



# TURKCELL



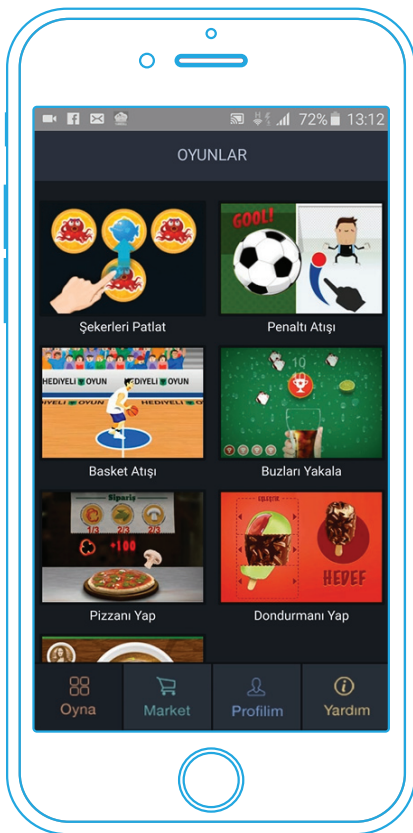
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## Turkey

- Largest mobile operator in Turkey
- 34+ million subscribers

## Goals

- Create new revenue stream
- Promote consumption of core mobile services
- Increase mobile VAS subscribers



## Turkcell increases revenue through reward-based Branded Mini-Games subscription service

**27k+ Weekly Subscribers. 20% Weekly User Growth. 71% Engagement > 5 Secs**

### Overview

Turkcell is one of the largest mobile operators in Turkey, with more than 34 million subscribers. They were looking to expand their mobile content value added services (VAS) to generate additional revenue. With gaming as a popular trend in Turkey, Turkcell wanted to launch a mini game service featuring short 30-60 sec HTML5 games that would be compatible across all platforms. At the same time, they were looking to increase consumer usage of their core mobile services such as SMS and mobile data.

### Objectives

The challenge faced by Turkcell was in creating a new revenue stream for its mobile content value-added services. This new service should promote consumption of their core mobile services i.e. data, SMS, voice calls; while at the same time, increase its mobile VAS paid subscribers.

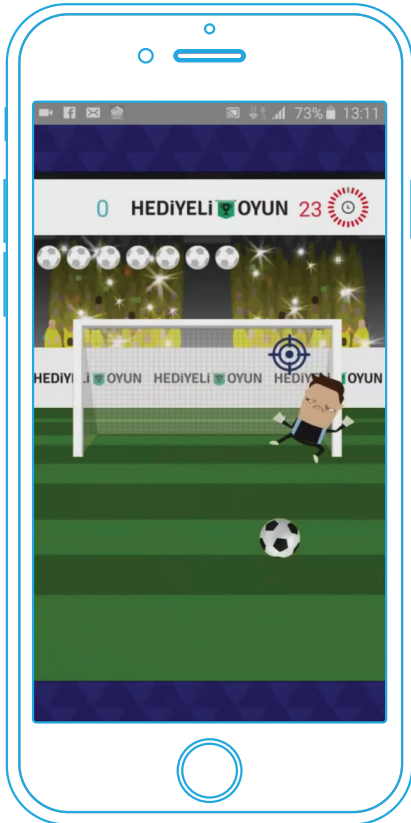
## Solution

- Create reward-based mini game subscription service
- Weekly subscription fee: 4TL
- Users earn game points
- Game points can be spent on rewards
- Rewards: SMS, Data, Voice calls

## Mini-Game Subscription Solution

With these goals in mind, the HediyeYeli Oyun Mini-Game service was created: a reward-based mini game subscription service that enables Turkcell users to play mini-games, score game points and exchange them for weekly prizes, such as free voice minutes, SMS and mobile internet data.

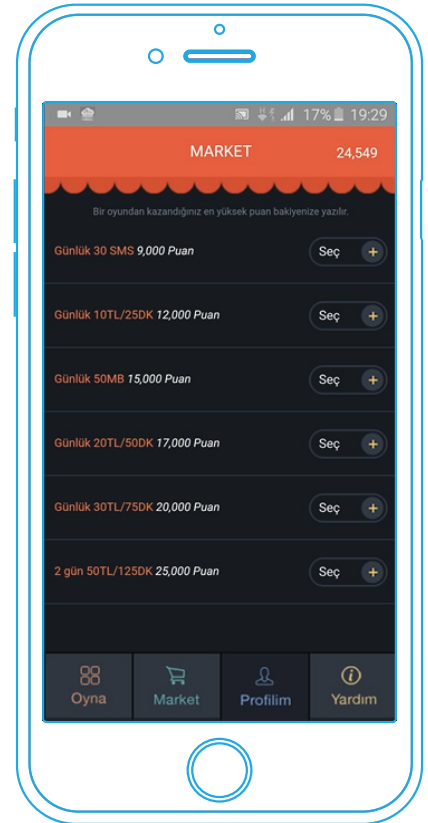
- User Registration: Turkcell Mobile Number
- Subscription fee is 4TL/week (US\$1.50)
- Total of 8 mini-games available to play
- Reward points can be increased, based on number of times users plays and his high scores from the mini-games
- Marketing Channels: SMS Marketing, Affiliate Marketing



**Play a mini-game**



**Collect game points**

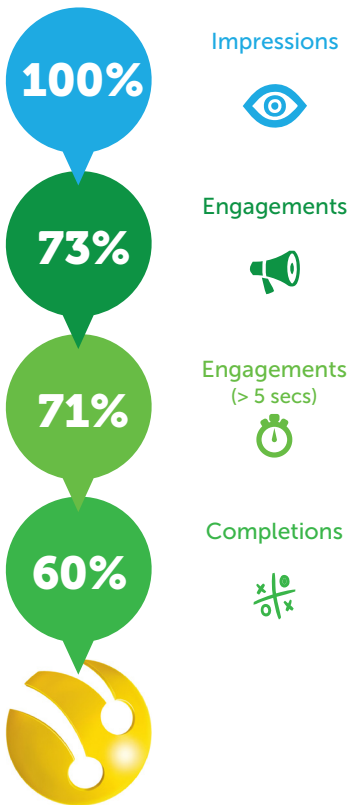


**Exchange points for rewards**

## Results

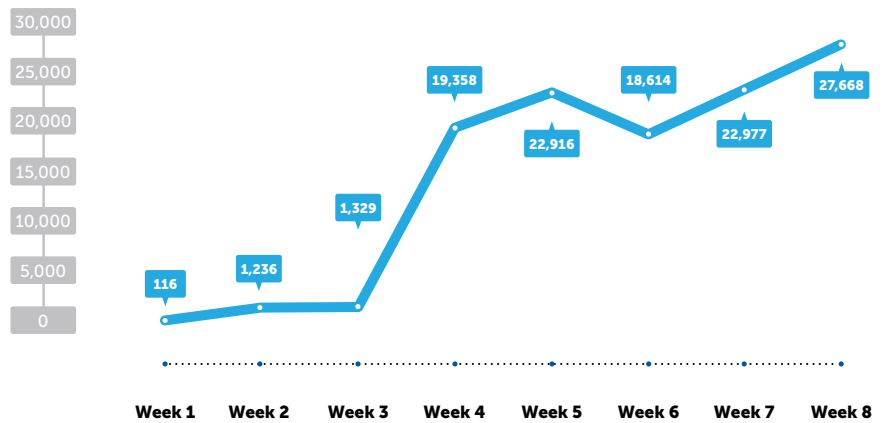
- 27,668+ weekly subscribers
- 66,000+ game plays
- 20% weekly subscriber growth

## Funnel Conversion Rate



## Mini-Game Subscription Results

In its first 8 weeks of actively promoting the service, 27,668 weekly users used the mini-game subscription service, at an average of 20% week-on-week increase in mini-game subscribers.



## Mini-Game Service Subscribers

The mini-games were played more than 66,000 times, with an 11X increase of games being played over the 8 week period, with 71% engaged with the mini-games for more than 5 secs.