



Flipkart IRIS Unlocks Deep Customer Intelligence, Empowering Brands To Bolster Their Business

- *Flipkart IRIS provides extensive reports and insights crucial for brands aiming to expand and strengthen their businesses*
- *The enhanced user interface will offer an engaging and dynamic experience for brands*
- *With personalized metrics and refreshed data, Flipkart IRIS will be imperative for brands to actively engage with the platform, grasp its insights, and utilize them to make well informed decision*

Bengaluru – May 20, 2024: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of its insights platform, Flipkart IRIS. The platform, which stands for Insights and Research Intelligence System (IRIS), signifies a substantial advancement in providing comprehensive intelligence about customer behavior to brands. Flipkart IRIS is designed to empower brands with actionable insights tailored to their performance on the platform, fostering growth and facilitating informed decision-making.

Flipkart IRIS will offer a significant leap forward in functionality and usability for brands on how Indian consumers interact with products and brands. It will serve as a magic mirror for brands, providing detailed reports to guide performance improvement across funnels. In addition to industry-standard comparative analysis and user behavior insights, Flipkart IRIS goes beyond offering exclusive reports which will allow brands to understand the high value actions of consumers for their products on the platform. These reports empower all brands across their growth trajectory to gain a deeper understanding of consumer behavior and market trends, allowing them to make data-driven decisions that can significantly improve conversion rates and sales. Given the reach of Flipkart, cutting across tiers of cities and socio economic backgrounds, these insights can help brands improve performance even in offline channels.

Homegrown D2C and new age brands will gain numerous benefits from Flipkart IRIS, such as uncovering new growth opportunities, mirroring the perception of brands, optimizing marketing campaigns, enhancing customer engagement, and measuring brand health. Leveraging business intelligence and rich data, established brands will be able to deep dive into the funnel,



where there is an opportunity for them to grow their business, measure their performance, stay competitive and craft strategies that meet their objectives.

Sandeep Karwa, Vice President, Flipkart Ads, said, *"Flipkart IRIS represents a significant advancement in empowering brands to bolster their businesses and succeed on Flipkart. With Flipkart IRIS, we aim to provide brands with actionable insights about their business performance on Flipkart. By empowering brands to make strategic decisions backed by rich data, the platform is poised to unlock unprecedented growth opportunities for brands on the platform. Retail media spends are only 15%–20% of digital AdEx in India, compared to 25%–30% in the US and 55%–60% in China. In the first quarter of 2024, digital AdEx in India increased to over 25–30%. Despite the rapid growth, the headroom to grow is tremendous."*

Sandeep Karwa, Vice President, Flipkart Ads, is the newly appointed leader for Flipkart Ads. Over the past 12 years at Flipkart, he has been instrumental in shaping and scaling various business categories at Flipkart.

Retail media is the third big wave in digital after search and social across geographies. Advertising-led monetization is growing disproportionately in India. Brands use platforms like Flipkart to get discovered, to engage, and to retain their customers. Drawing on a deep understanding of consumer journeys—from discovery to purchase—sellers and brands get incrementality and measurability.

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.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on



enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com