

# Yemeksepeti Case Study

In-House Email Platform from StrongMail Delights  
Turkey's Largest Food Delivery Website



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Melih Ödemiş  
Founder and Head of IT  
Yemeksepeti



**Yemeksepeti**  
Istanbul, Turkey  
www.yemeksepeti.com

#### Industry

Internet Services / Food Service

#### Employees

80

#### Users

600,000

#### Return on Investment

Elimination of ongoing ESP costs

#### Key Benefits

- > Fixed cost and scalability to accommodate business growth
- > Immediate delivery of order confirmations and other operational triggers
- > Enhanced deliverability and ownership of sender reputation
- > Improved customer loyalty through relevant offers
- > Real-time visibility into email performance

#### Products & Services

StrongMail® Message Studio  
StrongMail Transactional Email Platform  
StrongDelivery Tools

#### Integrated Business Assets

Custom Commerce Application  
(Running on MS Commerce Server)  
Custom Marketing Application  
Omniure SiteCatalyst (Web analysis and reporting)

With 99 per cent market share, Yemeksepeti (literal translation: "Food Basket") is the biggest online food delivery portal in Turkey, and one of the country's largest online retailers. Founded in 2001, the company aims to make ordering food online as easy as possible for its customers. It currently works with 3,500 restaurants across 12 cities throughout Turkey and has 600,000 subscribers generating approximately 500,000 unique visits per month.

Yemeksepeti lets customers place orders with its partner restaurants through its website at [www.yemeksepeti.com](http://www.yemeksepeti.com) and have their meal delivered to their door. The company takes over 15,000 orders per day via their website and also gives after sales support to their users and member restaurants over the phone, email and through IM. As the company's business happens around the clock, it's essential that orders are confirmed in real-time. The whole ordering process must also be run extremely tightly to ensure that once a customer order is placed, the food is delivered to the customer's home within a pre-agreed time, often within 30 minutes.



Given tight timeframes between ordering and promised delivery, Yemeksepeti needed a powerful and reliable email solution that could deliver messages in near real time.

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### **Delivering Exceptional Business Growth**

Yemeksepeti began its business working with individual restaurants and small local chains. However, when it started to add big chains like Dominos and Pizza Hut to its service, the business really took off. Yemeksepeti doubled in size annually during its first three years, and today the company continues to enjoy a 60 per cent annual growth rate.

Yemeksepeti founder and head of IT Melih Ödemiş explains these exceptional growth figures: “Our frequency of visitors is much higher than a typical e-commerce site because food is eaten every day. It’s not uncommon for some customers to order from us twice a day.”

Ödemiş also cites the increased popularity of fast food in Turkey, saying: “The arrival of big chain outlets has dramatically changed the culture of eating out in Turkey. The country has definitely become more Westernised, especially over the past five years.”

### **Need for Easy and Efficient Handling of Customer Data**

Yemeksepeti developed most of the technology powering its online food delivery service in-house. This includes the e-commerce platform that integrates with the applications used to distribute emails, which in turn are used to confirm customer orders as well as deliver promotional offers.

Ödemiş says, “Customer emails are very important to us, and the relevancy of customer data plays a key role in ensuring the most useful content gets to the right individual. For example, because people can order their food from so many different restaurants, the geographical location of the customer is critical. This means that we only send promotions and mailings from restaurants near to them.”

However, as Yemeksepeti’s business grew rapidly in the early years, so too did the volume of customer data. It soon became too difficult for Yemeksepeti to manage this data efficiently with its home-grown email platform, forcing the company to explore other email options.

In 2006, Yemeksepeti moved away from its internal email platform and opted for an email service provider (ESP) to manage the huge volume of emails it needed to send. Ödemiş said, “We needed to send 1.5 million marketing emails a month. On top of that, we had to distribute around 500,000 transactional emails a month to confirm orders. Since these orders needed to be confirmed in near real time, an email glitch anywhere in the system could wreak havoc with our ordering process, which in turn would impact our and the restaurant’s revenues.”

In order to address these challenges, Yemeksepeti moved to a more sophisticated and reliable ESP. However, with its number of customers skyrocketing and plans to extend the business into further Turkish cities and abroad, paying the per email costs charged by the ESP would cause Yemeksepeti’s emailing costs to spiral out of control and impact the firm’s profitability.

## Deployment of StrongMail

Ödemiş said: "What we really wanted was the best of both worlds. We wanted the cost-control benefits of owning the email platform while retaining the sophistication, efficiency and reliability benefits of an industrial-strength ESP-type solution."

After exploring different options and vendors on the market, Yemeksepeti selected StrongMail Message Studio and its Transactional Email Platform to provide a service that would integrate with its existing e-commerce platform.

StrongMail Message Studio is an email marketing system designed to let companies like Yemeksepeti improve their email campaign management, data segmentation and targeting. As a complementary product, StrongMail's Transactional Email Platform lets companies transform generic, plain-text transactional email into highly branded, personalised messages capable of driving incremental revenue through relevant cross- and up-sell offers. For Yemeksepeti, a branded, personalised experience managed through transactional and marketing emails would help build customer loyalty.

The project began by using StrongMail's StrongStart implementation service and Product Mailing Program (PMP) to gauge and optimise email deliverability effectiveness with ISPs. As a result, the first email was sent within a couple of days of deployment.

"With the ESP, we faced deliverability issues, most of which were caused by the ESP's other clients mailings; this was seriously affecting our sender reputation," says Ödemiş. "With StrongMail, we were able to start with a clean slate and build up our own reputation based purely on our own email campaigns. This has led to higher deliverability rates and, ultimately, more successful campaigns."

## Measured Return on Investment

For the first year, Yemeksepeti decided to lease the StrongMail platform at an annual cost similar to that of the previous ESP. However, after a year of steadily increasing email volumes, Yemeksepeti opted to purchase the StrongMail platform. By offering Yemeksepeti this unique flexibility to move from a leased option to a soft license model, Yemeksepeti was able to greatly reduce its costs over the long term. By implementing StrongMail's in-house solution and eliminating the ongoing annual ESP costs, Yemeksepeti expects to see an 80 per cent ROI within the first year of purchase. Because of the one-time purchase cost and escalating volumes, this ROI will even be higher in subsequent years.

Says Ödemiş: "If, after five years, we have also doubled our email volume, then the ROI delivered by the StrongMail platform would also double from 240 per cent to 480 per cent. That is a fantastic statistic; one that's good enough to eat."

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## About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit [www.strongmail.com](http://www.strongmail.com).

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## StrongMail Systems: Email Marketing Without Limits

StrongMail's marketing and transactional email solutions eliminate the limitations of traditional email service providers and custom-built solutions, enabling businesses to deliver more relevant, timely and cost-effective messages.

Whether you're an email marketer looking to improve your email marketing performance, boost deliverability and lower your costs, or an IT professional looking for a reliable system that incorporates the latest email delivery, authentication and bounce processing technologies, StrongMail has a solution to meet your needs.

### Email Marketing Solutions

StrongMail's email marketing solutions empower marketers to drive the highest value from their email marketing programs. Our wide range of solutions combine StrongMail's industry-leading platform with the strategic and deliverability expertise to drive conversions, increase brand awareness and improve customer satisfaction.

### Transactional Email Solutions

StrongMail's transactional email solutions enable marketers to take control of branding, content and promotional elements of event-triggered email. Tight integration with backend systems allows StrongMail to efficiently assemble and immediately deliver fully branded and personalised messages that properly reflect the customer relationship.

### Social Media Solutions

StrongMail offers a powerful suite of products and services to help email marketers monetize the social media channel. Extending beyond the common "sharing" tools offered by other providers, StrongMail provides the most comprehensive array of solutions available for email marketers looking to integrate with the social channel today.

### Email Deliverability Solutions

StrongMail's advanced email delivery systems were built from the ground-up to maximise deliverability in today's challenging sending environment. These advanced systems are complemented by StrongMail's team of in-house deliverability experts who provide proactive deliverability and reputation management services to ensure maximum inbox delivery.

### Email Strategy and Optimisation

StrongMail complements its email marketing solutions with a wide range of strategic services to provide the best practices, guidance and hands-on services that will enable you to optimise your email programs for greater returns.

### High-Performance Email Technology

StrongMail overcomes the challenges of high-volume email delivery with a highly scalable, reliable and manageable system that can easily replace and consolidate underperforming commercial or open source MTAs.

