

Let us help accelerate your business in Turkey



As a leading online consumer marketing solutions company, e | Zeppelin has developed extensive socio-demographic and lifestyle information that can deliver relevant insights. By providing marketing information in combination with our thorough understanding of Turkish households we help our clients find, establish and manage relationships with customers in Turkey to make their businesses more profitable.

Marketers and sales professionals need the right customer and prospect information to ensure that they:

- Reach the right target group
- Optimize their communication & proposition
- Get the greatest return on their direct marketing multi channel investments

e | Zeppelin is the single source for complete business – to – consumer (B2C) marketing in Turkey. From the data required to directly deliver your message to the right audience, to the ability to track and manage the effectiveness of each direct marketing campaign and its conversion to sales.

e | Zeppelin direct marketing solutions

e | Zeppelin delivers business-to-consumer marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle to the point of sale.

Email marketing

e | Zeppelin has extensive creative, technical and content capabilities and have experience with working with clients on all aspects of their online marketing campaigns in Turkey. Our Consumer Lifestyle Database serves as the ideal starting point to profile and broadcast your email marketing campaigns and assist you in building your customer database.

Add to that the ability to measure the return on each campaign and consistently learn more about your customers and prospects so you are always targeting the right buyer.

SMS marketing

Reach your On-the-go clients or prospects with SMS marketing. There are approximately 69 million mobile users in Turkey which is 92% of the total population. Let us target and execute your SMS campaigns, with complete SMS tracking and SMS reporting, to reach your subscribers whenever they're available, no matter where they are.

Direct marketing

Let us share with you our golden rules that make your direct marketing campaigns in Turkey more effective. Spend more strategically on your direct

marketing campaigns than you currently may be doing. Our demographically selectable consumer data can precisely be targeted and is extremely accurate. It can be selected by numerous marketing segments like: High Income Earners, Early Adopters, people interested in Investment and Finance, Mortgage-holders, and many more unique segments.

Online Surveying

By using our Online Survey solution we can help conduct and broadcast your research questions to our market research panel in Turkey. Equipped with a strong panel we offer end-to-end service to

our clients. This varies from sample only research projects to full service research projects.

Lead Generation

Interested in generating high quality sales leads in Turkey? Than we invite you to join

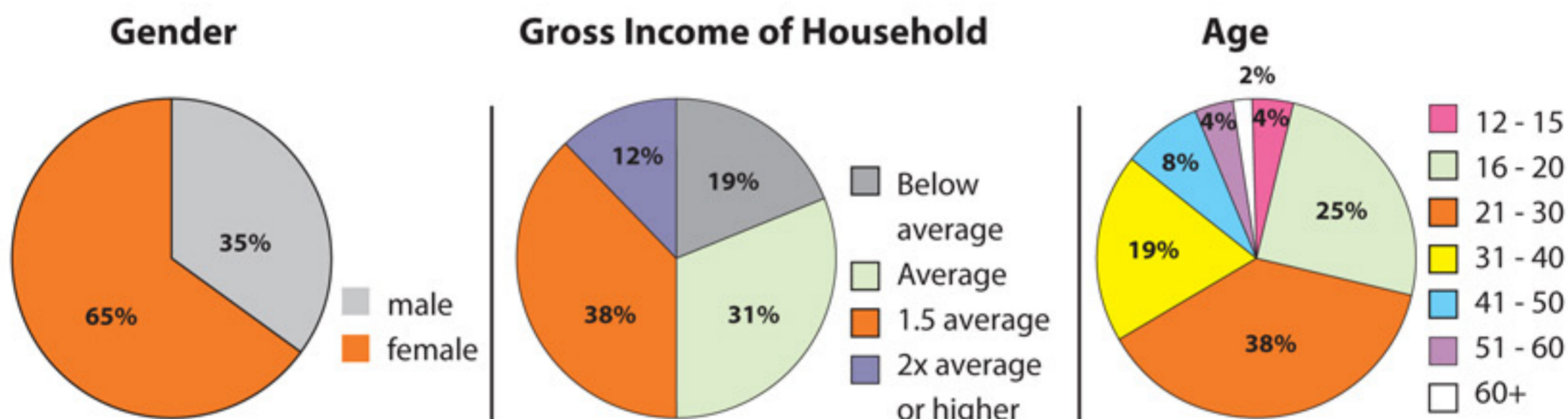
our ongoing Lead Generation program. e | Zeppelin daily approaches thousands of Turkish consumers online. As prospects move closer to a buying decision, it is critical that your message is in front of the right people responsible

for making that decision. Let us act as your valuable sales lead generator and help your company pull ahead of competitors. Our Call Centre Integration service can assist in following up your leads quickly.

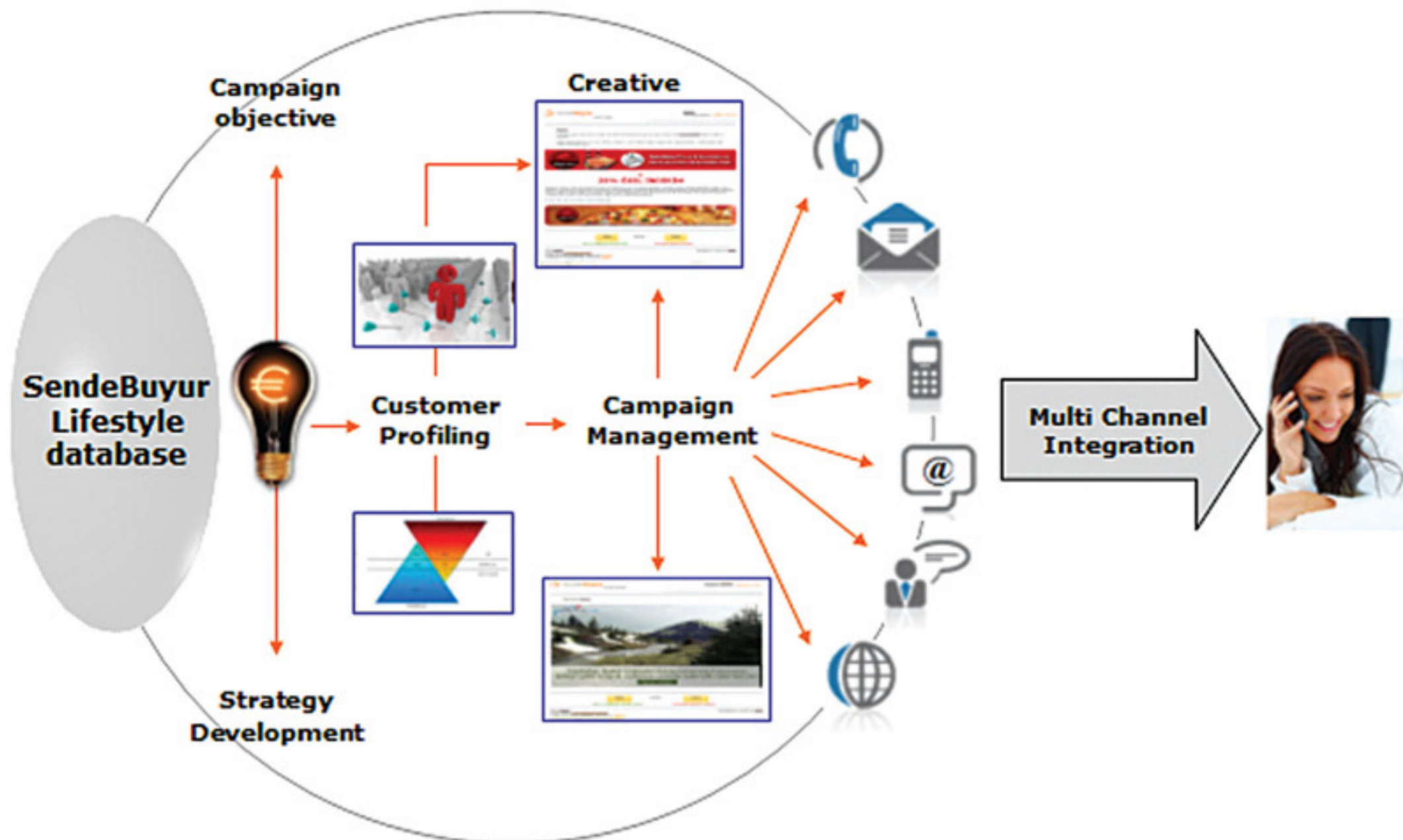
SendeBuyur Lifestyle database

The basis of our consumer data is formed by our unique double opt in and privacy compliant Lifestyle database, called SendeBuyur. Its source is derived from consumer responses to our online loyalty program, www.SendeBuyur.com. By joining this program Turkish households receive reward email and/or sms messages that are tailored to their interests. These commercial messages that come from selected partner companies help SendeBuyur members stay up-to-date on the very latest promotions and products. SendeBuyur Lifestyle database contains information of over 650.000 Turkish households. Providing information ranging from prospect names to consumer demographics such as, financial, lifestyle and home data.

Some socio demographics of SendeBuyur members:



Target your message to the right customers through all touch points



Especially when prospects move closer to their buying decision, it is important that your message appears in front of the right people through various channels. One of the benefits of such multi channel approach is that it improves customer brand experience, reducing churn rates and increasing the customer’s motivation to buy from you.

Let e | Zeppelin assist you in determining your direct marketing strategies in reaching your target audience in Turkey.