



## Flipkart launches new advertising offerings, enabling best-in-class consumer engagement for brands and sellers

~ Introduces 'Look Book' and 'Flip Score' among other innovations for this festive season

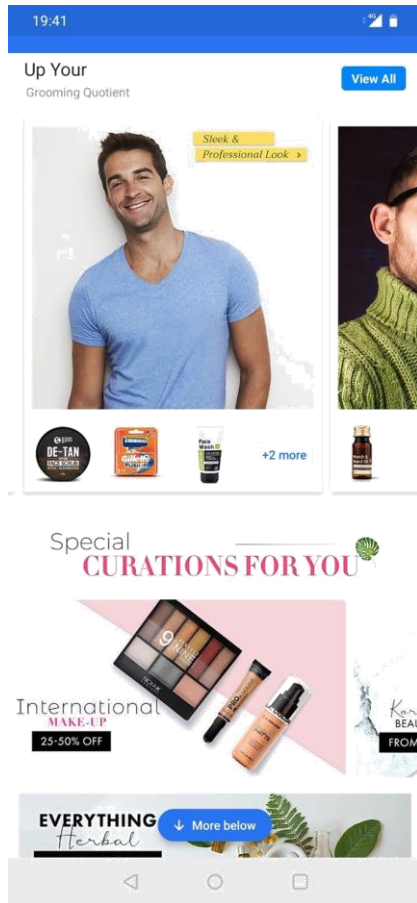
**19 September 2019:** Flipkart, India's leading e-commerce marketplace is all set to add immense value through advertising innovations, to India's ever-growing ecosystem. Leading up to the festive season, Flipkart has introduced exciting new features on its platform for the benefit of lakhs of sellers and brands, helping them effectively connect with over 160 million consumers across India. In addition to the existing portfolio of display and search ads, **video, new display formats and games** are some of the new offerings which are now available for brands and sellers.

Advertisers are now looking at innovative ways to reach their audiences for better visibility, while ensuring the best impact - *irrespective of the size of their business*. Keeping these needs in mind, some of the innovations which Flipkart is introducing includes '**Look Book**' to enable brands to display a broad portfolio of products in a seamless browsing experience and '**Story ads**' to help create higher engagement with consumers. For brands to measure their brand health with awareness and consideration metrics, with respect to their category and competition, Flipkart has also introduced a unique offering - '**Flip Score**'.

Brands and sellers have a great opportunity to partner effectively with Flipkart and engage consumers across the platform's touchpoints, as they seek personalised engagement and discovery when they spend time online. The successful **Flipkart Plus** loyalty program which has a growing user base and the recently launched **SuperCoins** initiative offers a win-win proposition for both Flipkart's consumers and partners, to effectively harness the consumers' journey online.

Speaking about Flipkart's emergence as a preferred platform for eCommerce advertising, **Prakash Sikaria, Vice President at Flipkart said**, "*The consumer's journey of discovery online is evolving at a fast pace and at Flipkart, we offer our full-scale ecosystem for advertisers to engage consumers effectively online. With our insights on consumer searches and our understanding of Indian consumers across the country, we are excited to bring a host of innovations to advertisers today. We understand how India shops online and we look forward to enabling brands and sellers to connect with them in the best possible manner.*"

Flipkart is paving the way for e-commerce advertising growth and is becoming the platform of choice for advertisers, offering them access to a consumer base of millions while enabling them to achieve the best engagement. This is being done through personalization at scale, sharing actionable insights, providing a brand safe environment and full funnel attribution.



**Featured above is Flipkart's 'Look Book' which enables brands to display a broad portfolio of products in a seamless browsing experience**

## About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of around 160 million, offering over 150 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.



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