

Largest Turkish e-Commerce Platform Trendyol Uses Vendor Central to acquire Rich Content

Trendyol, part of the Alibaba Group, is the largest e-commerce platform in Turkey with over 4,000 employees and 20 million active customers. Trendyol uses Icecat's rich product content to improve the shopping experiences on its product detail pages. Next to that, Trendyol also uses our structured data to optimize its master data catalog.

With over 200 million product listings on its marketplace, Trendyol's catalog consists of fashion, groceries, lifestyle, cosmetics, watches, and electronics categories. It has access to the entire Icecat content data pool across several verticals. Product pages of several brands have already been enriched by Enhanced Product Stories boosting conversion by an estimated 5 to 25%.

Brands enter content in Free Vendor Central

As a [Full Icecat user](#), Trendyol also has access to the [Icecat Free Vendor Central Program](#). Trendyol asks all its brands to enter their product content in this PIM. To stimulate also non-sponsoring brands to enter, edit, and enrich their product content for all their products, thus reducing content management costs for Trendyol and other channel partners. Additionally, it is possible to add enhanced Product Stories and other rich media to optimize the online buying experience. Great product content is key to boost conversion rates and

sales.

For Trendyol suppliers it is easy to [register](#) in three steps. Firstly, sign-up for a free Icecat account. Secondly, confirm your email address. Thirdly, Icecat will verify your affiliation and then assign your brand to your account.

How to access the Icecat content?

If you are a channel partner, like Trendyol, please use your [Icecat account](#) to download the free product content. In case you don't have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online. And if you are an authorized reseller of a brand, we advise you to confirm brand authorization via the Icecat interface. Authorized resellers have, in certain cases, access to more rich media assets.