



Flipkart introduces Brand Pulse: an insights tool for brands

Helps brands understand real-time customer awareness on Flipkart

Bengaluru - August 27, 2020: Flipkart, India's homegrown e-commerce marketplace, today introduced 'Brand Pulse' – a unique insights tool to help brands understand their *awareness* in the minds of consumers. Brand Pulse will enable brands to understand their relevance with context to competition, which, in turn, will help them develop timely and focused marketing plans on Flipkart. The tool is easy to use and is based on *real* consumer behaviour of over 250 million users, providing insights on a weekly basis.

As the purchase journeys of customers become increasingly non-linear, brands need timely insights and knowledge of current trends to engage meaningfully with their audiences. Brand Pulse will shed light on *which brands* customers are looking at in a category and *how* their awareness has changed over time. This understanding is based on various aspects of the consumers' e-commerce journey including search, response to banners, page views and so on.

Commenting on the launch of Brand Pulse, **Prakash Sikaria, Vice President – Growth and Monetization at Flipkart**, said, *"In the multimedia world that we live in, it is imperative for brands to understand the user journey in deeper ways and be strategically present on the platform where the decision to purchase is being made. With our deep consumer understanding, we believe that we can bring more purpose to the brands that are present on our platform, by leveraging real-time consumer behaviour to understand their awareness index. We believe that Brand Pulse will be the simplest way for a brand to understand how they are faring against the competition, which will enable them to measure brand health metrics on Flipkart through a new lens."*

Brand Pulse is the latest insights tool by Flipkart that is aimed at making the e-commerce shopping experience more valuable for both brands and consumers.

Here are some questions that Brand Pulse will help answer:

What is the consumer awareness for my brand vis-a-vis competitors on Flipkart this week, month or quarter?

Which other brands have strong consumer awareness in my brand's category on Flipkart?



By enabling easy access to this online tool, Flipkart offers an opportunity for *anyone* in the marketing community to gauge how brands in a certain category rank in the minds of consumers. It will also appeal to curious consumers who are seeking to validate their brand preferences or discover new choices. The insights are based on high-level anonymised consumer interactions on Flipkart, giving a view into demographics too. Brand Pulse will be useful for brands in all product categories on Flipkart, especially those in highly competitive and evolving segments such as smartphones, consumer electronics, health foods and fashion.

Brand Pulse can be accessed at <https://brands.flipkart.com/brand-pulse>

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra and PhonePe. Started 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 over 250 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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.

For more details contact: media@flipkart.com