



Tıkla Gelsin® Continues to Grow with AI

Tıkla Gelsin®, the e-commerce platform of Burger King®, Popeyes®, Arby's®, Sbarro®, Usta Dönerci® and Usta Pideci® franchisee TFI TAB Food Investments cooperates with App Samurai.

Turkey's leading quick-service restaurant chain TFI TAB Food Investments' e-commerce platform [Tıkla Gelsin](#) worked in collaboration with App Samurai which provides innovative solutions to attract users interested in mobile applications.

Tıkla Gelsin® formed a strong growth strategy with App Samurai by combining different mobile campaign types made up of User Acquisition, Boost, and OEM Pre-install models.

As a result of the project carried out jointly with artificial intelligence-powered mobile user acquisition platform **App Samurai**, Tıkla Gelsin® succeeded in reaching new customers of high quality and raising awareness of its brand through well-optimized user acquisition campaigns. Tıkla Gelsin climbed to the top position in the food and beverage category and was in the top four in the overall ranking, as its users scored more than 1.5 million logins with the help of boost campaigns that give more than 135,000 rewarded installations in 60 days.

“By giving us their full support, the App Samurai team helped us to set a strong restarting strategy in more than one mobile solution,” TAB Gıda Digital Marketing Team said. *“Working with App Samurai led to a perfect partnership. They helped us in successfully scaling our application and increasing brand awareness.”*



*"We planned to offer the most suitable solutions by understanding all the needs in-depth before **Tikla Gelsin**® platform's launch," Burak Kargin, Senior Business Development Director of App Samurai, said. "As App Samurai, we supported their campaign targets aimed at spreading awareness and new user acquisition with our various mobile advertising models. The digital marketing team's instantaneous feedbacks and transparent communication were very valuable to us. We are happy to have achieved these results in the Food and Beverages category where competition among application stores is strong. We thank the esteemed TAB Gıda family and their digital marketing team very much for believing in us on this journey."*

Linkedin:

https://www.linkedin.com/posts/app-samurai_t%C4%B1kla-gelsin-is-a-mobile-order-and-loyalty-activity-6884474325789896705-dnb7

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<https://twitter.com/AppSamurai/status/1478709932086202369?s=20>

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