



## Flipkart launches commerce-focused self-serve DSP in partnership with MediaMath

*~ Partnership will support advertising goals for brands through a self-serve platform with end-to-end campaign management*

*~ In line with the larger growth strategy for Flipkart's Ad Tech business*

**Bengaluru – February 15, 2021:** Flipkart, India's homegrown e-commerce marketplace, is strengthening its advertising and monetisation portfolio, and has announced the launch of a custom built demand-side platform (DSP). This latest Ad Tech offering will help brands make data-driven decisions to purchase online ad inventory and design high-impact marketing campaigns. Built in partnership with MediaMath, an acclaimed independent advertising technology company for brands and agencies, Flipkart's demand-side platform (DSP) is a custom-built version of the reputed MediaMath platform itself and will provide brands of all scales to engage with a growing consumer base. It will also enable them to plan data-driven campaigns with complete control. This launch is a part of the larger growth strategy for Flipkart's Ad Tech business, as it continues to innovate and unlock goodness in the ecosystem.

With over 300 million registered users today, Flipkart has a very deep understanding of Indian consumers from both a *scale* and *depth* perspective, which in turn, makes its DSP truly unique. Therefore, Flipkart's DSP is relevant to all categories - from FMCG brands to banking and education. The biggest advantage that it offers is the deep consumer intelligence which cannot be accessed anywhere else. The DSP toolkit enables brands to run targeted brand campaigns that cover various aspects of the consumer's shopping journey. This holistic view on buying behaviour is unique to Flipkart and has the potential to positively impact any brand's online engagement. Flipkart's DSP has superior features which allow brands *across* categories to harness buying preferences through a self-serve model.

Speaking about the DSP launch, **Prakash Sikaria - Vice President, Growth and Monetisation at Flipkart**, said, *"The role of e-commerce has been elevated to new heights as millions of people have embraced shopping online. This has led to an increasing need for brand-focused martech innovations, aiming to reach all these customers. Furthering our quest of continuous innovation, we are happy to announce the launch of a commerce focused self-serve DSP. Now, advertisers will be able to leverage years of learning that Flipkart has developed, harnessing and deploying insights at scale. We will help brands with a deep consumer understanding, that will allow them to engage with their customers in a holistic way. We are confident that our insights are fully equipped to create tremendous value for our partners, brands and customers."*

**Anudit Vikram, MediaMath's Chief Product Officer**, said, *"Flipkart's deep understanding of Indian consumer behavior is unrivalled and we're thrilled to partner on an approach that will drive better consumer experiences and engagement while at the same time deliver transparency and accountability to brands. Our DSP toolkit utilizes a data-backed decisioning approach to enable connections with consumers across India and improve the relevance of campaigns."*



Many marketers today are overwhelmed by the plethora of options available when it comes to targeted online engagement. They are also seeking to engage very specific audience sets to build relevance and add maximum returns to their marketing investments.

### **WHAT SETS FLIPKART'S DSP APART FROM OTHERS?**

It provides access to meaningful audience insights, allowing brands to harness Flipkart's intelligence built to scale and create very meaningful long-term branding campaigns

It is a toolkit that harnesses best-in-class features from MediaMath (which is an acclaimed independent advertising technology company for brands and agencies), allowing brands to leverage Flipkart's insights and combining them with the scale of open exchange inventory

What is being made available is the *intelligence* built across Flipkart's consumer base which would work for all endemic categories. For many non-endemic categories including travel, media, BFSI, education, consumer tech, etc., the high data fidelity can add value

DSPs are powerful marketing automation tools that are increasingly being used by brands to purchase ad inventory across formats and content genres. It enables brands to harness the supply power of millions of websites. It also helps them analyse and manage their campaigns across multiple publisher networks in real time, based on data about the demographics and online purchase behaviors of consumers. With digital advertising growth on an accelerated growth path across the world (including India), now, more than ever before, advertisers are adopting data-driven marketing and the Flipkart DSP will help them achieve their goals.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. 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 300 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, which holds a prominent position in the online fashion market and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

**For more information, please contact [media@flipkart.com](mailto:media@flipkart.com)**

### **About MediaMath**



MediaMath helps the world's top brands deliver personalized digital advertising across all connected touchpoints. Over 9,500 marketers in 42 countries use our demand-side platform every day to launch, analyze, and optimize their digital advertising campaigns across display, native, mobile, video, audio, digital out of home, and advanced TV formats. Founded in 2007 as a pioneer in "programmatic" advertising, MediaMath is recognized as a Leader in the Gartner 2020 Magic Quadrant for Ad Tech and has won Best Account Support by a Technology Company for two years in a row in the AdExchanger Awards.

MediaMath initiated an industry-wide effort to create a 100% accountable, addressable and aligned supply chain through the SOURCE ecosystem. SOURCE by MediaMath is a technical and commercial framework for agencies, brands, tech companies, and content owners designed to provide long-term sustainable solutions for a transparent and trusted digital media supply chain. MediaMath has offices in 15 cities worldwide and is headquartered in New York City. To learn more about how MediaMath helps innovative marketers delight their customers and drive real business outcomes, follow us at [@mediamath](https://twitter.com/mediamath) or visit [www.mediamaath.com](http://www.mediamaath.com)