



Trendyol experimented with tROAS bidding to improve user quality for acquisitions

trendyol

E-commerce platform

EMEA - Turkey • [Trendyol.com](https://www.trendyol.com)

The Challenge

Trendyol is an e-commerce platform that aimed to decrease its cost-per-new acquisitions. Its campaigns are structured around product-category ad groups, each with different value margins and LTVs. Since tCPI and tCPA App campaigns for install are not sensitive to value per product-category ad groups, new buyers across all different ad groups were treated as identical, and Trendyol's budget was not being distributed in a value-maximizing way.

The Approach

Trendyol's app marketing team decided to experiment with tROAS to make an impact on cost-per-net-new acquisition, CPA, and ROAS. Trendyol implemented tROAS ACi, focusing on different product-category ad groups. The tROAS goals were based on the ROAS from previous install campaigns and the bid was inflated to make it more competitive. New creative assets were also added to each group and the campaign was given a month to make an impact.

The Results

The tROAS bidding strategy helped Trendyol gain 180% ROAS. The company also acquired high-value users at a 27% decreased cost-per-new-acquisition. Using campaigns targeted toward increasing installs for specific product categories, and adding new creative assets such as videos and landscape banners helped Trendyol meet its ROI goals.

“We acquired high-value users that are more likely to convert with the tROAS bidding strategy and achieved our ambitious ROI goals.”

—Tekin Cem Turan, UA Growth Manager, Trendyol

27%

Decrease in
cost-per-new
acquisitions

180%

Increase in
ROAS

54%

Decreased
cost-per
transaction

Primary Marketing Objective

> [Drive Apps & Mobile Growth](#)

Featured Product Area

> [Apps: Firebase Bidding](#)

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