, leveraging SEM's digital marketing and SEO expertise) ->
  3. SmartFeed Application (e.g., making the title and description of a swim compression top more attractive and informative) ->
  4. Validation and Performance Tracking (success is validated through continuous reporting via Google Analytics 4; example metrics: +29% Clicks, +25% Impressions, -44% Cost per Conversion, +84% Conversion Rate, +99% Revenue).
- **Image URL:** <https://webtest.semtr.com/wp-content/uploads/2025/05/Hero-header-section-1.png>

## Utilized Technologies and Partnerships:

- SEM holds significant certifications and collaborations, including Google Marketing Platform Certified, TikTok Marketing Partner, Meta Business Partner, McKinsey & Company, and Google Premier Partner 2023.
- It has partnerships with leading technology providers such as Google, Adobe, Adjust, IBM, and Optimizely.
- SEM has its own proprietary Dashboard solutions.
- It possesses expertise in Dynamic Ad Systems and Custom Landing Page creation.
- **Brand and Performance Marketing Tools:** Actively uses platforms and tools like Google Partner (Premier), Meta, OPTMYZR, SMARTLY.IO, Facebook Blueprint Certification, DoubleClick Dynamic Creative, DoubleClick Studio (with Adobe logo), VPAID, adjust Solutions Partner, Facebook Marketing Partner, DoubleClick QA Certification, DoubleClick Studio (with "5" logo), YouTube Masthead, Engagement Ads, Instagram, TikTok, Yahoo, X (Twitter).
- **Search Engine Optimization Tools:** Leverages industry-leading SEO tools such as Google Keyword Planner, Google Search Console, SimilarWeb, STAT Search Analytics, searchmetrics, Keyword Tool, ahrefs, robOFTO, Screaming Frog, Majestic SEO, Deepcrawl, and Semrush.

- **Data Analysis and Performance Consultancy Platforms:** Uses platforms like Google Marketing Platform (Search Ads 360, Display & Video 360, Analytics, Tag Manager 360), Adobe Solution Partner, Google Cloud Partner, Hotjar, Coremetrics (An IBM Company), Optimizely Solutions Partner, Usabilla, Adobe Analytics, Tableau, and Oracle Gold Partner.
- **Growth and Advanced Analytics Tools/Platforms:** Actively employs data science and AI tools and platforms such as Oracle, CSV, Google Big Query, Excel, PostgreSQL, Infotech The Location Intelligence Company, LightGBM, MLflow, Microsoft SQL Server, Pandas, Apache Airflow, TensorFlow Extended, Vertex AI, Kubernetes, Gemini, OpenAI API, and scikit-learn.

## Advantages of Partnering with SEM:

Working with SEM offers clients the following advantages:

- Early access to new programs and products.
- Proof of market credibility and expertise.
- Access to specialized training and support programs.

## SECTION 3: SEM TEAM, EXPERTISE, AND OPERATIONAL STRUCTURE

At the heart of SEM's success lies a dynamic team of seasoned experts. The company continually enhances its employees' competencies and fosters an innovative work environment, thereby solidifying its leading position in the industry.

### Team Profile and Size:

- SEM boasts a large and talented team of approximately 150-160 professionals.
- The team includes over 50 advertising professionals specializing in platforms such as Search Engine Marketing (SEM), YouTube, Facebook, Instagram, TikTok, Snapchat, X (Twitter), and LinkedIn.
- More than 20 analysts and data scientists specializing in data analysis and data science contribute significant value to the team.
- The senior management team comprises executives with over 20 years of digital marketing and technology experience from global companies like Google, Coca-Cola, and IBM.
- A significant portion of the team (35%) has an engineering background, and women make up 48% of the workforce. This diversity ensures a confluence of different perspectives and skills.

### Experience and Sectoral Expertise:

- SEM has an established track record of 17-18 years in the digital marketing field.
- To date, it has managed over 1,000 brands and executed successful advertising campaigns in more than 100 countries.
- It has gained in-depth experience in over nine different sectors, including retail, technology, fast-moving consumer goods (FMCG), consumer electronics, and travel. This allows SEM to understand the unique dynamics of each sector.
- Its portfolio includes over 90 active brands currently being served.
- Through its web analytics projects, SEM has managed projects achieving 25 billion page views (hits).
- In Search Engine Optimization (SEO), it manages projects that generate a monthly organic traffic volume of 750 million.

### Consultancy Team (Examples):

SEM's consultancy team consists of professionals with profound expertise in various specialized areas:

- **Ali YILMAZ:** Co-CEO, 25 years of experience.

- **Reha BAŞOĞUL:** CDPO (Chief Data & Product Officer), 17 years of experience.
- **Duygu YILMAZ ÖĞRENCİ:** Head of Customer Experience, 12 years of experience.
- **Okan YENİÇERİ:** Growth Manager & AI Consultant, 7 years of experience.
- **Levent BAŞ:** Data Science Manager & M.L. Engineer, 9 years of experience.
- **Berfu DERİCİ:** DM & Media Solutions Google Principal Consultant, 11 years of experience.
- **Özge ÖZTANRISEVEN:** Head of New Business & Brand Marketing, 15 years of experience.
- **Tuğçe KAYA:** Paid Social Marketing Manager, 3 years of experience.
- **Berk TURANCI:** Data Analytics Director, 11 years of experience.

## Work Culture and Structure:

- SEM is built on a strong **consultancy culture**. It not only provides services to clients but also adds value as a strategic partner.
- Analytical thinking and approaching problems with a **mathematical perspective** are fundamental principles of the company.
- SEM is notable for its high employee retention, indicated by a **low turnover rate**. This ensures that knowledge and experience remain within the company.
- **Team Structure and POD System:**
  - SEM's team structures are internally segregated using a system called "POD" (Product Oriented Delivery). Each POD is positioned in isolation from others. This structure facilitates the formation of agile, specialized teams focused on specific clients or projects.
  - Service delivery, encompassing idea generation, implementation processes, sectoral distribution, brand-specific allocation, operational workflows, and business processes, is managed in strict adherence to confidentiality principles.
  - Roles such as "Account Director," "Account Manager," "Account Strategist," and "Social Media Account Strategist" exist within and across PODs.
  - Inputs from different specialized areas like "Strategy Feed," "VAPD (Value Added Product Development) Feed," "Branding Feed," "Programmatic Feed," and "SEO Feed" converge with "Delivery Excellence" and "Quarterly Business Review" (QBR) processes to target client success.

## Global Experience and Presence:

SEM is an active player not only in Turkey but also in the global market. Its digital marketing experience is concentrated in Europe, Turkey, and the Middle East, but it has also undertaken projects on different continents, including Africa, North America, and Asia. The company has presences in these regions, referred to as "SEM Offices."



## Partnerships, Certifications, and Industry Recognition:

- SEM has been named the Best Agency in EMEA at the Google Premier Partner Awards (2021 & 2022) and continued this success as a finalist in 2023 & 2024.
- It is one of the few Google Marketing Platform (GMP) resellers in the region.
- It is a Google Cloud Technology Partner.
- SEM holds the distinction of being Turkey's first Facebook Marketing Partner.
- The company has its own "Agency Benchmarks" that define its performance and standards in the industry.

## SECTION 4: SEM'S PROJECTS, SUCCESS STORIES, AND CLIENT PORTFOLIO

SEM has served an extensive client portfolio and has successfully executed numerous projects across diverse sectors. The concrete results achieved and the awards won are a testament to the company's expertise and effectiveness in the industry.

### Client Portfolio (Examples by Sector):

- **Automotive:** NISSAN, 2EL (local automotive brand), KAVAK
- **Food & Beverage:** BURGER KING, Little Caesars, POPEYES, Arby's, USTA DÖNERCİ, SBARRO
- **Finance:** TÜRKİYE İŞ BANKASI, QNB FINANSBANK
- **Retail:** MIGROS, BEYMEN, LC WAIKIKI, TEKNOSA, BOYNER, modanisa, KISMETBYMILKA, MİGROS Hemen (Migros Instant Delivery), macrocenter, ERDEM İÇ GİYİM (Erdem Lingerie), VIVENSE home & living, FLO (Footwear), DeFacto, GANT, VAKKO, Penti, HAYAT (Life), SPYKE, INTERSPORT, ilkadımlarım (My First Steps - Baby Products)
- **Beauty & Cosmetics:** L'ORÉAL TÜRKİYE, Kiehl's SINCE 1851, LANCÔME PARIS, Cerave, VICHY LABORATOIRES, LA ROCHE-POSAY LABORATOIRE DERMATOLOGIQUE, SKINCEUTICALS, NAOS (BIODERMA, INSTITUT ESTHEDERM), Kopas KOZMETİK, Propia Dermatological Skincare
- **Travel & Tourism:** Setur, tatilbudur.com (holidaysthisway.com), TURKISH AIRLINES, obilet.com (Online Ticket Sales), Rent Go, PALOMA HOTELS, TGA (Turkey Tourism Promotion and Development Agency), Marvy SHOP
- **Telecommunications & Media:** TURKCELL, (Shahid Media Platform), TRT WORLD, blutv (Streaming Service), atv (TV Channel), Bilyoner (Online Betting), Yemek.com (Food Recipes & Portal)
- **E-Commerce:** n11.com, hepsiburada, sahibinden.com (Online Classifieds), trendyol.com, Taze Direkt.com (Fresh Direct Online Grocery), ETERNAL SHOPS.com, FREEBIRD trendyol
- **Health:** GÜVEN HOSPITAL, MEMORIAL HEALTHCARE GROUP, SANOFI
- **Other Sectors:** TAB GIDA SANAYİ VE TİCARET A.Ş. (TAB Food Industry and Trade Inc.), ŞİŞECAM (Glass Manufacturer), NAOS GAMES UNITED, ZES Zorlu Energy Solutions, QUICK SİGORTA (Quick Insurance), PASSO (Ticketing Platform), Darüşşafaka EĞİTİM KURUMLARI 1863 (Darüşşafaka Educational Institutions), MEYERGROUPE NYC 1958, MATRİKS (Financial Technologies), CARVAK, informa, apsiyon (Property Management Software), nurol, mey DIAGEO FIRAT, WATERNET, Allianz, BEYMEN İŞ PORTFÖY (Beymen Investment Portfolio), A&Y, ETİ (Food Manufacturer), Milgo, SABANCI, balparmak (Honey Producer), MULTINET, ENUYGUN (Comparison Site), asics, SKECHERS, ebebek (Baby Products Retailer), ALARKO Carrier, GAMES UNITED MATRİKS.

## Key Achievements and Awards:

- **European and EMEA Leadership:** SEM has been named Europe's Best Agency and the Best Agency in the EMEA region in the Online Sales category for two consecutive years.
  - **2021 Achievements:** Selected as Google Premier Partner of the Year for Brand Awareness, earned The Winner SEM title in Turkey, and was recognized for driving brand awareness for sustainable growth.
  - **2022 Achievements:** Named Premier Partner of the Year in the Online Sales category and Premier Partner of the Year in the App Growth category at the Google Premier Partner Awards. In the EMEA region competition, SEM became the first Turkish firm to win the "Online Sales" award, being the only Turkish firm to reach the finals in both "Online Sales" and "App Growth" categories.
- **MMA Smarties Awards:** SEM was chosen as the best Performance Agency in the Turkey & MEA region in 2024. (MMA SMARTIES FUTURE OF MARKETING EXCELLENCE)
- **Brandverse Awards 2024:** SEM won two bronze awards in the "Effective Use of Data in Social Media" and "SocialBrands Data Analytics Daily Wear" categories for a project conducted with LC Waikiki.

## Case Studies and Project Success Highlights:

- **Migros (Mid-Funnel Growth / Demand Gen):**
  - *Objective:* Increase awareness and traffic for non-food products during the summer season.
  - *Results:* Achieved 36% lower Cost Per Click (CPC) and 71% lower Cost Per Mille (CPM) compared to other social campaigns, along with a 1.3% lift in ad recall.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/25ce6a54bc5e301bb7dd9aff52bf8e33.png>
- **Boyner (Predictive Audiences / Google Analytics 4):**
  - *Objective:* Create a brand awareness strategy with a high Return on Ad Spend (ROAS).
  - *Results:* Achieved an 11.5 ROAS with a Video Action Campaign (VAC). This was 15 times higher ROAS and resulted in 3 times more store visits compared to VAC campaigns without predictive audiences.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/c279dd2eabd8ce7c0fcf30accd80aacb.svg>
- **Beymen (Formula-Based Bidding / Search Ads 360):**
  - *Objective:* Increase campaign coverage and revenue while maintaining maximum ROAS for non-brand search terms.

- *Results:* While costs increased by 130%, revenue increased by 182%, and ROAS increased by 23%. Basket page transactions increased by 162%, and checkout transactions increased by 115%. A 23% increase in non-brand ROAS was recorded.
- *Image URL:* [https://webtest.semtr.com/wp-content/uploads/2025/05/Beymen.com\\_.png](https://webtest.semtr.com/wp-content/uploads/2025/05/Beymen.com_.png)
- **LC Waikiki (Data Segmentation / First-Party Data):**
  - *Objective:* Adapt to the cookieless world and maximize sales and revenue by leveraging first-party data and AI-powered Google solutions.
  - *Results:* Achieved a 39.63% increase in ROAS, a 63.5% increase in Conversion Rate (CR), and a 36.1% decrease in Cost Per Acquisition (CPA).
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/a0a21448ddc2f13b87f5dcf9e012a430.png>
- **LC Waikiki (AI Modeling / Vertex AI):**
  - *Objective:* Better predict customer demands during the Ramadan period using first-party data and Google Cloud's Vertex AI.
  - *Results:* Achieved 20% lower CPA in Demand Gen campaigns; 27% higher Return on Investment (ROI) in YouTube Action, App Engagement, and Performance Max campaigns; and a 97% increase in Conversion Rate (CVR) for App Engagement.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/a0a21448ddc2f13b87f5dcf9e012a430.png>
- **Luxury Cosmetics Company (Personalized Campaign Management):**
  - *Objective:* Revolutionize customer engagement and create personalized marketing strategies that drive both engagement and revenue growth.
  - *Approach:* Implemented comprehensive Data Integration and Analysis, Hyper-Micro Customer Segmentation, and an Omnichannel Strategy.
- **Leading Retail Marketplace (New Customer Acquisition & Propensity Modeling):**
  - *Objective:* Develop innovative new customer acquisition and propensity modeling for a newly launched marketplace.
  - *Results:* Compared to Meta's native algorithm-based audiences, custom-built audience segments achieved 78% superior ROAS, 49.31% lower Cost Per Purchase (CPP), 58% higher Click-Through Rate (CTR), and 46% higher ROI.
- **Adidas (Optimizing Shopping Feeds with Smart Feed):**
  - *Objective:* Create higher-quality product titles and descriptions to increase campaign coverage and boost Click-Through Rate (CTR) through better search matching.

- *Approach:* Product feeds were improved based on Highly Optimized, Tailor-Made, and Strategic Consultancy principles.
- **Popeyes (Google Ads / Demand Gen):**
  - *Objective:* Promote the new "Gom Gom" menu and reach a wide target audience across different channels.
  - *Results:* Achieved 71% higher conversions, 22% higher ROAS, and 38% lower CPC compared to social campaigns.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/5002ccbfed36ca9c3eb08579516ab5c6.png>
- **Burger King (YouTube / Video View Campaigns - VVC):**
  - *Objective:* Promote the new menu, increase brand awareness, and maximize video views.
  - *Results:* Delivered 42% more impressions, 32% more views, and reached 126% more unique users compared to Cost Per View (CPV) campaigns. Achieved 42% better CPV results.
- **TAB Gıda (Facebook Ads / Automated App Ads):**
  - *Objective:* Increase installs of the "Tikla Gelsin" mobile app.
  - *Results:* Achieved a 54% increase in installs; 17% lower cost per install for iOS and 34% lower cost per install for Android compared to campaign goals.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/747f87fce92bc453444c56d049bf0739.png>
- **Migros (Google Ads / Ad Group Feed Filtering with ACe):**
  - *Objective:* Improve ad relevance and user experience with more customization.
  - *Results:* Saw an 89% increase in in-app actions and a 15% decrease in its cost per in-app action.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/25ce6a54bc5e301bb7dd9aff52bf8e33.png>
- **Taze Direkt (Google Ads / Performance Max / New Customer Acquisition - NCA):**
  - *Objective:* Maximize new customer acquisition, especially in a niche market.
  - *Results:* Increased revenue by 50%, ROAS by 42%, and new customer acquisition by 146% compared to standard Performance Max campaigns. Achieved a 43% increase in conversion rate.
- **Domino's (Google Ads / App campaigns for Engagement - ACe):**
  - *Objective:* Increase in-app purchases and earn incremental revenue.
  - *Results:* Increased ROAS by 18% on Android and 27% on iOS. Also achieved a 16% incremental conversion value and a 28% increase in conversions.

- Video URL: <https://www.youtube.com/watch?v=-BuCQ47DWck>
- **Domino's (Google / DV360 Lineups):**
  - Objective: Grow audience reach and ad recall.
  - Results: Achieved a +15.8% relative lift and a +4.5% absolute lift in ad recall, with a 36% lower Cost Per Lifted User (CPLU).
  - Video URL: <https://www.youtube.com/watch?v=-BuCQ47DWck>
- **Domino's (Google / CODA - Customer Optimized Dynamic Audiences on YouTube):**
  - Objective: Acquire high-quality new customers.
  - Results: Achieved a 3X increase in conversion rates for half the CPA of their previous YouTube campaigns. A 16% rise in average session duration and a 6.5% lower bounce rate also helped convert newly-acquired reach into more sales.
  - Video URL: <https://www.youtube.com/watch?v=-BuCQ47DWck>
- **L'Oréal (SEO / Cildimveben.com Platform):**
  - Objective: Reach a total of 1 million organic sessions in 10 months.
  - Results: The goal was achieved. As of December 2020, monthly organic traffic reached almost 500k, bringing the site's total organic sessions to 1.7M. The platform's impressions reached 25M. The site ranked for more than 40,000 keywords, with over 2,000 keywords in the top 3 positions. Almost 62% of the total monthly traffic came from organic sources.
- **LC Waikiki (Data / Enhanced Conversions):**
  - Objective: Improve conversion measurement in a privacy-centric world.
  - Results: Experienced a 31.2% increase in conversions via Video Action Campaign (VAC) and a 6% increase in conversions via Search.
  - Image URL: <https://webtest.semtr.com/wp-content/uploads/2025/05/a0a21448ddc2f13b87f5dcf9e012a430.png>
- **LC Waikiki (Adjust Mobile Measurement Platform):**
  - Results: The first Adjust case study for LC Waikiki and SEM! This collaboration achieved 15.9x higher ROAS and 96.1% lower Cost Per Install (CPI). (Detailed breakdowns of previous iOS historical data analysis are also available).
  - Image URL: <https://webtest.semtr.com/wp-content/uploads/2025/05/a0a21448ddc2f13b87f5dcf9e012a430.png>
- **LCW (Google / Efficient Reach 2.0):**
  - Objective: Maximize unique reach with an efficient Cost Per Mille (CPM) for the "Mother & Kid" themed campaign.
  - Results: Delivered 70% lower CPM for the same unique reach compared to single-format Reach campaigns. The campaign contributed to Brand Lift Study metrics with a 2.4% Absolute Ad Recall Lift.

- *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/a0a21448ddc2f13b87f5dcf9e012a430.png>
- **Bilyoner (ASO - App Store Optimization / MobileAction Partnership):**
  - *Results:* Achieved an 84% increase in the number of sessions and a 78% increase in installs, securing a top 3 position in the Sports category for the Bilyoner app.
  - *Image URL:* <https://webtest.semtr.com/wp-content/uploads/2025/05/748fe9386257b4c999fe28e59561ad01.png>