



Flipkart Commerce Cloud

Retail Media Solution

Jan 16 , 2025



Agenda



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2. About Flipkart Commerce Cloud
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About Flipkart Group



#1 Ecommerce and #3 Advertising destination in India

60%+ market share, 350M+ regd. users, Global brand tie-ups, 200M+ listed products, \$1Bn monetization business, Fintech powerhouse, 1.5+ Bn orders per year



Largest logistics and supply chain footprint in eCommerce

19K+ pin-codes covered; 1500+ Hubs; 8M+ shipments handled per day, Massive network spanning 1P and 3P nodes



Comprehensive consumer internet presence & large digital ecosystem

Loyalty currency, Gaming, Videos, OTT, Flights, Hotels, Pharma, Lending, Banking partnerships etc.



Best-in-class tech platforms & innovative features

Grounds up homegrown world class tech stack. Innovations to improve user & seller experience, Automation & Intelligence modules through the value chain, Externalisation



Differentiated talent and celebrated work culture

Strong senior leadership (20+ years experience on average); Multiple Best place to work awards; 3K+ top notch technology and product management talent



Strong SME partner addressing needs across stakeholders

1M+ seller base, Seller and SME lending, 3P Hub network



Flipkart Commerce Cloud

An ISV arm of Flipkart



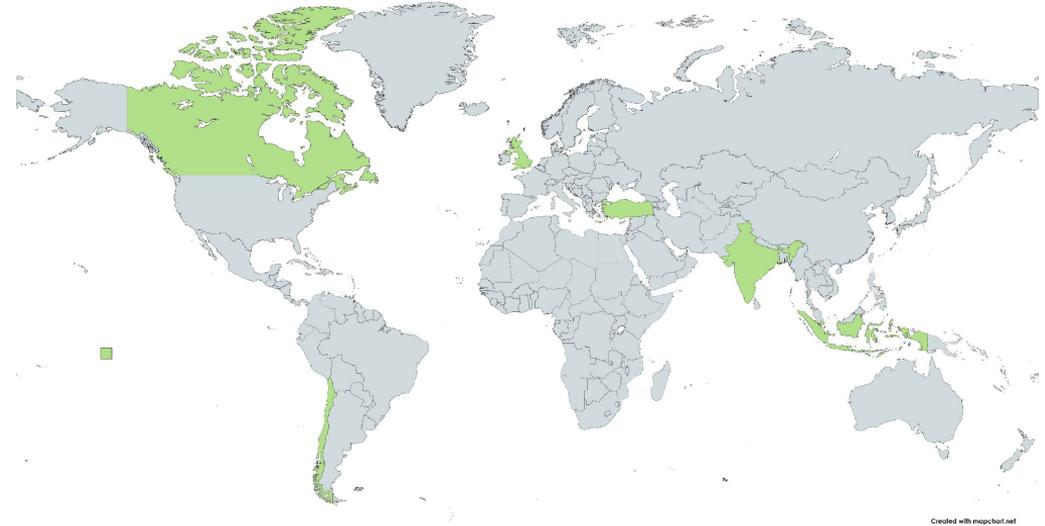
FCC Vision

Transform commerce worldwide with **disruptive technologies** and **deep partnerships**

FCC Mission

To provide retailers with market aware technology that will transform all **shopper-centric** decisions

Adtech, Pricing, Promotions,
Assortment, Merchandising



Our current Global presence
We're expanding rapidly

Our solutions are **build for scale and performance**



100K+

Brands & Sellers

10M+

SKU's listed

30K+

Managed QPS for
serving Ads

10Bn+

Ad requests/day
(across all Ad slots)

6

countries

15Pb+

Data processed

\$20Bn+

GMV powered through FCC solution

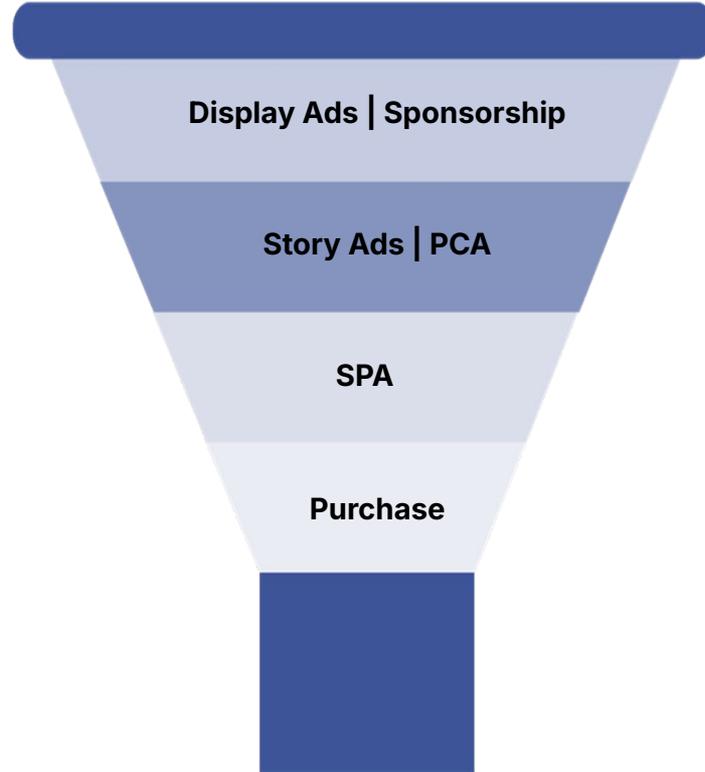
FCC Retail Media Solutions



Retail Media Manager – FCC's Onsite Offerings



FCC's Ads offerings are designed for partners to meet their Brand objectives through the customer journey on the platform



Awareness

Intent

Consideration

Key Differentiating features



Self-serve: Both creation and reporting



Intelligently targeted ads for audiences



Multiple Ads formats in a single dashboard

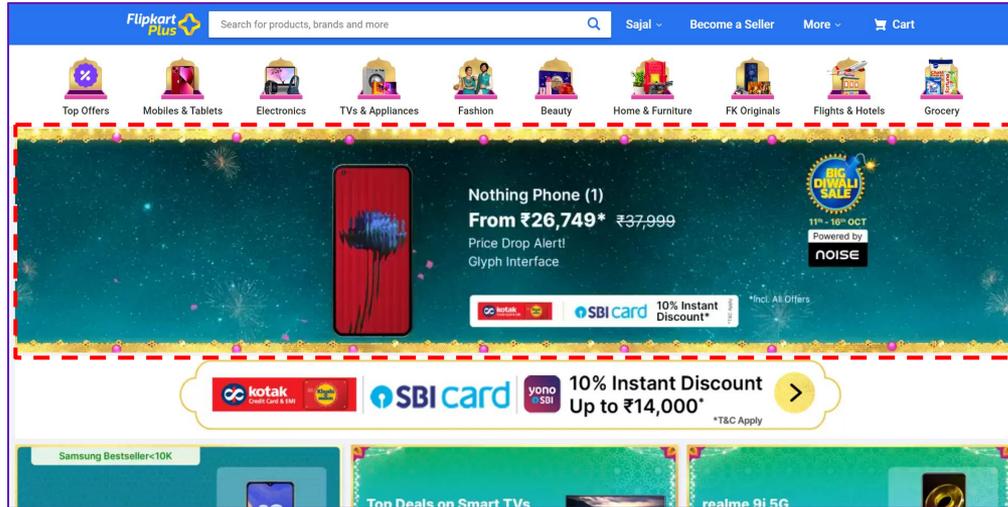


Cookieless (Server to Server) solution



Higher monetization for the Retail Media platform

Onsite Display - 1P Ads



Display Ads on Home Page - Desktop

Ad format used for

Awareness/visibility oriented Ad campaigns

Where the Display Ads can be run

Home page and Category pages
(Target customers where traffic and intent is highest)

Targeting

Targeted cohorts using AM, Key Value Pairs

Pricing mechanism

CPM, vCPM, CPT, BPVS, Reservation Buy

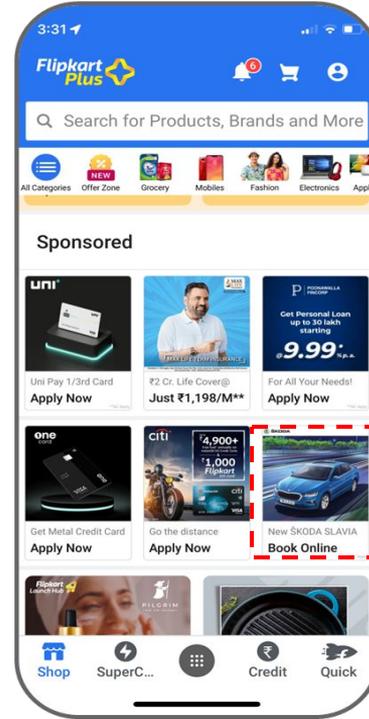
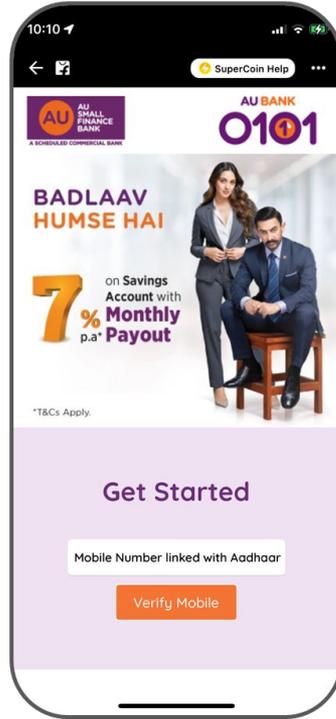
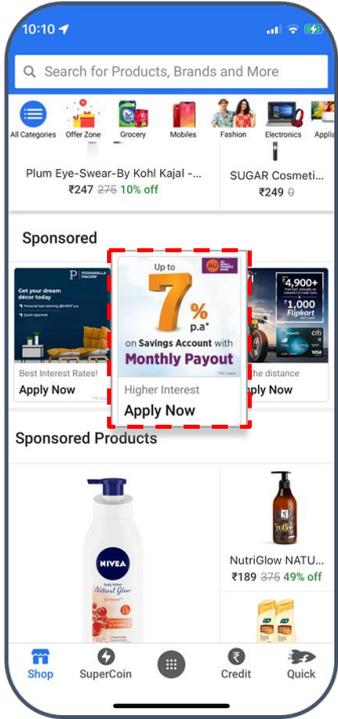
Target audience

Top brands of Head categories
Torso brands looking for awareness constructs
Long tail through partial views - BPVS/Reservation Buy

Formats supported

App, Desktop, m-site, iOS

Onsite Display - 3P Ads



BFSI & Non-endemic brands

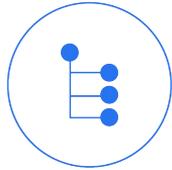
Lead Generation

Leveraging data for Advanced Audience targeting



Our algorithms use these data points to enable targeting

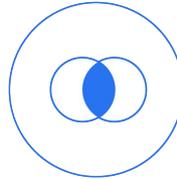
Category Affinity



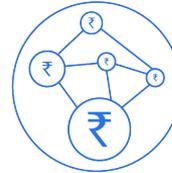
Purchase funnel



Brand Affinity



Price Affinity



Mode of Payment



Demographics



Location

The result

Users are delivered personalised content based on their actions

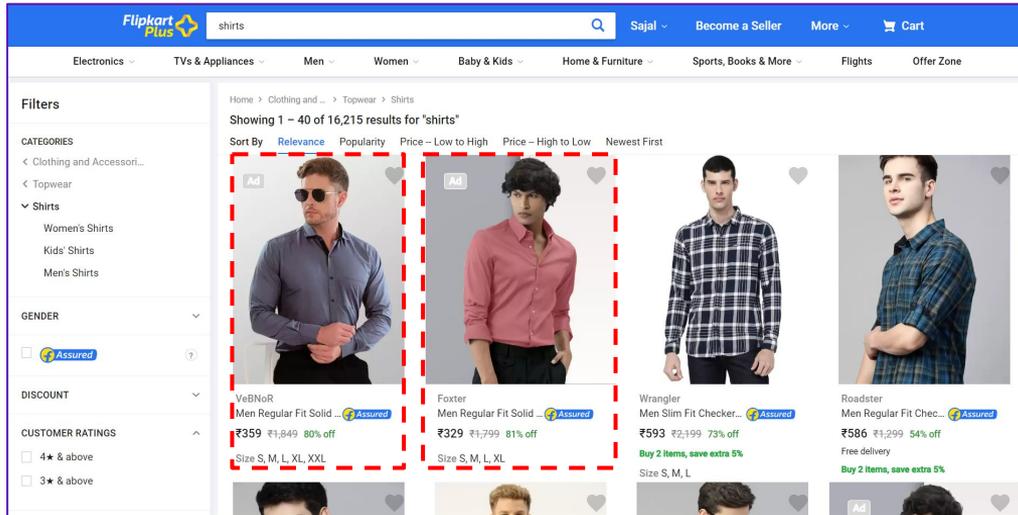
Brand and Sellers would see higher CTR & CVR for their spends

The Platform would see higher yield across ads and other Retail metrics

Better Returns on Ad Spends for advertisers

**dependant on the data shared with the platform
* For Logged in users*

Onsite Sponsored Ads – Search



Sponsored Product Ads on Search & Browse Page – Desktop

Ad format used for
Performance oriented Ad campaigns

Where the SPA Ads can be run
Search page, Browse page and Product pages
(Target customers based on their search intent)

Pricing mechanism
CPC based pricing (Bid based mechanism)

Target audience
Torso and long tail brands/sellers
Brands looking for top spots in search results

Formats supported
App, Desktop, m-site, iOS

Detailed Reporting



Metrics covered

- Impressions
- Views
- Clicks
- CTR
- PPV
- Add to cart
- Orders
- Conversion rate
- Revenue
- Ads spends
- ROI
- And many more

Reporting levels

- Campaign
- PO
- Creative
- Ad format
- Date

✓ **Full-funnel & Self-serve reporting**

✓ **White-labeled solution**

✓ **View/Click & Direct/Indirect attribution**

✓ **Customizable reporting views**

Measurement and Analytics



✓ Retail specific attribution models

- View & Click based attribution
- Direct & Indirect attribution
- Omnichannel attribution

✓ Robust reporting platform

- Custom scheduling of reports
- Unified UI all advertising products
- Granular cuts at various custom levels

✓ In depth reporting

- Full-funnel reporting
- Self-serve platform
- iRoAS and % New buyers

✓ Customizable reports

- Support Ad-hoc report generation like Billing, Fill rate, Insights, etc.
- Power offline reports to relevant stakeholders

Additional features



Rich Media Ads

- Support Video Ads, GIFs, etc.
- Video ads with quartile reporting

Bulk upload of campaigns

- Single excel for bulk upload of all campaigns

Forecasting & Network Insights

- Traffic forecast at inventory level
- Blocking campaigns and providing insights on consumption trends

Offsite Ads

- Retargeting customers to other platforms
- Exposure of excess supply to get more demand

Wallet

- Minimal seller info for campaign creation
- Promotional money using Free Credits

Bidding recommendation

- Winning bids recommendation
- Bid modifiers and placement level bids

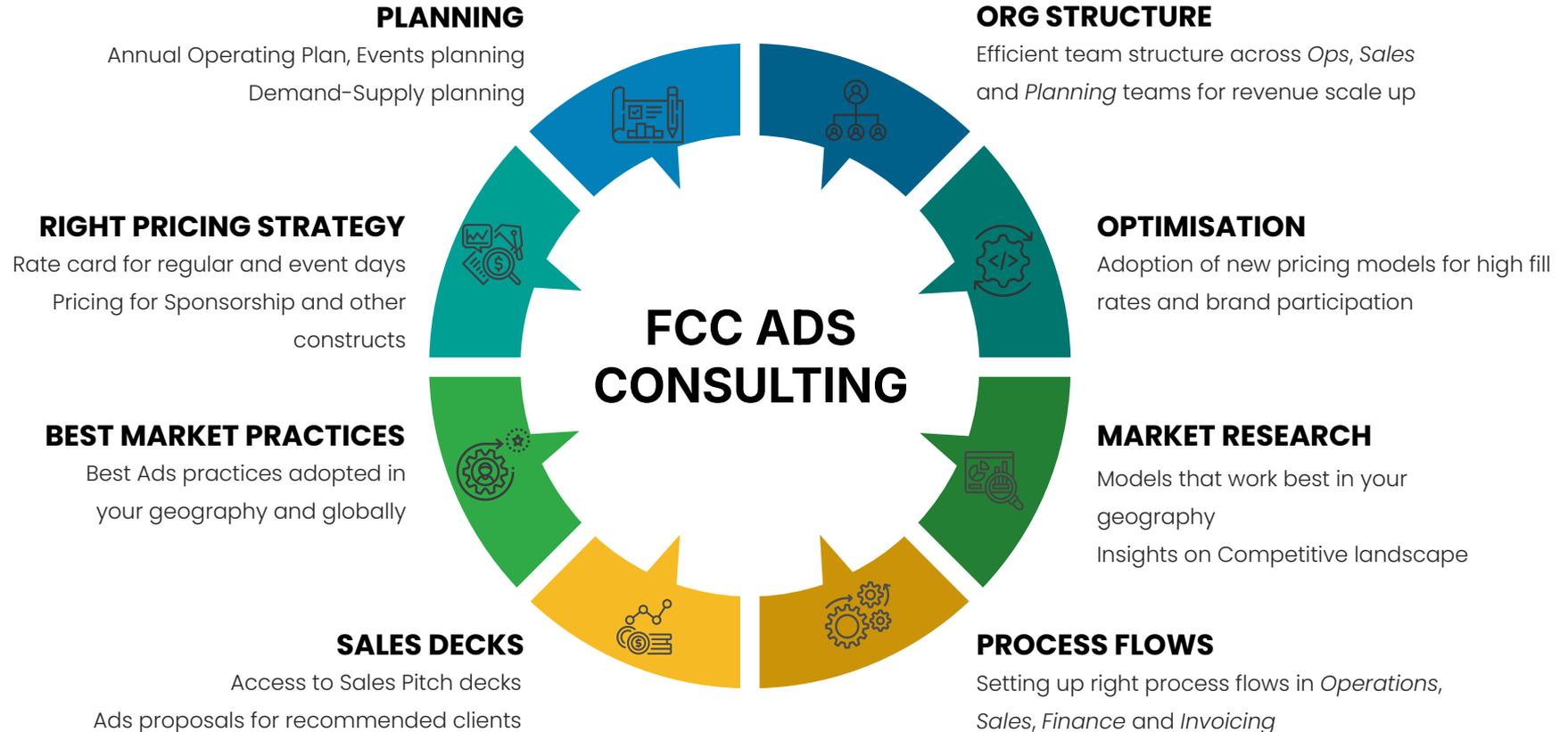
Keyword targeting

- Advertisers can bid on keywords
- Sharpened and broadened scope for targeting

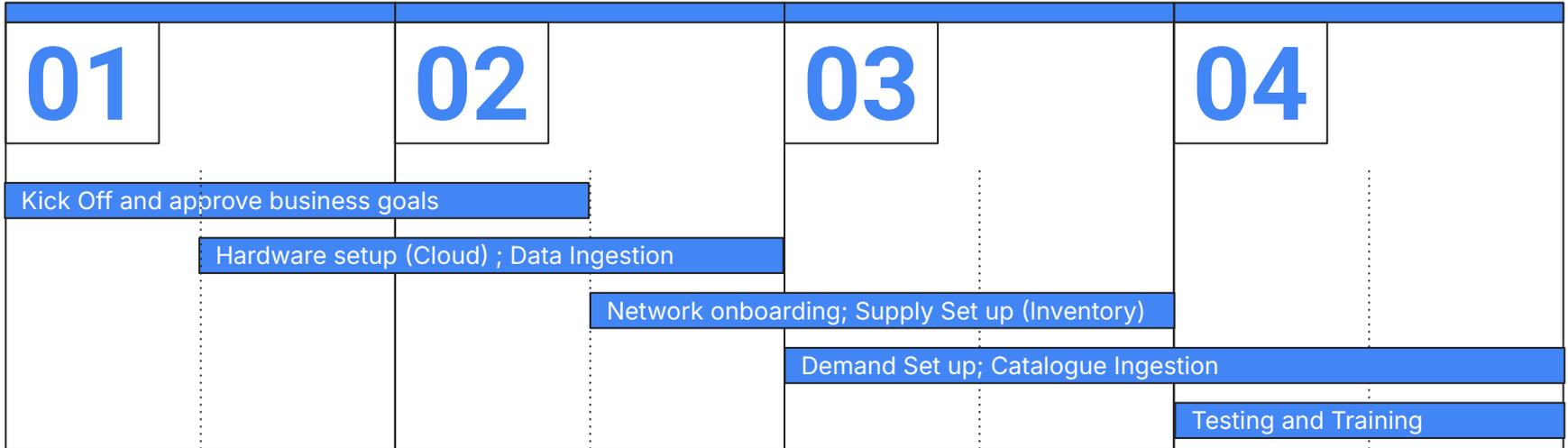
Network level reports

- Report on Fill rate, revenues, yield management
- Various cuts at - category, slot and widget levels

Ads Consulting



4-6 weeks Easy Integration



- Very low touch integration and Implementation - Ease of use
- Readily available modules for quick integration

Quick Summary

Ad solutions designed to maximize ad revenue on platform

① Display ads

Are you **optimally monetizing your home page** by maximizing ad inventory and fill rates?

② Sponsored Product ads (SPA)

Do you leverage **best-in-class tech to optimize sponsored ads** and get maximum CPC from brands?



Client-centric capabilities that make us stand out

- **Self-serve platform**
 - **Flexibility** to create & manage campaigns
 - **Real time** reporting for Networks, Brands & Sellers
- **Precise Audience targeting**
 - Advanced targeting options on Display Ads
 - Keyword bidding mechanism for SPA
- **Full funnel reporting**
 - **E2E funnel** from Impressions to Sales
 - **E-commerce** specific attribution models
- **Consulting services for your growth**
 - Expertise in **supporting client growth**
 - Access to Sales decks, market researches and building efficient Ads process

Strong business impact delivered across clients

300+
YoY growth in Ads revenue

40%
Higher fill rates

1.2x
Higher CTR



Case Study



Client Case Study 1



Challenge

After launching its seller marketplace platform, Walmart Chile needed help capitalizing the advertising on its platform. The website's high cost of advertising options made it unaffordable for most sellers.

Additionally, targeting the correct audience and measuring the ROI of Advertising campaigns proved challenging for the brand.

Solution



Cost-efficient advertising solution to its longtail advertisers with a limited budget with our patented retail media advertising revenue models.



Improved Ads performance by ensuring the ads are targeted to the right audience at the time of highest purchase intent.



Provide a self-serve advertising platform where the advertisers could create, manage and see the reporting independently, without any input from Walmart Chile's team.

Result

Flipkart Commerce Cloud created a perpetual monitoring system for Walmart Chile while solving for the self-serve E2E campaign management for its longtail marketplace sellers.

4X Growth In Partner Brands

5X Growth in Revenue YOY

Client Case Study 2



Challenge Noon, a dynamic eCommerce platform in the UAE, faced a unique challenge. Establishing a proficient retail media platform posed a considerable hurdle as it focused on developing core retail components.

Solution

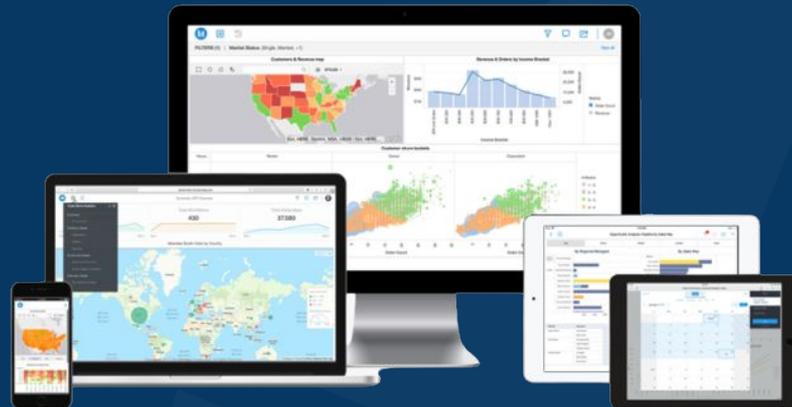


Result

With FCC Ads Manager, the Noon retail platform witnessed a 2X ROI in the first year of adoption. In the second year, Noon's Ads revenue experienced an exponential 10X growth compared to the previous year.



Demo



Competitive Comparison



	FCC	GAM	Criteo
Full Funnel reporting	✓	✓	✓
Ecomm specific attribution (Clicks/Views/Direct/Halo effect)	✓	✗	✗
UI White Labelling	✓	✗	✓
Audience Targeting	✓	✓	✓
Optimization algorithm trained on billions of etail txns	✓	✓	✗
E-comm centric pricing types (BPVS)	✓	✗	✗
Self Serve Reporting	✓	✗	✓
Self Serve Campaign	✓	✗	✓
Single UI across all Ad types	✓	✗	✗

Glossary



Term	Full form	Description
PCA	Product Contextual Ads	Awareness + Performance led advertising construct
SPA	Sponsored Product Ads	Performance led advertising construct
AM	Audience Manager	Tool used for creating segments and targeting in Display Ads
vCPM	Cost per thousand views	Pricing model that enables delivery based on budget and CPM rate
CPT	Cost per time	Pricing model that enables delivery based on fixed period of time
CPL	Cost per lead	Pricing model that enables delivery based on leads generated
BPVS	Budget proportioned view share	Pricing model that enables view delivery in a proportion which is same as the %budget share of campaigns on a particular slot
pCTR/pCVR	Click through and Conversion rates	Performance based metrics used for measuring Clicks and Conversion data