



Long-Term ASO Strategy:

Hepsiburada Case

hepsiburada

Hepsiburada is one of Turkey's largest e-commerce platforms. The name "Hepsiburada" translates to "everything's here" in Turkish, and the platform indeed offers a wide variety of products. While it initially started as an online retail store, the platform has since expanded its services to include various other aspects of e-commerce and digital technology.

In the contemporary e-commerce landscape, a robust long-term ASO strategy is crucial for sustained growth and success. Because no one can download a shopping app without an app store. This case study elucidates the approach taken by Hepsiburada and AppFollow Professional Services Team and illustrates the targets, workflow, and results of the project.

Targets & Goals

In our initial brief, we identified the Turkish market as a vital focus for the Hepsiburada app, not only for its strategic importance but also for the algorithm's enhanced performance with English Metadata. The collaboration extended to the development of Graphics assets, including screenshots and icons. Combined, these efforts were aimed at propelling Hepsiburada to the forefront, positioning it as the leading e-commerce platform in terms of Search Visibility among its competitors.

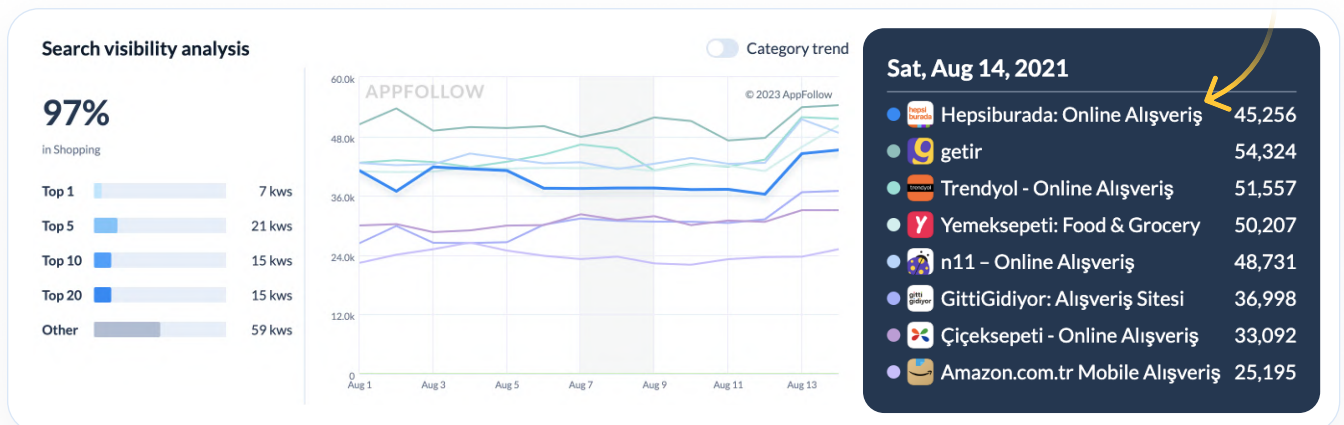
Let's make August 2021 a base point. What we had?



Hepsiburada has 97% Search Visibility Score* in the Turkish market, App Store in August 2021. Which was not very bad, but not the best result on the market.

Competitors have upper Search Visibility score:

- getir,
- Yemeksepeti,
- n11,
- Trendyol



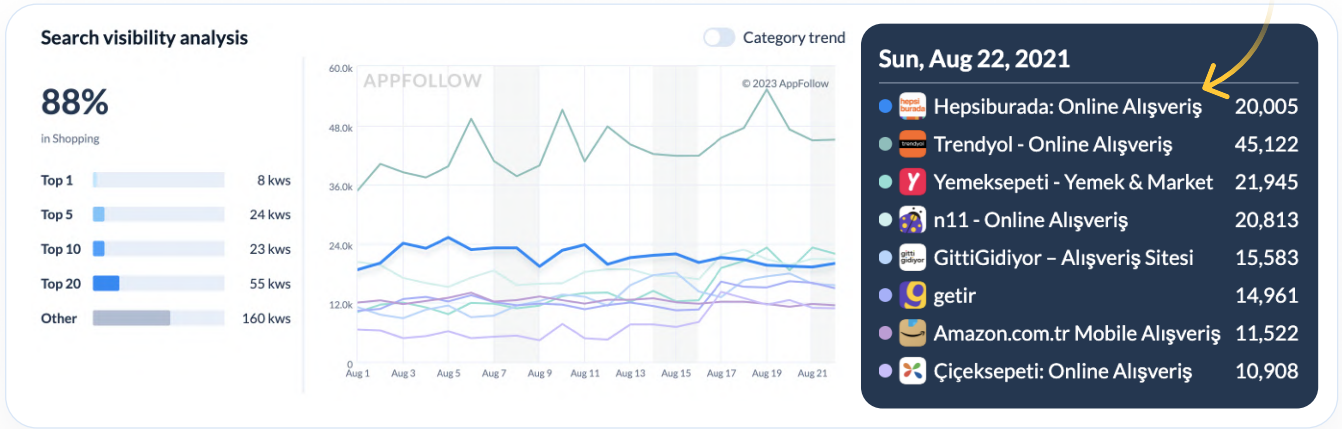
*Search Visibility score - an internal metric of AppFollow, which is based on the number of popular keywords in the upper Top-10 position.



In Google Play Hepsiburada has an 88% Search Visibility Score in the Turkish market in August 2021.

Competitors have upper Search Visibility score:

- n11,
- Trendyol - the absolute leader in the shopping category
- Yemeksepeti



The workflow for our team, well-versed in outsourced projects, was fairly standard in this case. Our tasks included regular updates to text metadata for Turkish and English through keyword and competitor research, as well as the development and testing of graphic assets. Regular communication was maintained through weekly calls, where questions were addressed, and status updates and reports were shared. It was a familiar process that we efficiently executed.

Since we started, we deeply communicated with the full marketing branch of Hepsiburada: CMO, Growth team, UA department, and Branding team.

First-year results

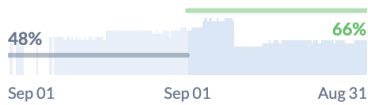


In the App Store, Hepsiburada's Search Visibility score increased by 113%. The total number of downloads also grew, seeing a rise of 21%. Despite these successes, one competitor remained ahead in terms of Search Visibility in Turkey: Trendyol

Summary

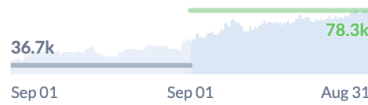
App reputation index [?](#) [More →](#)

76%



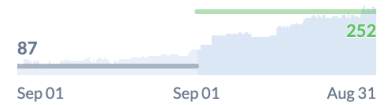
Search visibility score [?](#)

99%



Total ranked keywords [?](#) [View all →](#)

341



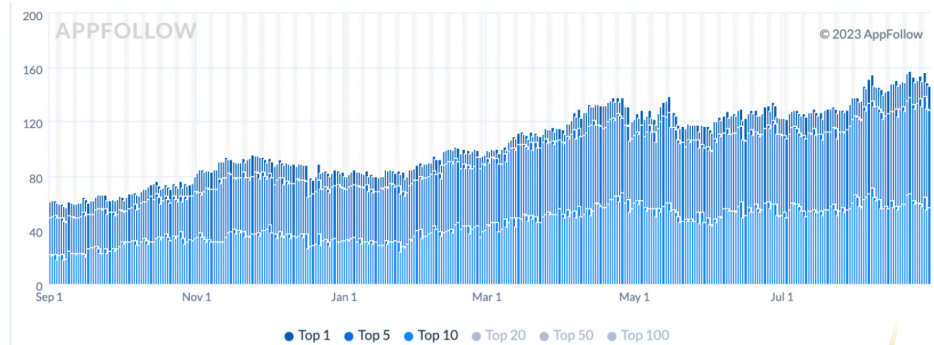
Organic keyword trend

Total ranked keywords

341 ⁺²⁰¹

Keyword movements

New	Lost	Top 1	Top 5
225	25	+6	+45
Improved	Decreased	Top 10	Top 20
51	52	+35	+60
		Top 50	Top 100
		+47	+8

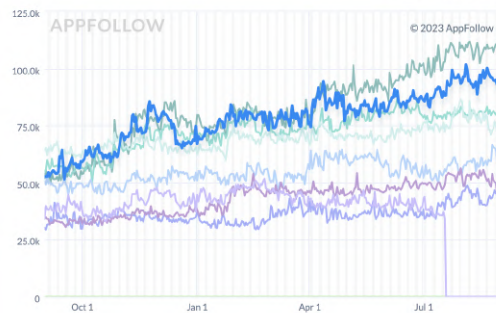


Search visibility analysis

99%

in Shopping

Top 1	18 kws
Top 5	72 kws
Top 10	57 kws
Top 20	77 kws
Other	117 kws



Wed, Aug 31, 2022

	Hepsiburada: Online Alışveriş	93,775
	Trendyol - Online Alışveriş	109,311
	Yemeksepeti: Food & Grocery	78,781
	getir	74,762
	n11 - Online Alışveriş	59,409
	Amazon.com.tr Mobile Alışveriş	47,448
	Çiçeksepeti - Online Alışveriş	46,457
	1449256891	0
	GittiGidiyor: Alışveriş Sitesi	0

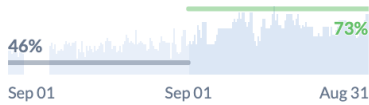


After a year of focused effort on Google Play, 'Hepsiburada' ascended to the top position in the shopping category apps in Turkey, leading in Search Visibility. This strategic work led to a significant milestone: a Year-on-Year (YoY) increase in total downloads by 15%.

Summary

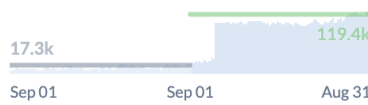
App reputation index [More →](#)

81%



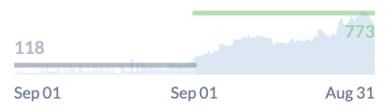
Search visibility score [?](#)

100%



Total ranked keywords [View all →](#)

1.1k



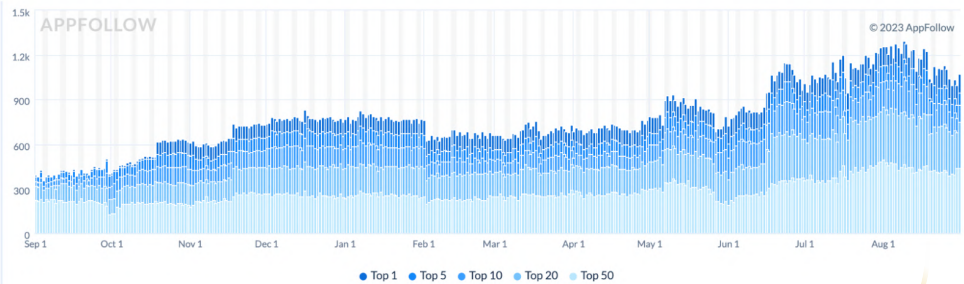
Organic keyword trend

Total ranked keywords

1.1k +681

Keyword movements

New	Lost	Top 1	Top 5
894	210	+121	+43
Improved	Decreased	Top 10	Top 20
103	62	+83	+219
		Top 50	
		+215	

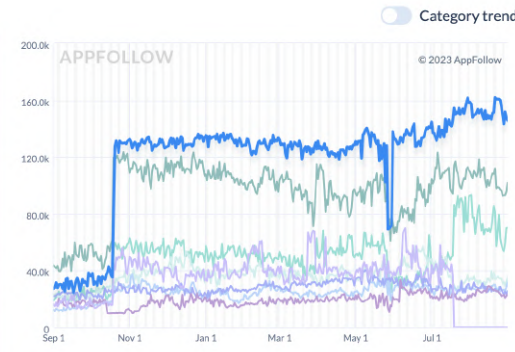


Search visibility analysis

100%

In Shopping

Top 1	129 kws
Top 5	79 kws
Top 10	115 kws
Top 20	310 kws
Other	440 kws



Wed, Aug 31, 2022

	Hepsiburada: Online Alışveriş	145,731
	Trendyol - Online Alışveriş	101,686
	n11 - Online Alışveriş	70,169
	getir	35,294
	Çiçeksepeti: Online Alışveriş	31,707
	Yemeksepeti - Yemek & Market	25,430
	Amazon.com.tr Mobile Alışveriş	22,988
	Hepsiburada Global: Alışveriş	0
	GittiGidiyor - Alışveriş Sitesi	0

Throughout the process of text metadata iterations, our team actively produced and tested various graphics assets to ensure optimal visual appeal. Simultaneously, we created a tailored report to prepare the Hepsiburada app for significant seasonal events and holidays such as New Year's and Black Friday. These synchronized efforts were designed to enhance the conversion rate and user engagement during key market periods.

Second-year results

Even if the second year isn't finished we can show only timeline till July 2023. But also, there are some success story, which we can to show.

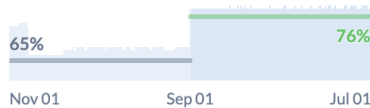


We managed to attain the top-1 position in Search Visibility within the Shopping category in the App Store. Though the increase in the search visibility score of 19% might appear modest compared to the first-year results, it is a significant achievement in a landscape where sustaining growth after a period of high expansion is a well-known challenge. Our experience enabled us to navigate this complex terrain, reflecting both our understanding of the market and our commitment to continuous improvement.

Summary

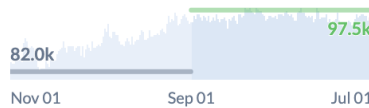
App reputation index [?](#) [More →](#)

76%



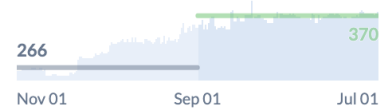
Search visibility score [?](#)

100%



Total ranked keywords [?](#) [View all →](#)

382



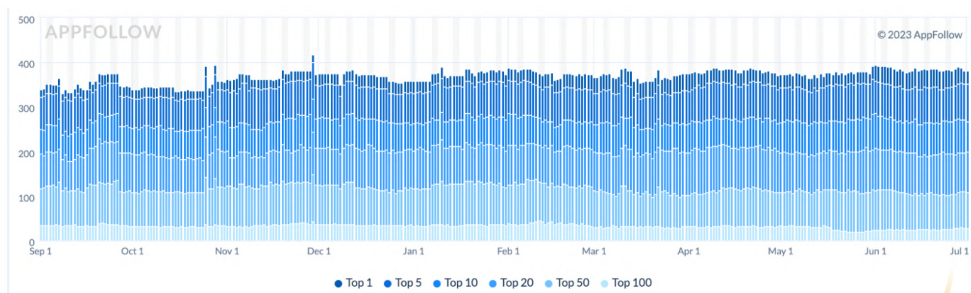
Organic keyword trend

Total ranked keywords

382 +42

Keyword movements

New	Lost	Top 1	Top 5
98	58	+14	+12
Improved	Decreased	Top 10	Top 20
146	86	+11	+13
Top 50	Top 100	-2	-6

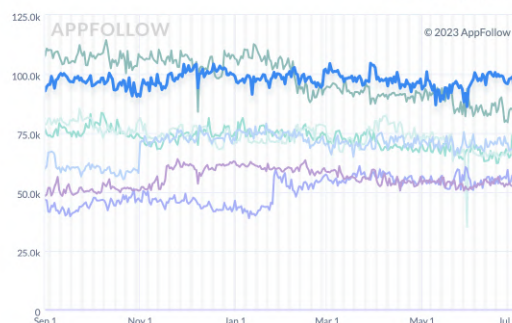


Search visibility analysis

100%

In Shopping

Rank	Count
Top 1	31 kws
Top 5	84 kws
Top 10	68 kws
Top 20	91 kws
Other	108 kws



Fri, Jun 30, 2023

	Hepsiburada: Online Alışveriş	93,617
	Trendyol - Online Alışveriş	78,967
	getir	71,853
	n11 - Online Alışveriş	66,621
	Yemeksepeti: Food & Grocery	66,173
	Amazon.com.tr Mobile Alışveriş	59,019
	Çiçeksepeti - Online Alışveriş	52,301
	1449256891	0
	GittiGidiyor: Alışveriş Sitesi	0

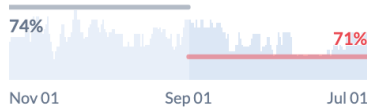


In the competitive realm of Google Play, our efforts bore fruit as we achieved a stable top-1 position in Search Visibility. This wasn't just a fleeting victory; it was marked by a tangible increase of 16%. This achievement illustrates our commitment to consistent growth and the strategic approach that allowed Hepsiburada to stand tall in the crowded marketplace.

Summary

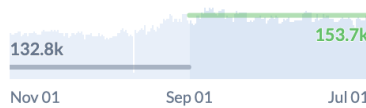
App reputation index [?](#) [More →](#)

74%



Search visibility score [?](#)

100%



Total ranked keywords [?](#) [View all →](#)

3.2k



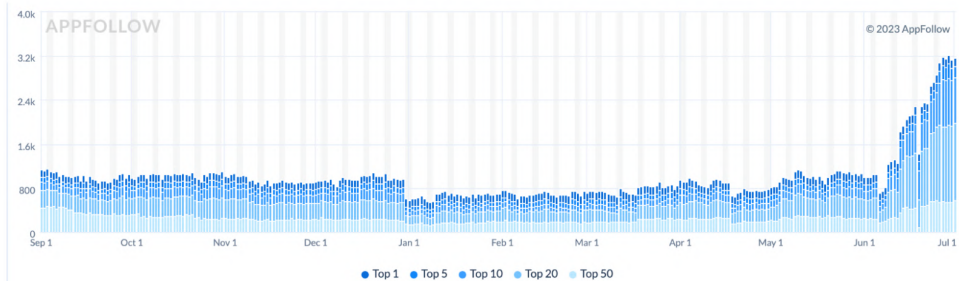
Organic keyword trend

Total ranked keywords

3.2k +2.0k

Keyword movements

New	Lost	Top 1	Top 5
2504	463	+22	+125
Improved	Decreased	Top 10	Top 20
362	157	+676	+1.1k
		Top 50	
		+134	

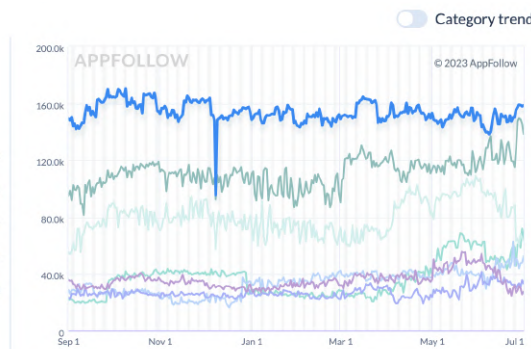


Search visibility analysis

100%

in Shopping

Top 1	157 kws
Top 5	211 kws
Top 10	827 kws
Top 20	1.4k kws
Other	577 kws



Fri, Jun 30, 2023

	Hepsiburada: Online Alışveriş	17,860
	Trendyol - Online Alışveriş	145,793
	Amazon.com.tr Mobile Alışveriş	72,250
	n11 - Online Alışveriş	65,199
	Çiçeksepeti: Online Alışveriş	47,977
	Yemeksepeti - Yemek & Market	35,883
	getir	25,872
	Hepsiburada Global: Alışveriş	0
	GittiGidiyor - Alışveriş Sitesi	0

Summary

Since embarking on our journey with Hepsiburada in September 2021, we have crafted an extensive array of materials tailored to drive success. From 17 text iterations and 15 comprehensive traffic reports to 4 custom product page analyses, 2 market analyses, and a strategic plan for In-App Events.

In our educational content and blog posts, we frequently emphasize the importance of a long-term ASO relationship. We speak to the universal relevance of this approach, regardless of the size or stage of a business. Whether a startup or a corporation, attention to results is paramount. The optimal outcomes are achieved not through fleeting efforts but through complex, persistent, and methodical work.

But ASO is more than just placing the right words in the right fields. It's a profound engagement with the product, a collaboration that permeates every department, forging a deeper connection that transcends mere surface-level adjustments.

Our ongoing partnership with the Hepsiburada team reflects a mutual understanding and respect for this integrated approach and the long-haul perspective. The work continues, fueled by shared values, shared goals, and a shared vision of what can be accomplished through diligent, long-term collaboration. 👍