

# Flipkart DSP

Know your segments

---



## All Flipkart audiences

Want your campaign to reach all of Flipkart's users? This is the TG for you.

Reach: **219 Million**

## Payments based segments



## All prepaid buyers

Our digital payments savvy customers who choose to prepay for their orders using either their credit/debit card or UPI or wallets.

Reach: **81 Million**



## Cash on Delivery

Our cautious customers who prefer paying at the time of delivery.

Reach: **160 Million**



## All Credit Cards

Flipkart shoppers who pay using their credit card.

Reach: **29 Million**



## BFSI affinity

Flipkart shoppers who are interested in increasing their financial literacy, exploring products related to banks, NBFCs, insurance and other related services

Reach: **6 Million**



## GST

Flipkart shoppers who have a valid and active GST registration

Reach: **2 Million**

# Flipkart DSP

Know your segments

---

## Premium User Segments



### Premium Browsers and Purchasers

These folks like the high-end! Reach customers who are in the market to browse and purchase premium products on Flipkart.

Reach: **75 Million**



### Flipkart Plus

Connect with users who are part of the Flipkart Plus program.

Reach: **32 Million**

## Demographic Segments built using Probabilistic Signals



### Age

Built by using multiple signals, our age groups enables targeting the right demographic for maximum relevance



### Gender

Built by using multiple signals, our gender targeting allows reaching either men or women for maximum relevance



### Parents

The perfect cohort to reach Flipkart users whose purchase behavior and other signals point to them most likely being parents

Reach: **73 million**

Lookback window: **90 days**



### Students

A hard-to-find segment - students are an important demographic on Flipkart.

Reach: **63 million**

Lookback window: **90 days**

# Flipkart DSP

Know your segments

---

## In-Market Segments based on categories searched, browsed and purchased



### FMCG Personal Care

Showcase your products to customers who take self-care seriously. This segment consists of makeup lovers, self-care aficionados, and fashionistas (male and female).

Reach: **53 Million**



### FMCG Home and Hygiene

Looking to connect with customers who take care of their homes? Look no further than this segment! This segment consists of users who interact with grocery, home, and other general merchandise categories

Reach: **60 Million**



### FMCG Hair Care

Built on audience signals of those who browse & buy hair care products, use this segment to reach consumers who are particular about their hair care regime

Reach: **36 Million**



### FMCG Skin Care

Some consumers chose their skincare products with great care, and those are the consumers you can reach with our Skin Care segment.

Reach: **23 Million**



### FMCG Natural Ingredients - Hair & Skin

An increasing number of consumers are looking for and buying brands and products that use natural ingredients and are free from harsh chemicals. This cohort is made using a selection of brands that sell such products in hair care and skincare.

Reach: **11 Million**

# Flipkart DSP

Know your segments

---



## Sexual Wellness

Flipkart has seen a rise in the number of customers for sexual wellness products when consumers' interests and sensitivities are kept in mind. The platform enables an experience that allows consumers to explore the products with navigation/display point of view, order them from home and also receive it discreetly.

Reach: **06 Million**



## Home Decor

The stay-at-home orders that have enabled better physical distancing have led most of the consumer segments to shop digitally. Home decor and furnishing is a trending category with a significant prospect for connecting with customers across every generation

Reach: **32 Million**



## Wearables

Consumers are open to investing in products that will ensure their own or family's health and safety be it pet animals, children, women, or elders. Reach the right cohort who are part of this digital revolution and product adoption ladder.

Reach: **30 Million**



## Makeup

To reach those consumers who choose to enhance their features with a swipe of kajal and/or some eye, face and lip products browsed or bought online, use this segment.

Reach: **24 Million**



## Mobile Handsets

When you think of buying a new mobile phone, you possibly think of Flipkart, which is no surprise given Flipkart's dominance in the mobile category. This segment reaches out to those interested in mobile phones

Reach: **80 Million**

# Flipkart DSP

Know your segments

---



## Electronics Devices

Interested in electronics, and how! This segment includes users who engage with electronics categories and products while using Flipkart.

Includes gadget freaks and gadget browsers

Reach: **81 Million**



## Home Appliances

This segment is the key to the heart of consumers who are interested in consumer durables. Includes homemakers and consumer durables customers.

Reach: **50 Million**



## Kitchen Appliances

Connect with consumers who are looking for kitchen appliances designed for smooth and easy cooking, storage and cleaning functions

Reach: **43 Million**



## Water purifier

Small home appliances like water purifiers have seen considerable growth owing to the additional value provided to customers through a smart upgrade and product exchange program, in a first for this segment

Reach: **2 Million**



## Grocery

Fuelled by customers increasing preference for contactless shopping and convenience from the comfort of their homes, Flipkart has witnessed increased demand for groceries. Connect with gourmet focused and variety seekers along with family feeders

Reach: **23 Million**

# Flipkart DSP

Know your segments

---



## TV Browsers

With the number of online television browsers and buyers increasing and a select set of brands releasing their televisions exclusively online, this segment captures the browsers of televisions with high purchase intent.

Reach: **16 Million**



## Clothing & Footwear

Reach our customers looking to look sharp! Is your offering in vogue? Make sure you connect with these users!

Includes lifestyle browsers, perfumes, IoT, and watches.

Reach: **132 Million**



## Baby care / Kids care portfolio

Connect with doting mothers and fathers looking for the best products for their tots!

Includes infant care, baby care, and parents of young kids.

Reach: **53 Million**



## Sports & Fitness

Healthy lifestyles are catching on! Market to customers who are into sports and fitness with this segment.

Includes fitness freaks, browsers of sports equipment and sportswear, nutrition, health, smart watches, and IoT

Reach: **68 Million**



## Health & Fitness

Rising health awareness and a desire for active and healthy lifestyle has increased the strength of this cohort.

Includes wellness enthusiasts, traditionalist (habitual) active audience and researcher-experimenters

Reach: **42 Million**

# Flipkart DSP

Know your segments

---



## Food & Nutrition

Reach the foodies on Flipkart with this segment!

Includes customers on kitchen appliances, grocery, and food

Reach: **28 Million**



## Diapers

Looking at reaching parents of diaper age toddlers? This segment is tailor made to reach diapers buying Flipkart users.

Reach: **11 Million**



## Premium Laptops

Reaching out to those who buy the top-end laptops has never been easier! Use this segment to reach out to these high-end buyers.

Reach: **07 Million**



## Non-Gaming Laptops

A segment created to cater primarily to business and everyday laptop users

Reach: **12 Million**



## Pet care

Connect with customers who browse and buy pet products (including but not limited to pet food)

Reach: **6 Million**



## Automobile

The perfect cohort to reach Flipkart users whose purchase behavior and other signals point to them most likely being current or potential auto-owners.

Includes customers who browse & buy automobile and other related interior as well as exterior accessories

Reach: **23 Million**

# Flipkart DSP

Know your segments

---



## Microwave

Use this segment to reach out to customers who are looking for time efficiency, convenience and comfort without compromise in their kitchen

Reach: **2 Million**

## Persona Segments based on categories searched, browsed and purchased



## Binge Watcher

A segment made to help you reach avid content watchers who we have identified by their device choices i.e. users browsing or buying televisions, Audio and Video devices, Music, Movies Posters

Reach: **31 Million**



## Fashionista Female

Meet our audiences browsing a range of fashion and lifestyle products ranging from clothes and footwear to accessories and personal care products as well as devices. Whether you want to launch a new skincare product or a new lifestyle product for women, this is the segment to target

Reach: **37 Million**



## Fashionista Male

Meet Flipkart's fashionable gents - those interested not just in clothing and accessories but grooming products, fragrances and personal care devices.

Reach: **40 Million**



## Gadget Geek

A true gadget geek is someone who goes beyond mobile phones and is interested in camera, smart watches. computer peripherals, audio devices and other electronics. Reach them right here with this segment.

Reach: **22 Million**



# Flipkart DSP

Know your segments

---



## Music Aficionados

Some music aficionados are serious about their music devices, others even create their own music. This segment will help reach out to both.

Build with browsers of audio, multimedia devices, audio based computer peripherals, home entertainment devices, musical instruments, music posters, etc.

Reach: **28 Million**



## Working Professionals

Flipkart users in the age group of 25-45 browsing and buying products such as formal wear, office accessories, WFH furniture, electronics and accessories make up this segment that helps reach digital savvy office goers whether they are working from home or going to work.

Reach: **50 Million**



## GameZone visitors

A segment of incredibly influential but untapped customer base: casual and professional gamers who are engaged on the platform and convert to being repeat visitors.

Reach: **11 Million**

# Flipkart DSP

Know your segments

---

## Price Affinity based segments



### Price Affinity based on recent browsing behavior

Different users browse different values around the Average Selling Price for each category. These segments help target either the more price conscious customers or those with higher propensity to spend - whatever your product's price positioning, reach the most relevant audience.

**Low; Reach: 21 million**

**Low-Medium; Reach: 08 million**

**Medium; Reach: 24 million**

**Medium-High; Reach: 23 million**

**High; Reach: 16 million**

Please note segment sizes are dynamic as they are refreshed regularly and this document provides indicative sizes at a particular point in time. Please consult your Flipkart account manager at the time of making the plan.

-End of document-