

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Marketplaces

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

Trendyol

Hepsiburada

n11

Amazon TR

This report covers the 4 marketplaces with the most creator content in Marketplaces for the week of 19–25 October 2026.

322 of the 331 reels in the period were analysed from the video itself.

CONTENTS
55,827

contents naming a brand

CREATORS
5,950

distinct accounts

BRAND
4

marketplaces

PERIOD
7

days

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Executive summary

This report covers the 4 marketplaces with the most creator content in Marketplaces for the week of 19–25 October 2026.

CONTENTS

55,827

7 days · 55,878 brand assignments

CREATORS

5,950

1,029 accounts in 2+ brands

STORY SHARE

99%

of 55,878 brand assignments

LARGEST VOLUME

Trendyol

37,159 contents · 4,693 creators

KEY FINDINGS

- On 19–25 October 2026, four marketplaces appeared in 55,827 contents from 5,950 accounts: Trendyol 37,159, Hepsiburada 16,297, n11 1,927, Amazon TR 495.
- Trendyol carried 66.5% of 55,878 brand assignments; in the view excluding Trendyol, Hepsiburada has 87.1%, n11 10.3%, Amazon TR 2.6%.
- The story share is 96.8%–99.6 across the four marketplaces; reels are a very small share at 278, 70, 5 and 16.
- Weekly account-content rows rose from 30,237 to 37,162 at Trendyol and fell from 27,800 to 16,305 at Hepsiburada; both changes come from stories.
- Deal and news accounts made up 57.0% of contents at n11, 32.5% at Amazon TR, 25.2% at Hepsiburada and 7.3% at Trendyol.
- Excluding deal accounts, the most-played reel of the week was an iron video posted on 24 October: 1,577,722 plays at Trendyol.
- The account pool is shared: Trendyol and Hepsiburada have 821 accounts in common; only 7.3% of n11 accounts appeared only at n11.
- Amazon TR's 16 reels received the highest median plays of the four marketplaces; seven of the eight most-played have an English or German caption.

WHAT THE COMPARISON SHOWS

- Format: story share Trendyol 99.0%, Hepsiburada 99.4%, n11 99.6%, Amazon TR 96.8%; reels share is 3.2% only at Amazon TR.
- Scale: 47.3% of Amazon TR's contents, 36.3% of Trendyol's, 28.5% of n11's and 24.2% of Hepsiburada's come from macro and mega accounts.
- Median reels plays: Amazon TR highest, followed by Trendyol 5,673, Hepsiburada 2,672 and n11 (5 reels) 2,574.
- Repeat accounts carried 87.9% of contents at Amazon TR and 96.7% at n11; repetition per account is high across all marketplaces.
- In the view excluding Trendyol, 87.1% of the 18,719 brand assignments belong to Hepsiburada; shared account counts are Hepsiburada–n11 112, Trendyol–n11 99.

Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO- AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
Trendyol	37,159	4,693	<div><div></div><div></div><div></div></div> <div>99% · 1% · 0%</div>	36.3%	95.6%	44.6%	0.1%	5,673 n=225	0.11% n=65	0.80% n=196
Hepsiburada	16,297	2,128	<div><div></div><div></div><div></div></div> <div>99% · 0% · 0%</div>	24.2%	94.9%	32.6%	0.0%	2,672 n=62	0.19% n=17	1.03% n=51
n11	1,927	229	<div><div></div><div></div><div></div></div> <div>100% · 0% · 0%</div>	28.5%	96.7%	28.6%	0.0%	2,574 n=5	0.09% n=2	0.51% n=3
Amazon TR	495	135	<div><div></div><div></div><div></div></div> <div>97% · 3% · 0%</div>	47.3%	87.9%	12.5%	1.0%	19.8 K n=14	— n=0	1.97% n=13

Story Reels Post

Period 19 October – 25 October 2026. Format mix is by distinct content (Contents 7 d column); macro+mega share, repeat creator share, ad disclosure and co-authored post are over account-content rows (a post published jointly by two accounts is one content and two rows). Account-content rows: Trendyol 37,162, Hepsiburada 16,305, n11 1,927, Amazon TR 495; posts and reels only: 363, 95, 7, 16. Macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = account-content rows entering the median; contents with hidden like counts excluded.

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- In total 55,827 contents, 5,950 distinct accounts; 45 contents naming more than one brand were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Posts from the marketplaces' own accounts were not counted.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the description text. Marketplaces were selected as the 4 marketplaces with the most contents in the weekly ranking (tag and link matching; marketplace's own account and deal accounts excluded). Because Trendyol's share is high, the comparison is also shown excluding Trendyol. Frequently matched accounts:

Trendyol @trendyol

Hepsiburada @hepsiburada

n11 @n11

Amazon TR

MEDIA ANALYSIS

- 1,577 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 322 of the 331 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of 262 videos containing speech was transcribed; the communication language was taken from these transcripts and descriptions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified; nine of the unique creatives were not classified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.
- Story visuals were analysed from a sample of at most 300 stories per brand (Trendyol 300 / 36,796, Hepsiburada 300 / 16,202, n11 300 / 1,920, Amazon TR 300 / 479); story counts and shares are over all stories.

LIMITS AND READING NOTES

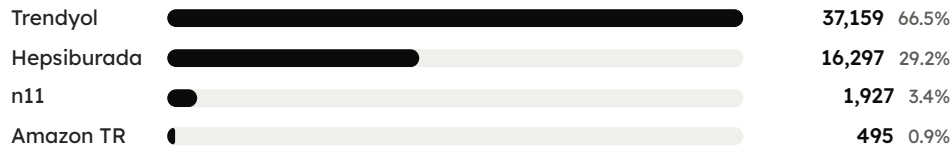
- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

Visibility share, format and follower segment

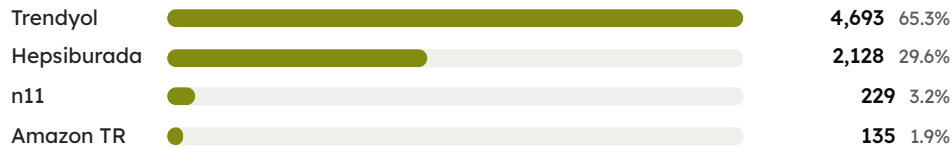
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

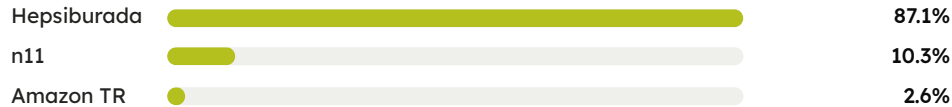
CONTENT COUNT AND SHARE · N = 55,878 BRAND ASSIGNMENTS



CREATOR COUNT AND SHARE · N = 7,185 BRAND-ACCOUNT PAIRS

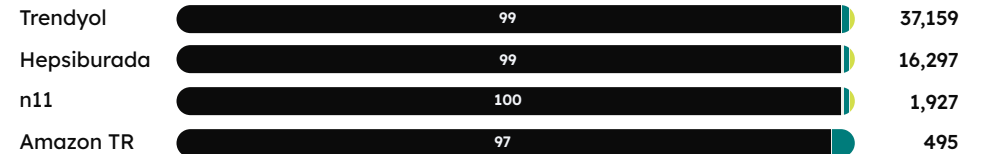


CONTENT SHARE EXCLUDING TRENDYOL · N = 18,719



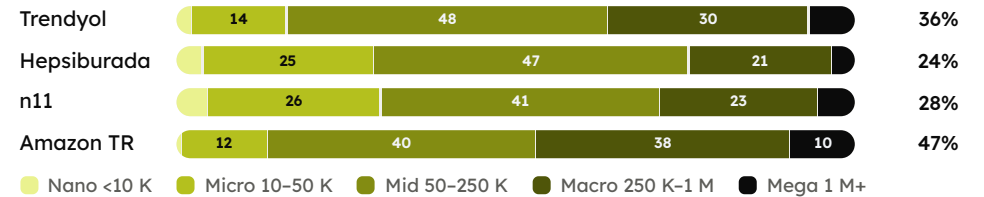
FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



● Story ● Reels ● Post

FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT

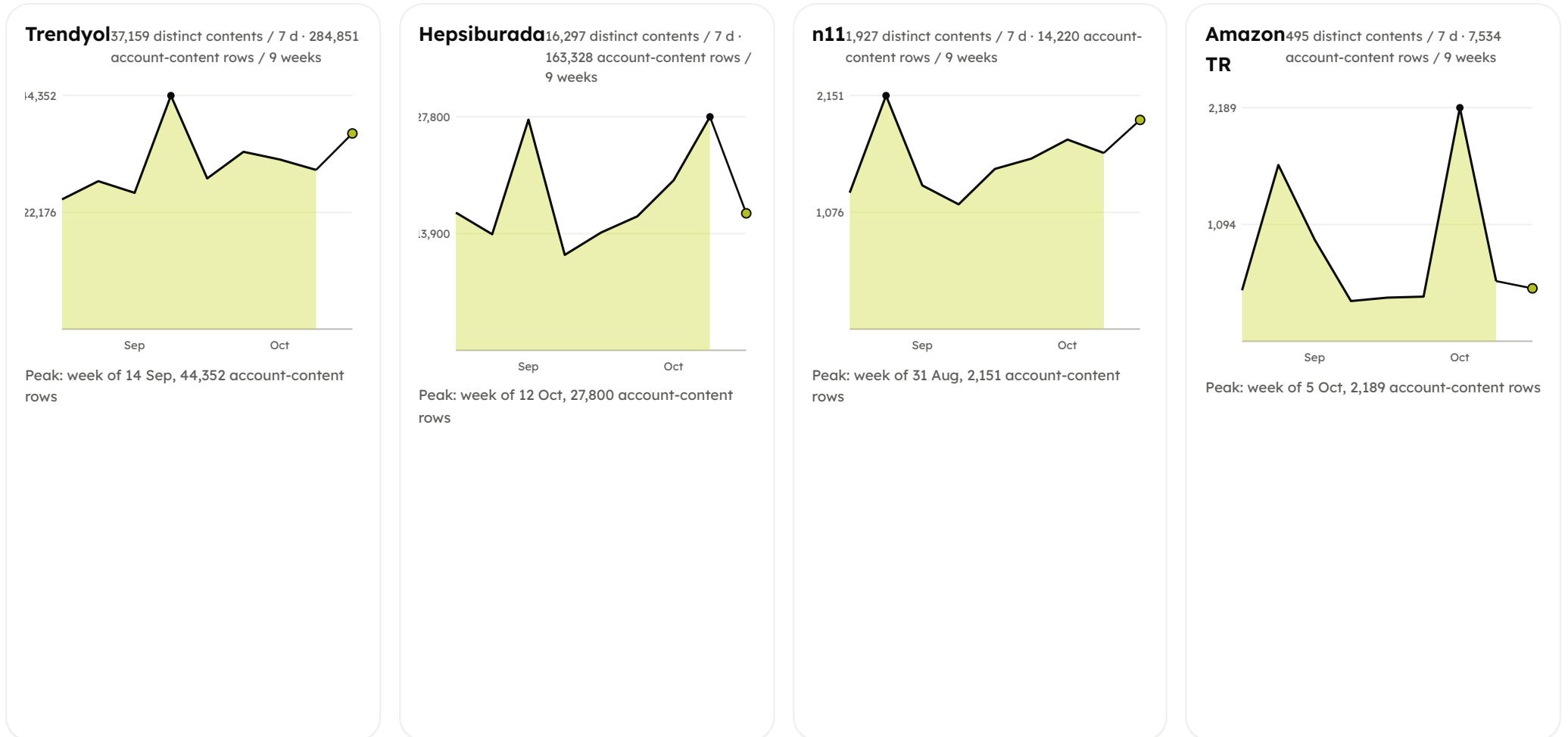


● Nano <10 K ● Micro 10-50 K ● Mid 50-250 K ● Macro 250 K-1 M ● Mega 1 M+

Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

Last 9 weeks (24 Aug–25 Oct 2026)

Campaign waves: which brand concentrated when?



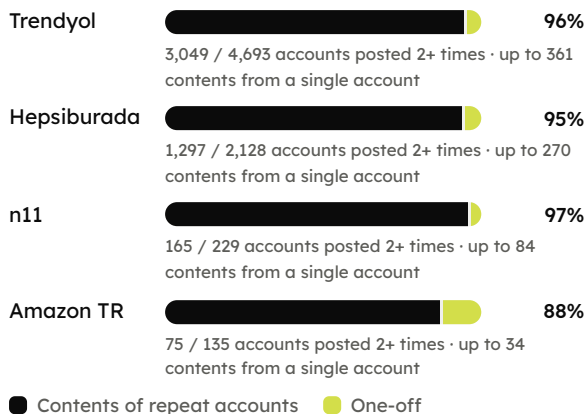
7-day analysis period

Weekly account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 469,933 account-content rows. Each panel's vertical scale is its own; see the previous page for the level across brands. The series shows the nine weeks from the week of 24 August to the report week with the same matching. The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks. The last point is the report week. Because the number of tracked accounts grew during the period, trends show direction; early weeks may look low.

Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Trendyol	<div><div></div> 45%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	363
Hepsiburada	<div><div></div> 33%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	95
n11	<div><div></div> 29%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	7
Amazon TR	<div><div></div> 12%</div>	<div><div></div> 1%</div>	<div><div></div> 0%</div>	<div><div></div> 0%</div>	16

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n = account-content rows). Co-authored post, brand tag and Instagram paid-partnership label are over all account-content rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Trendyol	13	13	13	12	12	12	25	13:00
Hepsiburada	24	18	13	12	10	8	15	21:00
n11	12	13	14	23	16	12	10	20:00
Amazon TR	12	14	13	14	18	9	20	17:00

Inline percent: distribution of contents across the days of the week (Turkey time). Dark cell marks the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day account-content rows (Trendyol 37,162 ... Amazon TR 495).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Trendyol	Hepsiburada	n11	Amazon TR
Trendyol	4,518	821	99	50
Hepsiburada	821	1,956	112	49
n11	99	112	137	14
Amazon TR	50	49	14	105

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 5,704 accounts, 891 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Trendyol – Hepsiburada 821 shared

Creator 01, Creator 02, Creator 03, Creator 04, Creator 05

Trendyol – n11 99 shared

Creator 06, Creator 07, Creator 08, Creator 09, Creator 10

Trendyol – Amazon TR 50 shared

Creator 11, Creator 12, Creator 13, Creator 14, Creator 15

Hepsiburada – n11 112 shared

Creator 06, Creator 16, Creator 08, Creator 09, Creator 17

Hepsiburada – Amazon TR 49 shared

Creator 12, Creator 18, Creator 15, Creator 19, Creator 20

n11 – Amazon TR 14 shared

Creator 15, Creator 21, Creator 22, Creator 23, Creator 24

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 15 619 K followers

Trendyol 26 Amazon TR 11 Hepsiburada 2 n11 1

Creator 21 509 K followers

Trendyol 4 n11 3 Hepsiburada 2 Amazon TR 1

Creator 23 501 K followers

Hepsiburada 117 Trendyol 72 n11 20 Amazon TR 6

Creator 24 469 K followers

Trendyol 81 Hepsiburada 35 n11 23 Amazon TR 7

Creator 25 446 K followers

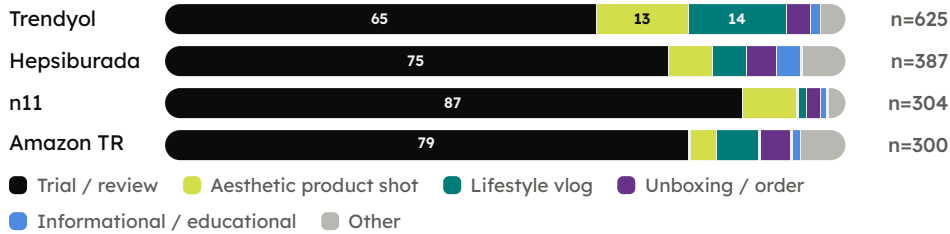
Hepsiburada 22 Trendyol 17 n11 5 Amazon TR 4

News and deal accounts were excluded because they inflate the raw overlap.

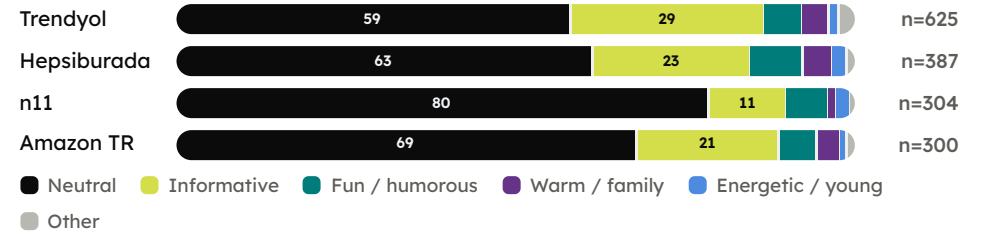
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

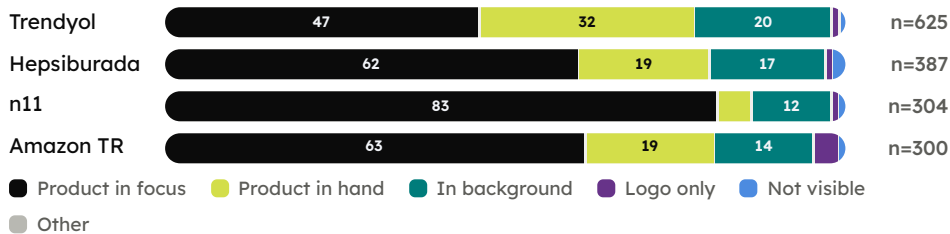
CONTENT TYPE



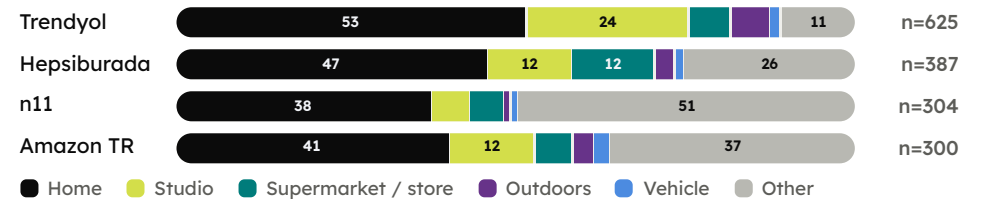
TONE



PRODUCT PLACEMENT



SETTING

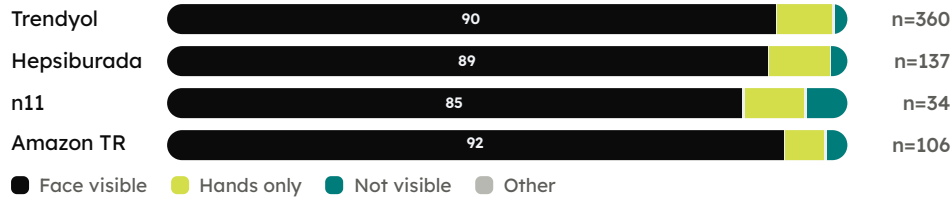


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

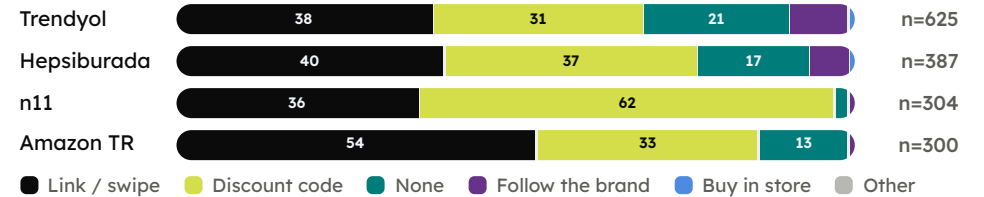
Creative and communication comparison (continued)

How brands build their contents: type, tone, product placement, setting and call.

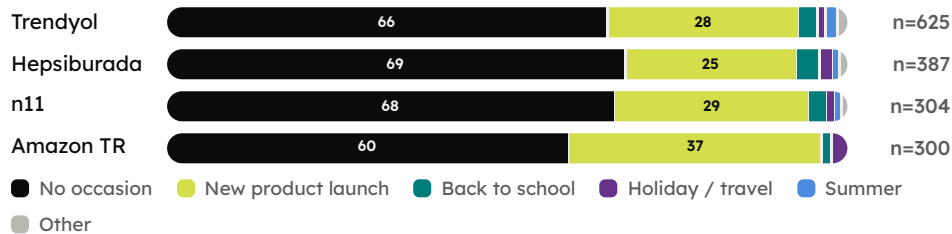
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

Trendyol

Figures, creative selection and summary

CONTENTS · 7 D

37,159

19–25 October 2026

CREATORS

4,693

FORMAT

99% · 1% · 0%

story · reels · post

MEDIAN REELS PLAYS

5,673

n = 225 reels

ER · POST

0.11%

median, per follower · n = 65

ER · REELS

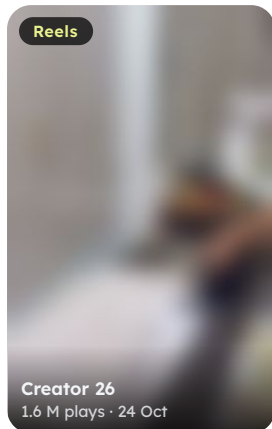
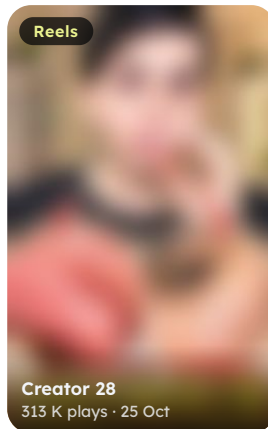
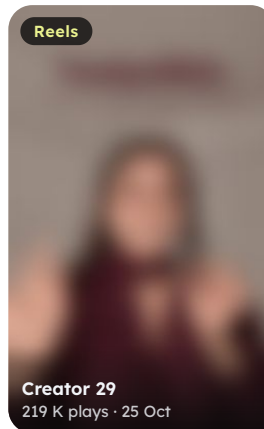
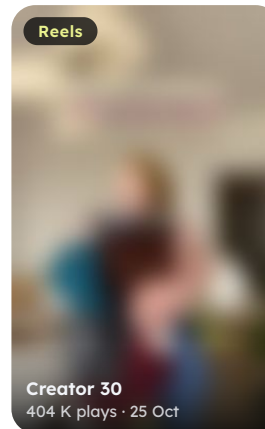
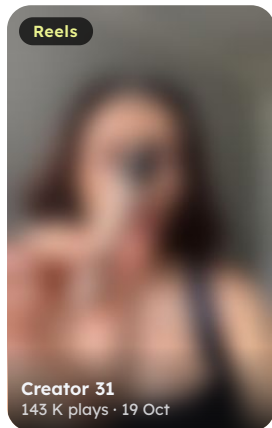
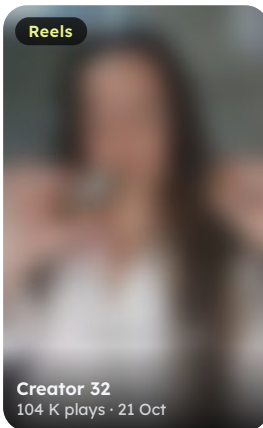
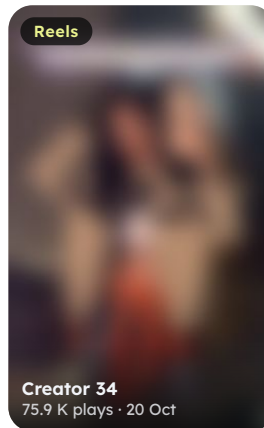
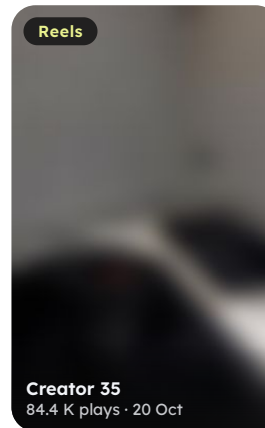
0.80%

median, per play · n = 196

AD DISCLOSURE

45%

posts+reels, n = 363 · co-authored post 0%



SUMMARY

Trendyol set the largest volume with 37,159 contents on 19–25 October 2026; 99.0% of contents are stories, with only 278 reels.

- On 19–25 October, Trendyol appeared in 37,159 contents from 4,693 accounts; 66.5% of the four marketplaces' 55,878 brand assignments.
- 99.0% of contents are stories, 0.7% reels (278), 0.2% posts (85); story matches came from a shopping link (36,792 of 36,799 rows).
- Deal and news accounts make up 7.3% of contents; 34,441 contents remain when they are removed.
- 36.3% of contents come from macro and mega accounts; median followers 98,041.
- Account-content rows were 30,237 on 12–18 October and 37,162 on 19–25 October; the rise comes from stories (from 29,889 to 36,799), while reels fell from 295 to 278.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 36	Lifestyle	725 K	361
Creator 37	Beauty	92.4 K	313
Creator 38	Street fashion & luxury	295 K	271
Creator 39 deal	Shopping & deals	183 K	245
Creator 40	Beauty	136 K	241

Trendyol · campaigns and collaborations

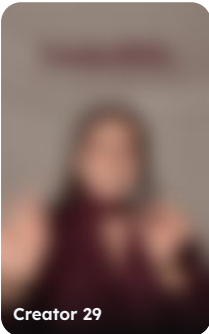
Campaigns that stood out in the period, with sample contents

CAMPAIGN

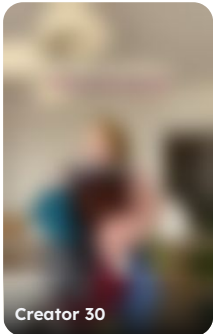
TrendyolMilla clothing shopping

19–25 Oct 2026

'milla' appears in the caption or tag of 39 of the 363 non-story contents; cardigan, outfit and sweater shopping was presented through trying on and links.



Creator 29



Creator 30

Creator 29 Reel trying on a burgundy outfit on camera; link in the story, tagged #reklam; 218,542 plays.

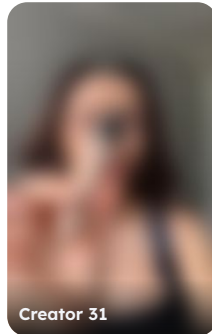
Creator 30 Reel showing cardigan shopping, tagged #reklam; the link is sent to those who write 'link' in the comments; 404,197 plays.

CAMPAIGN

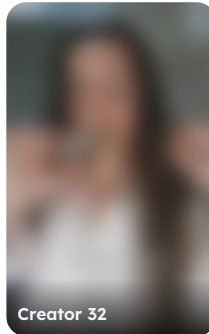
Makeup and perfume links

19–25 Oct 2026

Beauty products were shared with a #reklam tag and a 'link in stories' call; the moment of applying or choosing the product was filmed.



Creator 31



Creator 32

Creator 31 Reel applying eyeliner on the eye; the caption says 'ad with @trendyol'; 143,021 plays.

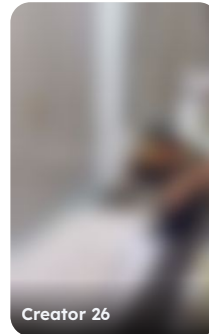
Creator 32 Reel opening with a question about choosing a perfume; product links in the caption; 104,111 plays.

CAMPAIGN

Home and kitchen product videos

19–25 Oct 2026

Home products such as an iron and a grater-chopper were shown with a single action; the link sits in highlights or the profile.



Creator 26



Creator 33

Creator 26 Reel flattening clothes with an iron; the on-screen text gives the praise; 1,577,722 plays.

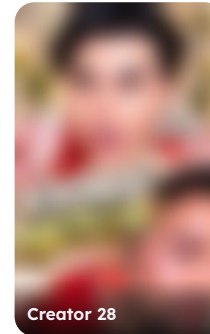
Creator 33 Reel showing the grater-chopper in use; the caption says 'I bought it myself'; 243,179 plays.

CAMPAIGN

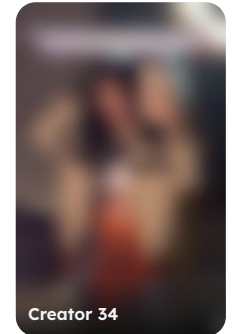
Videos noted 'I bought it myself'

19–25 Oct 2026

36 of the 363 non-story contents have an organic note such as 'reklam değil' (not an ad) or 'kendim aldim' (bought it myself) in the caption; in some, creators stated they bought the product themselves.



Creator 28



Creator 34

Creator 28 Liquid blush trial; the caption says 'not an ad, I bought it myself'; 124,859 plays.

Creator 34 Reel trying a winter-clothing haul; the caption says "no ad"; 75,856 plays.

Trendyol · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 33.4% of the 4,693 accounts are nano or micro; 36.3% of contents came from macro and mega accounts.
- Repeat accounts carried 95.6% of contents; 1,688 accounts posted 5 or more, up to 361 contents from a single account.
- Top non-deal posting accounts: Creator 36 361, Creator 37 313, Creator 38 271 contents.
- 821 accounts in common with Hepsiburada, 99 with n11, 50 with Amazon TR; news and deal accounts excluded.
- 81.2% of the accounts excluding news and deal accounts appeared only at Trendyol.

CREATIVE APPROACH

- 64.6% of the 625 analysed creatives are trial and review; the product is alone in the foreground in 47.0% and in hand in 32.0%.
- 52.6% of creatives were shot at home; the face is visible in 90.3% of videos (n=360).
- Call: link or swipe 38.4%, discount code 31.0%, no call 21.4%; tone 59.2% neutral, 28.6% informative.
- Speech was transcribed in 40.6% of videos (n=360); stories were analysed from a sample of at most 300 per brand.

COMMUNICATION LANGUAGE

Shopping recommendation with a friendly 'girls' address; the call is built on link and code.

"Girls, I'm here with my autumn-winter dress shopping!"

"I added the link of all the makeup I use to my story"

"The link is in highlights, the features are there too"

"Can we normalise the whole wearing-a-hat-outside thing now?"

- 'link' appears in the caption or tag of 104 of the 363 non-story contents.
- 44.6% of non-story contents carry an ad disclosure (#reklam/#işbirliği/#tanıtım); 36 of the 363 contents have an organic note such as 'reklam değil' (not an ad) or 'kendim aldım' (bought it myself).
- The expression 'I bought it myself' appears in the caption of 10 of the 363 contents.

CONTENT STRUCTURES

- Shopping haul: trying pieces one by one → size and height info → link in the story.
- Single product action: flattening clothes with an iron → praise via on-screen text → 'link in highlights' call.
- List video: 'the 4 prettiest leather trousers' headline → ranking the products → links in the story.

DATA NOTE

- Stories carry no plays, likes or text; performance is measured only from 278 reels and 85 posts.
- The jump on 25 October coincides with the tracked account base widening on 24–26 October; story counts are not comparable across weeks.
- The most-played reel received 3,196 likes with 1,577,722 plays; ER per play 0.21%.

STANDOUT CREATIVES



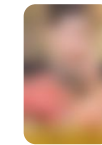
Creator 26

The most-played reel of the week excluding deal accounts (1,577,722 plays): flattening clothes with an iron, on-screen text and a 'link in highlights' call.



Creator 27

Reel showing the items on an office desk in turn; the caption tags two Trendyol accounts; 563,255 plays.



Creator 28

Reel explaining a skin cream through an ingredient list written on screen item by item; 312,659 plays.

PLATFORM AND FORMAT

- 36,796 stories, 278 reels, 85 posts; reels share 0.7%.
- Median reels plays 5,673; median ER per play 0.80% (n=196); per follower 0.11% for posts (n=65).
- Busiest day Sunday (24.6%), busiest hour 13:00; 9,114 story rows on 25 October, 4,301–4,934 on other days.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@trendyol 93

TOP HASHTAGS · CONTENTS

#trendyol 176

#trendyolmilla 33

#kombin 16

#elbise 14

#triko 14

#alışveriş 12

News and deal accounts excluded.

Hepsiburada

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
16,297	2,128	99% · 0% · 0%	2,672	0.19%	1.03%	33%
19–25 October 2026		story · reels · post	n = 62 reels	median, per follower · n = 17	median, per play · n = 51	posts+reels, n = 95 · co-authored post 0%

Reels

Creator 41
215 K plays · 24 Oct

Reels

Creator 42
79.4 K plays · 20 Oct

Reels

Creator 43
76.4 K plays · 22 Oct

Reels

Creator 44
1.1 M plays · 20 Oct

Reels

Creator 45
13.5 K plays · 19 Oct

Post

Creator 46
ER 0.9% per follower · 24 Oct

Reels

Creator 47
30.7 K plays · 25 Oct

Reels

Creator 48
20.2 K plays · 25 Oct

Reels

Creator 49
8,619 plays · 24 Oct

Reels

Creator 50
8,457 plays · 20 Oct

SUMMARY

Hepsiburada ranks second with 16,297 contents on 19–25 October 2026; 99.4% of contents are stories, and technology promotions stood out in reels.

- On 19–25 October, Hepsiburada appeared in 16,297 contents from 2,128 accounts: 16,202 stories, 70 reels, 25 posts.
- Deal and news accounts account for 25.2% with 4,101 contents; 12,196 contents remain when they are removed.
- Account-content rows were 27,800 on 12–18 October and 16,305 on 19–25 October; the drop comes from stories (from 27,692 to 16,210), while reels fell from 78 to 70.
- The busiest day for contents is Monday (24.4%); 3,958 story rows on 19 October, 1,227 on 24 October.
- Median reels plays 2,672; median ER per play 1.03% (n=51).

TOP POSTING ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 51 deal	Shopping & deals	408 K	270
Creator 52 deal	Shopping & deals	37.3 K	205
Creator 53 deal	Shopping & deals	128 K	185
Creator 54 deal	Shopping & deals	76.2 K	174
Creator 55	Travel	114 K	166

Hepsiburada · campaigns and collaborations

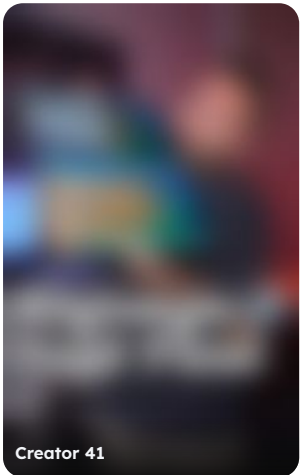
Campaigns that stood out in the period, with sample contents

CAMPAIGN

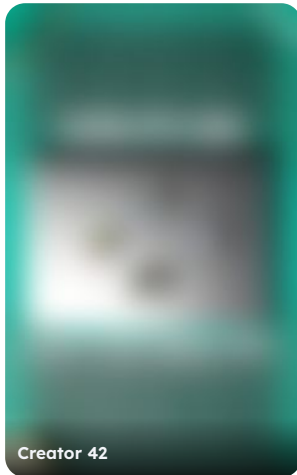
Technology product promotions

19–25 Oct 2026

Computer and hardware promotions were shared with a #tanitim or #reklam tag and captions that mention Hepsiburada.



Creator 41



Creator 42

Creator 41 #tanitim reel describing a dual-screen laptop; the caption points to Hepsiburada; 215,173 plays.

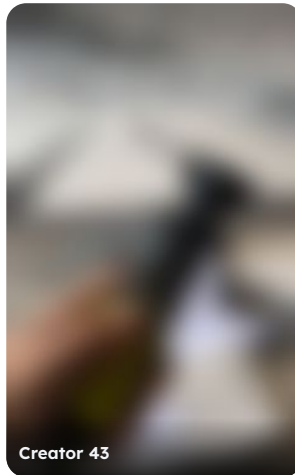
Creator 42 #reklam reel combining study and gaming on a single computer; the caption tags @hepsiburada; 79,352 plays.

CAMPAIGN

Hobby and home appliance videos

22 Oct 2026

A hobby product such as a cutting tool was presented by showing the result of the job and leaving the link in the story.



Creator 43

Creator 43 Reel showing a styrofoam cutting tool; the caption says '@hepsiburada ile işbirliği' (collaboration with @hepsiburada); 76,378 plays.

CAMPAIGN

November discount countdown

19–25 Oct 2026

'kasım' (November) appears in the caption of 11 of the 95 non-story contents; 6 are from outside deal accounts, anticipating Early November and Black Friday.

Hepsiburada · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 44.4% of the 2,128 accounts are nano or micro; 24.2% of contents come from macro and mega accounts; median followers 62,163.
- Repeat accounts carried 94.9% of contents; 663 accounts posted 5 or more.
- Top non-deal posting accounts: Creator 55 166, Creator 56 158, Creator 57 135 contents.
- Large reels accounts: Creator 41 (332,619 followers) and Creator 43 (392,379); both noted as collaborations.
- 821 accounts in common with Trendyol, 112 with n11, 49 with Amazon TR; 55.9% of the accounts excluding deal and news accounts are only at Hepsiburada.

PLATFORM AND FORMAT

- 16,202 stories, 70 reels, 25 posts; story share 99.4%.
- Median reels plays 2,672; median ER per play 1.03% (n=51); per follower 0.19% for posts (n=17).
- Busiest day Monday (24.4%), busiest hour 21:00.

CREATIVE APPROACH

- 75.4% of the 387 analysed creatives are trial and review; the product is alone in the foreground in 61.8%.
- 46.8% of creatives were shot at home; the face is visible in 89.1% of videos (n=137).
- Call: link or swipe 40.3%, discount code 37.5%, no call 16.5%; tone 62.5% neutral, 23.3% informative.
- Speech was transcribed in 45.3% of videos (n=137); stories were analysed from a sample of at most 300.

CONTENT STRUCTURES

- Technology promotion: bold headline → listing features → pointing to Hepsiburada.
- Hobby tool: result of the work done → showing the tool → link in the story.
- Story: product image → price or code text → shopping link.

COMMUNICATION LANGUAGE

Language giving the product feature and price advantage in short sentences, with code and link calls.

“Not everything happens at once”

“Two screens on a single computer!”

“My favourite detergent at rock-bottom price”

“Everyone should buy this, first time at this price”

- ‘indirim’ (discount) appears in the caption or tag of 33 of the 95 non-story contents, ‘işbirliği’ (collaboration) in 24.
- 32.6% of non-story contents carry an ad disclosure (#reklam/#işbirliği/#tanıtım).
- Story texts lean on price and code text; 37.5% of creatives have a discount-code call.

DATA NOTE

- Stories carry no plays or likes; performance is measured only from 70 reels and 25 posts.
- The volume drop comes from stories; because the tracked account base widened on 24–26 October, story counts are not comparable across weeks.
- The most-played reel is a campaign-calendar video (1,050,760 plays); because it is deal-focused it was not counted as a collaboration example.

STANDOUT CREATIVES



Creator 41

The most-played reel with a collaboration note (215,173 plays); describes the dual-screen computer with a one-sentence hook.



Creator 42

Reel that opens with a question about study and gaming needs and writes the hardware features on screen; 79,352 plays.



Creator 43

Reel presenting the hobby tool with footage of the result; 76,378 plays from an account with 392,379 followers.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@hepsiburada 518

TOP HASHTAGS · CONTENTS

#hepsiburada 23

#trendyol 9

#ebay 7

#indirim 6

#kidsfashion 5

#Creator 58 5

News and deal accounts excluded.

n11

Figures, creative selection and summary

CONTENTS · 7 D

1,927

19–25 October 2026

CREATORS

229

FORMAT

100% · 0% · 0%

story · reels · post

MEDIAN REELS PLAYS

2,574

n = 5 reels

ER · POST

0.09%

median, per follower · n = 2

ER · REELS

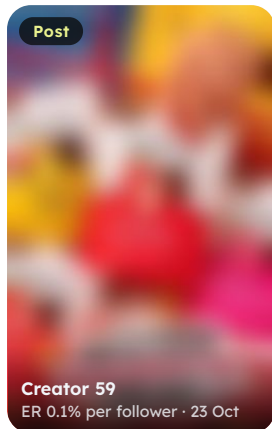
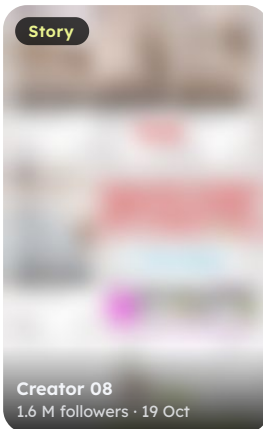
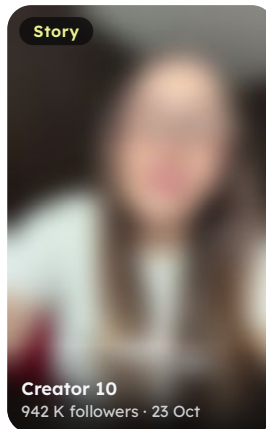
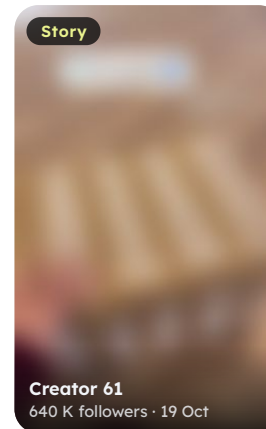
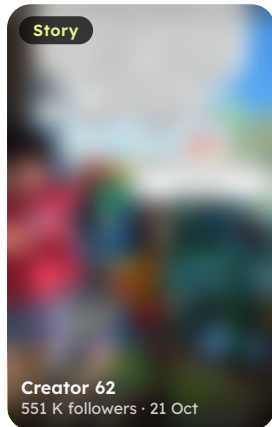
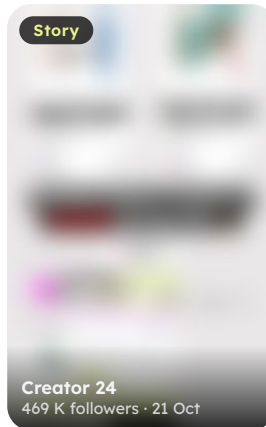
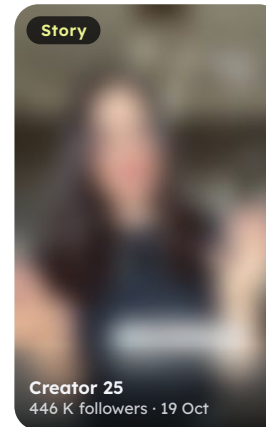
0.51%

median, per play · n = 3

AD DISCLOSURE

29%

posts+reels, n = 7 · co-authored post 0%



SUMMARY

On 19–25 October 2026, n11 appeared in 1,927 contents from 229 accounts; 99.6% of contents are stories and 57.0% come from deal and news accounts.

- Of n11's 1,927 contents, 1,920 are stories, 5 are reels and 2 are posts; all five of the 5 reels are from deal accounts.
- Deal and news accounts account for 57.0% with 1,099 contents; 828 contents remain when they are removed.
- Account-content rows were 1,623 on 12–18 October and 1,927 on 19–25 October; the rise comes from stories (from 1,612 to 1,920).
- Busiest day Thursday (23.1%); busiest hour 20:00.
- Only 7.3% of the accounts excluding deal and news accounts appeared only at n11.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 64	Home & living	37.0 K	84
Creator 65 deal	Shopping & deals	115 K	56
Creator 66 deal	Shopping & deals	11.6 K	56
Creator 53 deal	Shopping & deals	128 K	55
Creator 56	Home & living	132 K	51

n11 · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

CAMPAIGN

Coupon- and code-focused stories

19–25 Oct 2026

61.5% of the 304 analysed creatives carry a discount-code call; coupon amount and price drop are given in on-screen text.

n11 · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 33.1% of the 229 accounts are nano or micro; 28.5% of contents come from macro and mega accounts; median followers 93,491.
- Repeat accounts carried 96.7% of contents; 90 accounts posted 5 or more, up to 84 contents from a single account.
- Top non-deal posting account Creator 64: 84 contents, 36,953 followers.
- The account pool overlaps with Hepsiburada (112), Trendyol (99) and Amazon TR (14); news and deal accounts excluded.
- Only 7.3% of the accounts produced content solely for n11; at Trendyol this share is 81.2%.

PLATFORM AND FORMAT

- 1,920 stories, 5 reels, 2 posts; story share 99.6%.
- All five of the 5 reels are from deal accounts; reels and post measurement is not at a scale sufficient to serve as examples.
- Busiest day Thursday (23.1%), busiest hour 20:00.

CREATIVE APPROACH

- 86.8% of the 304 analysed creatives are trial and review; the product is alone in the foreground in 82.6%.
- Call: discount code 61.5%, link or swipe 36.2%, no call 1.6%.
- Tone 80.3% neutral, 11.2% informative; the face is visible in 85.3% of videos (n=34).
- Stories were analysed from a sample of at most 300.

CONTENT STRUCTURES

- Story: product name → old and new price or coupon amount → code.
- Multi-buy offer: a campaign sentence like 'buy 3 pay for 2' → product image.

COMMUNICATION LANGUAGE

Short, neutral sales language giving coupon amount, price and code.

“Creator 67 buy 3 pay for 2”

“There is a 1000£ coupon, it drops to 15499£”

“Ad N11 1000£ coupon”

“FREE SHIPPING”

- On-screen texts are built on coupon amount, price and code.
- Only 1.6% of creatives have no call.
- Deal and news accounts are 57.0% of contents; they should not be read as collaborations.

DATA NOTE

- Stories carry no plays or likes; performance measurement rests on very few reels and posts.
- Deal and news accounts are 57.0% of contents; these contents were not shown as collaboration examples.

STANDOUT CREATIVES

—

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

#carrefourgurme 1

#dozzeorman 1

#kontmoda 1

#n11 1

#trendyol 1

News and deal accounts excluded.

Amazon TR

Figures, creative selection and summary

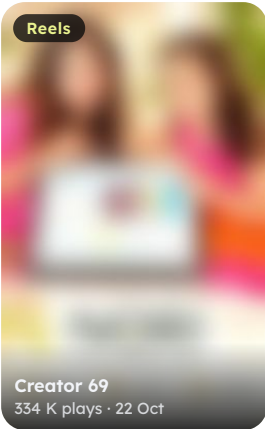
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
495	135	97% · 3% · 0%	19.8 K	—	1.97%	12%
19–25 October 2026		story · reels · post	n = 14 reels	median, per follower · n = 0	median, per play · n = 13	posts+reels, n = 16 · co-authored post 1%

Reels



Creator 68
385 K plays · 23 Oct

Reels



Creator 69
334 K plays · 22 Oct

Reels



Creator 70
155 K plays · 19 Oct

Reels



Creator 71
53.4 K plays · 24 Oct

Reels



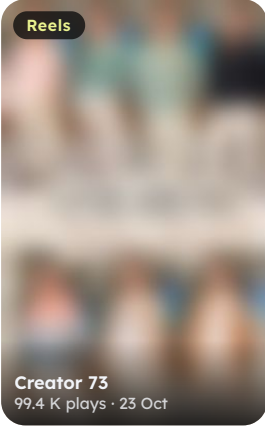
Creator 72
301 K plays · 21 Oct

Reels



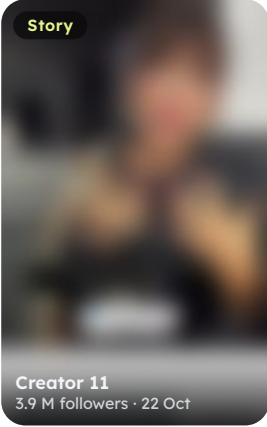
Creator 45
13.5 K plays · 19 Oct

Reels



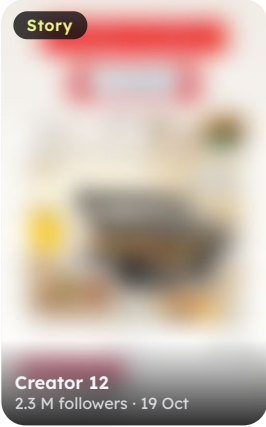
Creator 73
99.4 K plays · 23 Oct

Story



Creator 11
3.9 M followers · 22 Oct

Story



Creator 12
2.3 M followers · 19 Oct

Story



Creator 74
2.3 M followers · 19 Oct

SUMMARY

On 19–25 October 2026, Amazon TR has the smallest volume with 495 contents; at 3.2%, its reels share is the highest of the four marketplaces.

- Amazon TR appeared in 495 contents from 135 accounts: 479 stories, 16 reels; no posts.
- 47.3% of contents come from macro and mega accounts; median followers 166,447, the highest of the four marketplaces.
- Deal and news accounts account for 32.5% with 161 contents; 334 contents remain when they are removed.
- Account-content rows were 563 on 12–18 October and 495 on 19–25 October; stories fell from 544 to 479, reels from 19 to 16.
- Median reels plays are the highest of the four marketplaces; median ER per play 1.97% (n=13).

TOP POSTING ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 75	Art & media	1.4 M	34
Creator 76	Shopping & deals	26.3 K	28
deal			
Creator 77	Shopping & deals	499 K	25
deal			
Creator 78	Shopping & deals	218 K	24
deal			
Creator 79	Technology & education	166 K	14

Amazon TR · campaigns and collaborations

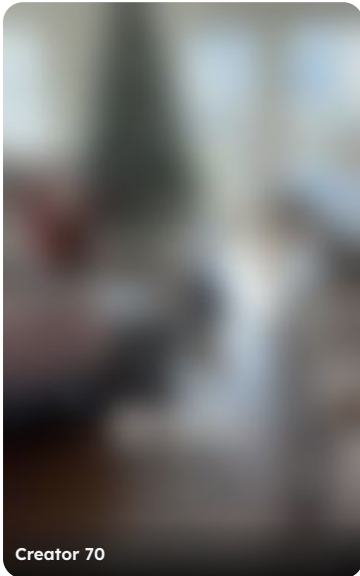
Campaigns that stood out in the period, with sample contents

CAMPAIGN

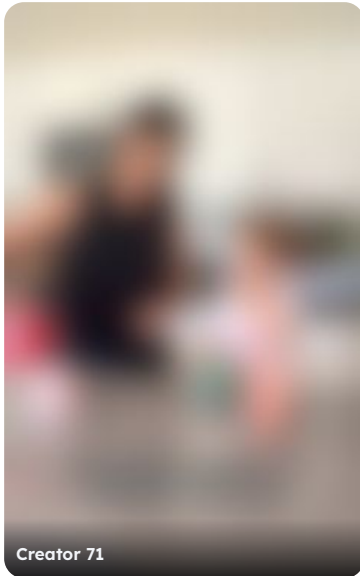
Amazon-linked home and living products

19–25 Oct 2026

Smart-home and pet products were presented in reels with English captions, the product brand tagged and link calls.



Creator 70



Creator 71

Creator 70 Reel listing the features of an automatic food bowl; the product brand is tagged in the caption; 155,407 plays.

Creator 71 Reel presenting a family-planning app through a weekly plan; the caption gives a discount code; 53,367 plays.

CAMPAIGN

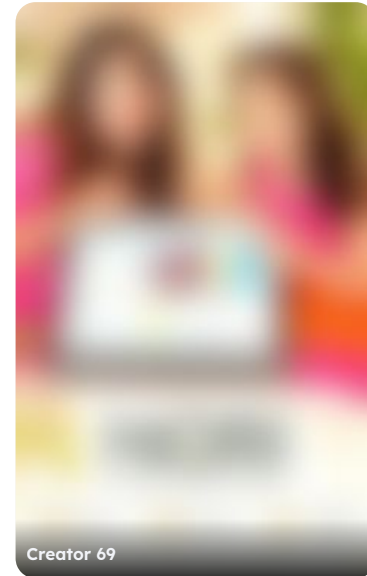
Amazon find: bed and home organisation

22–23 Oct 2026

Home needs such as a bed and a family planner were shared in a personal-discovery tone with an Amazon link.



Creator 68



Creator 69

Creator 68 Reel giving a bed recommendation with a German caption and an 'Amazon find' on-screen text; 384,769 plays.

Creator 69 Reel presenting the family-planning app within a kitchen scene; 334,366 plays.

Amazon TR · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 19.2% of the 135 accounts are nano or micro; 47.3% of contents came from macro and mega accounts.
- Repeat accounts carried 87.9% of contents; up to 34 contents from a single account.
- Non-deal reels and story accounts: Creator 79 14, Creator 80 12 contents.
- 50 accounts in common with Trendyol, 49 with Hepsiburada, 14 with n11; news and deal accounts excluded.
- The 16 reels came from 12 accounts; seven of the eight most-played reels have an English or German caption.

PLATFORM AND FORMAT

- 479 stories, 16 reels; story share 96.8%, reels share 3.2%.
- Median ER per play on reels 1.97% (n=13).
- Busiest day Sunday (19.8%), busiest hour 17:00.

CREATIVE APPROACH

- 78.7% of the 300 analysed creatives are trial and review; the product is alone in the foreground in 62.7%.
- Call: link or swipe 53.7% (highest of the four marketplaces), discount code 32.7%, no call 13.0%.
- Tone 69.3% neutral, 21.0% informative; the face is visible in 91.5% of videos (n=106).
- Speech was transcribed in 39.6% of videos (n=106); stories were analysed from a sample of at most 300.

CONTENT STRUCTURES

- Reels: everyday scene → function of the product → link call.
- Reels: listing product features → showing the app or live footage → product brand tag.
- Story: product image → price or discount amount → shopping link.

COMMUNICATION LANGUAGE

Product-discovery language, mostly English and German captions; stories highlighting price drops.

“Amazon find”

“Making family life a little easier, one day at a time!”

“Some things just make a house feel more like home.”

“The current price is the cheapest price of the last 1 year!”

- Seven of the eight most-played reels have an English or German caption.
- Story on-screen texts give the price and discount amount.
- The 16 reels came from 12 accounts; product brands are tagged in the captions.

DATA NOTE

- 16 reels are a small base; reels medians were computed over 13 reels.
- Stories carry no plays or likes; deal and news accounts are 32.5% of contents.
- Volume, which peaked at 2,189 rows in the week of 5 October, fell to 563 on 12–18 October and 495 on 19–25 October; story counts are not comparable.

STANDOUT CREATIVES



Creator 68

The most-played of the Amazon reels (384,769 plays): bed recommendation, German caption and an ‘Amazon find’ on-screen text.



Creator 69

334,366 plays: reel presenting the family-planning app inside a kitchen scene, with an English caption.



Creator 70

155,407 plays and 1.97% ER per play: reel describing the automatic food bowl by listing its features.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

#hemnes 2 #hemnesikea 2

#ikea 2 #ikeabett 2

#ikeahemnes 2 #norai 2

News and deal accounts excluded.

Additional insights

Examples drawn from competitor activity that enrich the analysis; supporting data below.

WEEKLY CHANGE: STORIES ARE NOT COMPARABLE

From 12–18 October to 19–25 October, Trendyol's account-content rows rose 22.9% and Hepsiburada's fell 41.3%; both changes come from stories. Reels changed little.

Rows, 12–18 → 19–25 October: Trendyol 30,237 → 37,162, Hepsiburada 27,800 → 16,305, n11 1,623 → 1,927, Amazon TR 563 → 495. Reels: 295 → 278, 78 → 70, 6 → 5, 19 → 16. The base widened on 24–26 October.

REEL OF THE WEEK

The most-played reel excluding deal accounts was shared at Trendyol on 24 October. An iron flattens clothes; the on-screen text gives the praise, and the caption says the link is in highlights.

Creator 26 (15,108 followers): 1,577,722 plays, 3,196 likes, 111 comments; ER per play 0.21%. Selected excluding deal accounts.

STORY OR REELS?

Almost all content at the four marketplaces is stories; reels and posts are the only part that carries performance measurement. Amazon TR has the highest reels share of the marketplaces.

Story share: Trendyol 99.0%, Hepsiburada 99.4%, n11 99.6%, Amazon TR 96.8%. Reels: 278, 70, 5, 16. Story visuals were analysed from a sample of at most 300 per brand; counts are over all stories.

CREATOR SPREAD: SHARED ACCOUNT POOL

The marketplaces draw on the same account pool. While most Trendyol accounts appear only at Trendyol, almost all n11 accounts also exist at other marketplaces.

Share of accounts appearing at a single marketplace only (excluding news and deal): Trendyol 81.2%, Hepsiburada 55.9%, Amazon TR 38.1%, n11 7.3%. Shared accounts: Trendyol–Hepsiburada 821.

SHARE OF DEAL ACCOUNTS

By content volume, deal and news accounts are the majority at n11, a third at Amazon TR and a small share at Trendyol. These contents were not counted as collaboration examples.

Deal and news account contents: n11 1,099 / 1,927 (57.0%), Amazon TR 161 / 495 (32.5%), Hepsiburada 4,101 / 16,297 (25.2%), Trendyol 2,718 / 37,159 (7.3%).

LINK AND CODE CALLS

The sales call split by marketplace: discount code at n11, link or swipe at Amazon TR, the two balanced at Trendyol and Hepsiburada.

Code call: n11 61.5% of 304 creatives, Hepsiburada 37.5% of 387, Trendyol 31.0% of 625, Amazon TR 32.7% of 300. Link call: Amazon TR 53.7%, Trendyol 38.4%, Hepsiburada 40.3%.

Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

- 1 Stories are 96.8%–99.6 of content at the four marketplaces. For your brand, reels can be tried as a way to stand out in the story crowd.
- 2 The most-played reel of the week showed a single product with a single action and put the link in highlights. For your brand, a single-action product video and a fixed link can be tried.
- 3 At Hepsiburada, technology promotions noted as collaborations opened with a one-sentence hook. For your brand, moving the product's single claim into the opening sentence can be tried.
- 4 7.3% of n11 accounts appeared only at n11; at Trendyol this share is 81.2%. For your brand, accounts tied to the brand and not circulating among marketplaces provide differentiation.
- 5 Most of Amazon TR's most-played reels had English or German captions. For your brand, a product reel narrated in Turkish may be an opportunity to stand out in this pool.
- 6 At Trendyol, 36 of the 363 non-story contents carried an organic note such as 'reklam değil' (not an ad) or 'kendim aldım' (bought it myself). For your brand, videos in which the creator describes a product they bought themselves can give a trust signal.

Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT

Trendyol

66.4%

36,835 contents · 4,616 creators · +16.3 pp previous week

Hepsiburada

29.2%

16,210 contents · 2,103 creators · -17.1 pp previous week

n11

3.5%

1,921 contents · 227 creators · +0.8 pp previous week

Amazon TR

0.9%

495 contents · 135 creators · 0.0 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Trendyol	36,835 36,792 Story · 12 Post · 31 Reel	278,576 30 of 31 Reel (96.8%)	5,178 40 of 43 · 3 hidden likes	4,212,391,852 36,792 of 36,792 Story	95,112 43 of 43
Hepsiburada	16,210 16,202 Story · 3 Post · 5 Reel	25,010 5 of 5 Reel (100.0%)	1,600 8 of 8	935,118,800 16,202 of 16,202 Story	19,960 8 of 8
n11	1,921 1,920 Story · 0 Post · 1 Reel	213 1 of 1 Reel (100.0%)	0 1 of 1	106,875,004 1,920 of 1,920 Story	1,581 1 of 1
Amazon TR	495 479 Story · 0 Post · 16 Reel	1,392,777 14 of 16 Reel (87.5%)	17,599 13 of 16 · 3 hidden likes	74,390,671 479 of 479 Story	160,741 16 of 16

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

Counted with the panel's method (link evidence, verified account and hashtag tags).

Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)

Trendyol	<div><div></div></div>	63.2
	4,585 creators with SQS · Nano 63.8 · Micro 62.5 · Macro 63.9 · Mega 61.9	
Hepsiburada	<div><div></div></div>	64.3
	2,092 creators with SQS · Nano 66.0 · Micro 64.0 · Macro 64.6 · Mega 62.1	
n11	<div><div></div></div>	66.4
	227 creators with SQS · Nano 61.8 · Micro 64.3 · Macro 68.7 · Mega 69.3	
Amazon TR	<div><div></div></div>	63.2
	135 creators with SQS · Nano 49.1 · Micro 58.8 · Macro 65.4 · Mega 64.9	

Each row is the mean stored SQS (0-100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)

Trendyol	<div><div>Women 79%</div><div>Men 21%</div></div>
	Largest age band: 25-34 54% · Largest city: İstanbul 23% · Largest country: Türkiye 97%
Hepsiburada	<div><div>Women 81%</div><div>Men 19%</div></div>
	Largest age band: 25-34 57% · Largest city: İstanbul 23% · Largest country: Türkiye 98%
n11	<div><div>Women 80%</div><div>Men 20%</div></div>
	Largest age band: 25-34 56% · Largest city: İstanbul 21% · Largest country: Türkiye 98%
Amazon TR	<div><div>Women 72%</div><div>Men 28%</div></div>
	Largest age band: 25-34 54% · Largest city: İstanbul 24% · Largest country: Türkiye 98%

Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

Counted with the panel's method (link evidence, verified account and hashtag tags).

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); the marketplaces are the first four marketplaces with the most contents in the weekly ranking.
- 322 of the 331 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series produced with the same matching; percentages are given only on a base of 10 or more contents.
- Story visuals were analysed from a sample of at most 300 stories per brand; deal accounts' contents are included in the counts and were not shown as collaboration examples.
- Play, like and follower values were taken from the data reading of 29 October 2026.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.