

Peak Season Playbook

Strategic Growth Guide in Retail Media

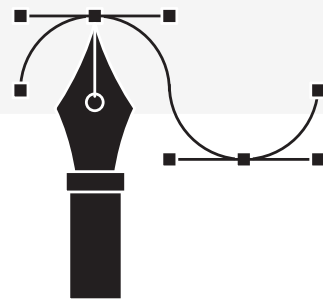
Advancing Knowledge. Empowering the Community

Real value in marketing is created by brands that can turn noise into strategy.

The MMA Academy Whitepaper and Playbook Series is a platform that brings the field experience of the industry's leading players together with brands preparing for the next growth wave.

Knowledge Sharing

Making frameworks, cases, and real-world examples accessible to all.



Community Empowerment

Opening quality learning resources to every level, from Junior to CMO.



Thought Leadership

Making the strongest voices of Turkey and our global network visible.



About This Edition

Retail media in Turkey — the strategy of overlapping peak periods.

Valentine's Day, Ramadan, Mother's Day, Şehre Dönüş (Back to the City), Efsane Kasım (Legendary November); each with different consumer behavior, different funnel, different measurement reality.

A "one-size-fits-all" approach burns through budgets fast in this market.

This edition was prepared together with the Hepsiburada and Mimedada teams to make that differentiation concrete. Field data, cases, and measurement approaches from both sides of the market — publisher and operations — have been consolidated into a single playbook.

Valentines Day

Ramadan

Mothers Day

Back to city

Legendary November

Objective: A practical framework marketers can bring directly to the table to isolate consumer intent during peak periods, translate creative into conversion, and measure incremental value with honesty and rigor.

/ Acknowledgements

March 11, 2026 | We thank the teams who generously shared their field experience at the "Special Days, Special Strategies in Retail Media" webinar.

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know the data, grow your brand

Watch the webinar on the MMA MEA + MMA Europe YouTube Channel and via [this link](#).

The Modern Transformation of the Special Period Concept

Peak season management redefined as a data-driven needs cluster.

The core challenge for brands: Not burning budget in the noise during high traffic, but turning the critical moment when the consumer is in "purchase mode" into a growth lever.

Traditional Approach

Planning campaigns around specific dates; discount-driven, reactive strategy. Budget dissolves in the noise.

Modern Approach

Built on needs clusters; proactive and forecasting-driven strategy. Consumer intent is isolated.

The Risk of a One-Size-Fits-All Approach

If the intent gap between electronics (long decision) and FMCG (impulse consumption) is ignored, serious resource waste occurs.

The Key to Success

A customized funnel for each category: the right message, to the right audience, at the right moment.

Consumer Behavior Analysis

Every special occasion has its own unique planning cycle and decision mechanism.

Peak Season	Consumer Behavior	Key Motivation	Strategic Tactic
Valentines Day	60% of consumers choose their gift in advance.	Early planning; mentally claiming market share ahead of time.	Upper Funnel — Early awareness, "be the first brand they think of"
Mothers Day	40% replace existing products with newer, more advanced models.	Product upgrade motivation.	Mid Funnel — Value and benefit-focused content
Ramadan	80% cook iftar at home; traffic increases by +10%.	Preparation and kitchen-focused mindset.	Lower Funnel — Ready-to-buy cart, bundle offers
Legendary November	High-intent shoppers; focused on "best price" and ease of payment.	Expectation of financial convenience.	Conversion — Clear price communication, aggressive lower-funnel tactics

Strategic Takeaway: The media mix and funnel strategy for a gift-oriented period versus a preparation-oriented period must be diametrically opposed.

Retail Media Architecture

1st Party Data: The 3rd major wave of marketing.

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Targeting with real purchase data beyond traditional interest-based targeting: the essence of the Behavioral Granularity approach.

Predictive Modeling

+10% Ramadan

"Target the audience most likely to purchase in the next 7 or 28 days."
Budget goes to the highest conversion potential.

Sector Differentiation

Category-based funnel

Lower funnel and basket growth for FMCG; upper and mid funnel investments critical for electronics.

1st Party Data Advantage

8/10 precision

Targeting with real purchase data: less waste, higher conversion potential.

From Reactive to Proactive

7/28 day window

Moves marketing out of a reactive process into a predictive and proactive structure.

Creative Excellence

The consumer must answer "What benefit does this campaign offer me?" within the first 2 seconds.

Accessibility

Financial ease

Clear communication of financial solutions such as installments and deferred payment for high-priced products. Removes the decision barrier.

Added Benefit

Perceived value

Increasing perceived value through closed-loop coupons and cashback advantages without disrupting pricing. Protects margin.

Speed and Bundling

Urgency & set

"At Your Door Tomorrow" promise and bundle deals create urgency and extra value. Grows the basket.

Clear Price Communication

Eliminate ambiguity

Direct and concrete discount figures instead of "starting from." The consumer does not want ambiguity.

"Creatives must serve as a 'Decision Facilitator'"

Case Study: Philips Versuni

Rich media intervention; the "dirty screen" concept.

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Philips Versuni's "dirty screen" concept pushed creative boundaries in retail media with its attention-grabbing power. The simulation of a dirty screen being cleaned by a vacuum cleaner appearing before users who opened the app produced record-level performance results.

%57

Click-Through Rate (CTR)

Well above industry average

35M

Total Impressions

In a single campaign



Purchase Intent Conversion

Creative → sales proven

Measurement and Incremental Success

Classic ROAS inflates campaign success by up to 40%. The real metric: iROAS.

WHY iROAS

iROAS measures only the incremental value created by media support, excluding organic sales that would have occurred anyway. Far more honest and actionable than classic ROAS.

ATTRIBUTION WINDOWS

Format	Attribution Type	Window	Usage Note
Sponsored Brand	View-based	7 days	Appropriate window for awareness campaigns
Sponsored Product	Click-based	14 days	Standard for product-focused conversion campaigns
Display & Video	View-based	14 days	Critical for categories with long decision cycles

Case Studies

Strategy is proven not in theory, but in results.

Terem

Ramadan

PROBLEM

Acquiring new customers for a high-penetration brand.

SOLUTION

Full-funnel across 6 segments; "Ready Basket" and "Goes Well Together" cross-sell.

%45

Sales

%77

Search

%42

New Customers

Selpak

Legendary November

PROBLEM

Proving the incremental value of media support during a discount period.

SOLUTION

10-platform funnel structure with top-line banner + sponsored product ads.

%47

Sales

8.8x

iROAS



Trend reversed

Philips OneBlade

Back to the City

PROBLEM

Re-engaging classic razor blade users with technology.

SOLUTION

Behavioral intervention targeting those searching for "razor blades" and "shaving foam" — not competitor devices.

%36

Sales

%43

CTR



Behavioral

Strategic Roadmap: 2026 and Beyond

The strategy of the future must be built on five axes.

8

01

Transition to First-Party Data

Leave interest-based targeting behind. Invest in real purchase data (1st Party Data).

02

Funnel and Category Alignment

Build 360° structures with conversion focus for FMCG, and "Consideration" included for high-priced products.

03

Speed and Clarity in Creative

Deliver the strongest benefit — installment, bundle, speed guarantee — within the first 2 seconds. The consumer is not waiting.

04

iROAS-Focused Success Measurement

Measure with incremental effects filtered by attribution windows; model the natural trend.

05

Proactive Forecasting

Direct budget toward the highest purchase probability with 7/28-day forecasting models.

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**Lean into the future.
Lead the marketing industry.**

About Marketing + Media Alliance (MMA) and MMA Academy

Marketing + Media Alliance (MMA) is a global alliance that brings together the world's leading CMOs to shape the future of marketing. MMA Academy provides hands-on knowledge and research in retail media, data strategy, and growth.