

Site Search at Scale and Speed

hepsiburada.com

With 2.5 million unique users per day, peaking at over 12 million during the holidays, Hepsiburada is Turkey's leading ecommerce marketplace. Hepsiburada's scale, roughly $\frac{1}{3}$ of eBay's traffic, is immense.

2.5 Million
Unique Visitors Per Day

10 Million+
SKUs

Site Wide Conversion Rate
15%

In addition to their massive traffic volume, Hepsiburada has over 10 million products available for purchase at any one time.

Maximizing Customer Relevance

Hepsiburada approached Reflektion with the goal of improving the relevance of their search results, well aware that dealing with both the volume of visitors and the broad diversity of their product offering was a challenge for most vendors.



They discovered Reflektion was uniquely qualified to address their situation. A key player in the growth and scale of Google, Reflektion's founder, Amar Chokhowala, had architected a site search solution intended to maximize relevance for the customer. He also understood how relevance is increased when information about the product catalog and product availability are kept up-to-date.

10 Million SKUs in Record Time

Reflektion can index documents (the term for the common measurement of data consumption) at a rate of over 1 million per minute. During the testing phase with Hepsiburada, Reflektion indexed 5 million SKUs (and their associated attributes and images) so efficiently the decision to index the entire product catalog of 10 million was made with ease. Reflektion's ability to exceed the service-level agreement (SLA) for a response time of less than 150 milliseconds was a critical reason for ramping-up so quickly.

Significant Conversion Lift

As part of the launch, Reflektion ran a preview search and full search results against an incumbent solution in a 50/50 split test. Reflektion generated a significant 15.23% conversion lift for site search users with a comparable result for revenue impact during the test.

International Team for an International Project

As with all international projects, Reflektion employed native Turkish-speaking team members to ensure the product catalog was optimized and keep the onboarding process as smooth as possible. Hepsiburada is served by Reflektion's instance based in Frankfurt Germany as are all of Reflektion's EU based clients.

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