

Furniture



DOĞTAŞ®

Doğtaş is a Turkey-based company engaged in the manufacture and marketing of home furniture and related furnishings. Exporting to 65 countries, Doğtaş is considered to be one of the biggest companies in Turkey, with over 200 stores established on elite inland and abroad locations.



Doğtaş is celebrating its 41st year, means 41% off sale



How could more people hear about it?



500.000+
25-40 ages

From different cities

We profiled more than half million women in GSM Operators' database according to specific criteria.

As a solution;



Informed them about the campaign via SMS.



Showroom's traffic increased about 50%

Results



Doğtaş got more phone calls than ever!