

## Increasing the acceptance rate of a global sports brand by **62%** in Turkey by iyzico!

### About eShopWorld

eShopWorld is a global eCommerce and logistics management company that works with retailers to give the shopper, a localized shopping experience. Through their service, the shoppers are able to see local prices and pay for goods using the methods they prefer.

### Challenge

eShopWorld's vision is to have online retailers sell globally with the same ease and efficiency as locally, by providing their shoppers a localized shopping experience.

eShopWorld conducted their study on the Turkish market during 2015 and saw the huge potential: 1.5 Billion USD spent by Turkish shoppers on international websites in 2015!

However, they acknowledged the uniqueness of the market, with multiple local payment cards, instalment options and the different banking and payment infrastructure.

Low acceptance rate was one of eShopWorld's major challenges, as they were achieving an acceptance rate of 52.6% for one of their partners; a globally renowned shoes and sports brand.

### Solution

Aiming for higher acceptance rates and a more localised shopping experience for their shoppers, eShopWorld analysed the market and found that iyzico is the optimal partner for their needs. iyzico is committed to boost the rates and revenue, by offering shoppers a seamless, easy, and most importantly a local checkout experience.

### Results

After connecting to iyzico, the globally renowned shoes and sports brand boosted their sales up to an average of **91.8%** up from the previous 52.6%.

### How did iyzico increase the acceptance rate?

- ✔ Being connected to multiple card acquirers we provide a smart routing solution that ensures each payment to be processed with its issuer.
- ✔ When the transactions are processed abroad, the banks imply further fraud filters which always decrease the acceptance rate. With our infrastructure and connections with multiple local banks, it is not an issue anymore. You can rest assured that your customers will always have the highest acceptance rates.
- ✔ Banks in Turkey have various requirements and methods for specific circumstances like "when to enforce 3D Secure" or "when to process with direct debit card". Thanks to our deep understanding of the unique banking infrastructure, iyzico is tweaking its solution periodically to fit all these requirements which results in higher acceptance rate.

**Do these results impress you?**  
**If so, don't hesitate to get in touch with us!**