



Flipkart introduces Product Performance Ads in partnership with Criteo

~ The partnership will offer brands advertising solutions with Criteo's commerce media technology and Flipkart's audience scale

~ It will play a pivotal role in enhancing the customer journey and building lifetime value

Bengaluru, India - April 28, 2022: Flipkart, India's homegrown e-commerce marketplace and Criteo, the global technology company that provides the world's leading Commerce Media Platform, today announced a partnership to launch Product Performance Ads (PPA) with Full Funnel measurement capabilities. This will strengthen Flipkart's off-platform offerings and create opportunities for advertisers across segments to reach and engage high intent customers.

This launch is a part of the larger 2022 growth strategy for Flipkart's Ad Tech business as it continues to innovate and unlock value for brands and sellers. Fueled by Criteo's commerce media capabilities, Flipkart will enable advertisers of any scale to deliver their full-funnel marketing goals on the open internet by leveraging its audience signals for highly relevant reach and, therefore, higher overall campaign efficiency.

Speaking about the launch of Flipkart's PPA platform and the partnership with Criteo, **Sankalp Mehrotra, Vice President - Monetisation, Flipkart**, said, *"Commerce advertising is growing faster than the overall digital market, and we believe that it will be a large part of the overall digital pie in a short time. Flipkart Ads is focused on providing technology-led advertising solutions to ensure the most relevant experience and outcomes for advertisers and customers alike. In addition to our current suite of advertising options, the launch of PPA in partnership with Criteo will help address the needs of incumbent and insurgent brands across verticals to solve their full-funnel marketing objectives on the open internet."*

Taranjeet Singh, Managing Director, SEA & India, Criteo, added, *"We are happy to announce the partnership with Flipkart, India's homegrown e-commerce platform, to further accelerate and utilize Criteo's commerce media capability. By combining Criteo's superior audience-first technology and Flipkart's reach, we will be able to offer a remarkable capability to marketers and brands to achieve meaningful marketing outcomes on the open internet."*

Advertisers will be able to use this solution to run marketing campaigns while getting full-funnel metrics. Flipkart's PPA tool also offers Criteo's Dynamic Creative Optimization+ capability, which will ensure reaching the right customer with the right communication while improving performance.

About the Flipkart Group



The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 400 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please contact media@flipkart.com

About Criteo

Criteo (NASDAQ: CRTO) is a global technology company that provides the world's leading Commerce Media Platform. 2,800 Criteo team members partner with 22,000 marketers and thousands of media owners around the globe to activate the world's largest set of commerce data to drive better commerce outcomes. By powering trusted and impactful advertising, Criteo brings richer experiences to every consumer while supporting a fair and open internet that enables discovery, innovation and choice. For more information, please visit www.criteo.com.

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