Helping Shoppers Discover their *Noise* with FK Ads

Festive '22 Review for IOT & Audio

Flipkart

Contents

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01 How India Shopped this BBD?

TBBD 2022 - India's biggest retail festival got even more bigger

Flipkart Ads

Unprecedented
1.6 million
Users / Second

1 Billion +
Customer visits

15 million + users
Got BBD deals before sale started

Sales Footfall
27X
the footfall of a cricket stadium

More Engagement Translated to higher sales

Flipkart Ads

Plus Zone
Plus family grew
2.5X
over previous year

Camera
500K
Shoppers experienced camera filters in mobile festive world

+

Live
150 +
Hrs of influencer content served, sums up to 1 yr of your fav show

FireDrops
Over
125K +
NFTs claimed via Flipkart Firedrops
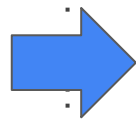
+

Games
10 million +
Total Gamers

Our users browsed for products over
50 million
times in 3D/AR

India's Biggest Ever Festive Sale

with Noise as the Biggest Brand in IOT

02

How Noise got Discovered this Festive Season?

Noise Established New Benchmarks of Growth Across IOT, Leading the Charge with 228% YoY GMV Growth over '21

Revenue Growth

Units Growth

	Revenue Growth	Units Growth
Noise in IOT	228%	375%
IOT	84.5%	101%
Electronics	4%	

#1 Selling FSN - Sept'22
Noise Colorfit Caliber

#1 Selling FSN - Oct'22
Noise Icon Buzz

Merch including *Display Ads* Drove A Dominant Share of Visits to Noise while the Role of *Reco* Based Formats Grew Massively

|	Visits through Search	Visits Through Merch	Visits through Reco
Noise	33.49%	30.52%	35.99%
IOT	39.98%	24.78%	35.24%
Top Competitors	34.71%	27.00%	38.29%

SMR split underscores the **criticality of maintaining a winning Event SOV to maintain Top of Mind Awareness** through Event Display Ads to **grab** a **high share of the event visitors** on FK, induce more branded searches, and **widen the funnel** for the brand overall.

Search will be a critical lever to maximise the pocketing of high intent customers for i**ncreasing brand consideration -through PCA** and increasing **conversions through PLA**

Growth in the contribution of Reco =I**ncreasing proliferation of AI based Reco Widgets** (esp on H.P. and P.P) - **Necessitates aggressive usage of Reco / Context based Ads** - PLA, PCA

Customer Intent for Noise (through branded Searches for Noise) Swelled Up by 286% vs BAU, and 169% vs Last Year

	Surge vs BAU	Surge vs Last Year
Noise	286%	169%
IOT	225%	58%
Top Competitor	242%	727%
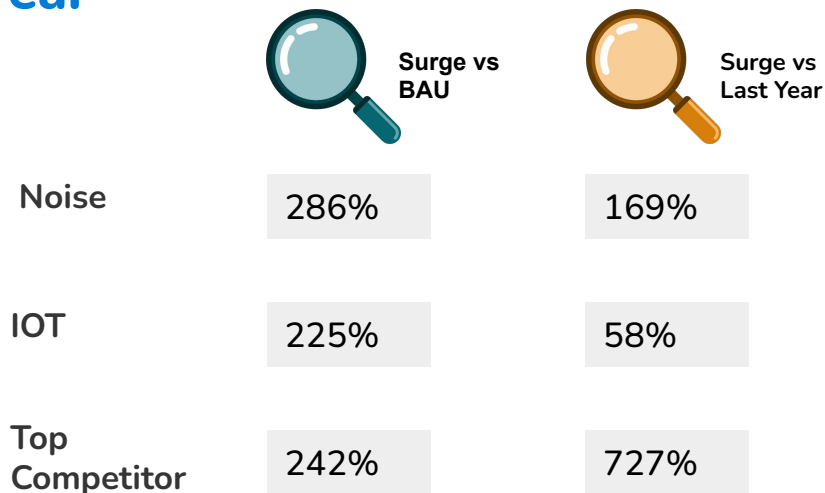
Keywords - Top 15 (2022) - Noise	SoV
noise smartwatch	49.96%
noise earbuds	14.65%
Noise	6.28%
noise bluetooth headphones	5.95%
noise smartwatch with call function	3.37%
noise colorfit pro 4 smartwatch	3.10%
noise icon buzz calling smart watch	2.76%
noise colorfit caliber	2.32%
smart watches noise	2.26%
noise air buds	2.10%
noise evolve 3	1.67%
noise smart watch	1.58%
noise smart watches for men	1.48%
noise colorfit	1.29%
noise colorfit pulse go buzz	1.22%

Breakout growth (348%) seen in the search volumes for "smartwatch noise" signalling fast increasing salience for Noise in the smartwatch category

191% growth in the search volume for "noise bluetooth headphones" signalling a rise in more generic searches for noise earphones

327% growth in the search volume for "noise air buds" signalling a substantially stronger association of the Airbuds word with brand Noise and earbuds (as the category) in Festive '22

A mere 25% growth in "noise earbuds" which is a slightly more refined search keyword signalling a rather moderate growth in the salience for Noise in the earbuds / TWS form factor.

"Noise Airbuds mini" as a keyword gets dropped from the Top 15 searches - loss of salience for this model

Searches for Noise are highly skewed (~50%) in favour of "noise smartwatch" keyword - need to build salience for product / line up names

Customer Consideration for Noise (through PPVs) Swelled Up by 279.30% vs BAU and 279.35% vs LY

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	Surge vs BAU	Surge vs Last Year
Noise	279.30%	279.35%
IOT	222%	89.76%
Electronics	182%	20.17%
Top Competitor	235.7%	394.2%

Major Contributors :-

> This data is indicative of **strong gain in consideration levels** within customers while in their purchase journeys during the Festive Period. A **12.6% increase in PPVs per Visit** for Noise supports this observation further.

> **Deep integration** across touchpoints through the **Title Sponsorship, jump in Festive Spends vs LY** through **Star, Plat, Search Ads** have led to a **significant jump in PPVs** while **organic recall/intent for the brand is still building up.**

Ways to improve upon this are -

Improve/maintain event SOV year on year across multiple event ads properties leading to achieve higher views, clicks, PPVs every year

Protecting own keywords from competition on PCA to minimise drop off from an overall marketing funnel lens

Having a higher representation on key search / browse / product pages through PLA, PCA leading to more PPVs per search / browse instance

03 How did the Festive Campaigns Fare ?

172% More Eyeballs Gathered than Planned and 162% More Clicks Driven than Estimated

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Effective vCPM Rate landed at **Rs. 279.10** i.e. **62% Lower** than Committed

Super Cat	Property	Views	Spends	Clicks	CTR (overall)	PPV	PPVs per Click	CVR (overall)	CVR (Event)
IOT	**Event** – Star, Platinum, Event Header **BAU** - Targeted Banner Ad, AW/X3, HPW	2.45 Billion	68.40 Cr	49.75 Mil	2.03%	57.07 Mil	1.14	2.39%	3.96%

4.32%
BM (Plat) : 3.94%
CTR of the Most Engaging Event Campaign for Noise - **Platinum for IOT**

5.16%
BM (Plat) : 3.72%
BM (Event) : 4.2%
Cart Additions Per Click of the Campaign with Highest Immediate Consideration Boost for Noise - **Plat**

4.96%
BM (Star) : 2.38%
BM (Event) : 2.27%
Conversion Rate of the Best Converting Event Campaign for Noise - **Star**

3.07%
BM (Event): 2.29%
Overall CTR of the Event Display Campaigns for Noise - IOT

₹1596
Average Selling Price of Units Driven by the Display Ad Campaigns

1.89
BM (Event) : 2.27
Overall ROI of the Festive Display Campaigns

Focus on achieving incremental conversions within high intent browsers will be key to build better ROI at a brand level
Nurturing premium cohorts and pushing for repurchase within existing customers for upgrades is essential to boost ASPs to further improve overall ROI

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116% More Eyeballs Gathered than Planned and 54% More Clicks Driven than Estimated

Effective vCPM Rate landed at **Rs. 297** i.e. **54% Lower** than Committed

Super Cat	Property	Views	Spends	Clicks	CTR (overall)	PPV	PPVs per Click	CVR (overall)	CVR (Event)
Audio	**Event** – Star **BAU** - Targeted Banner Ad, AW/X3, HPW	0.41Billion	12.20 Cr	5.21 Mil	1.27%	6.4 Mil	1.23	3.84%	4.7%

1.30%
BM (Star) : 1.36%
CTR of the Event Campaign for Noise - **Star for Audio**

3.20%
BM (Star) : 4.6%
BM (Overall) : 4.5%
Cart Additions Per Click of the Event Campaign - A Measure of the Immediate Consideration Boost Provided for Noise - **Star**

4.70%
BM (Star) : 9.66%
BM (Event) : 8.07%
Conversion Rate of the Event Campaign for Noise - **Star**

1.30%
BM (Star) : 1.36%
BM (Event) : 1.89%
CTR of the Event Display Campaigns for Noise - Audio

₹1044
Average Selling Price of Units Driven by the Display Ad Campaigns
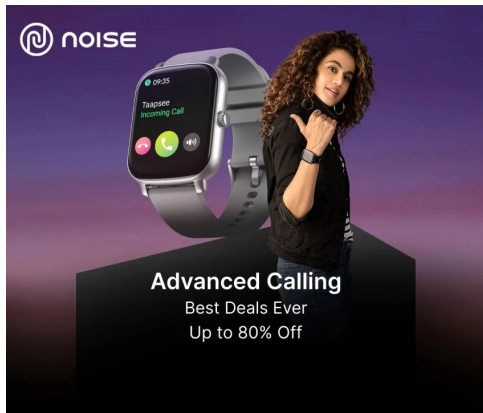
1.13
BM (Star) : 2.54
BM (Event) : 2.68
Overall ROI of the Festive Display Campaigns

Building consideration through sustenance campaigns is critical to unlocking growth in Audio, while leveraging Noise's overall awareness.
Incremental conversions within high intent browsers will be key to build sales and achieve better ROI at a brand level
Nurturing premium cohorts and pushing for repurchase within existing customers for upgrades is necessary to boost ASPs to further improve overall ROI

Noise's Creatives that Engaged the Most

IOT

7.31%

6.62%

6.52%

6.19%

5.61%

5.51%

Noise's Creatives that Engaged the Most

AUDIO

3.57%

1.83%

2.0%

1.77%

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Top Performing Audio Creatives from Festive '22 for Reference

40 Hrs Battery Life
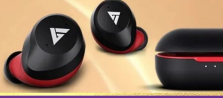Biggest Price Drop
Just ₹999
BOULT

Unbeatable Battery Life
Biggest Price Drop
From ₹799*
BOULT

30 Hrs Battery Life
Biggest Price Drop
Just ₹899
BOULT

BOULT
Biggest 13mm Driver
Biggest Price Drop
BOULT AUDIO
Just ₹799

BOULT
32 Hrs Battery Life
Biggest Price Drop
BOULT AUDIO
Just ₹899

BOULT
32 Hrs Battery Life
Biggest Price Drop
Just ₹799

Fast Charging Earbuds
Biggest Price Drop
Just ₹899
BOULT

Fast Charging Neckband
Biggest Price Drop
Just ₹799
BOULT

5Min Charge=7H Playtime
Biggest Price Drop
Just ₹799
BOULT

Unbeatable Battery Life
Biggest Price Drop
Just ₹699
BOULT

Fast Charging Earbuds
Biggest Price Drop
Just ₹899
BOULT

04 Going All Out With Title Sponsorship

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Title Sponsorship delivered 15.5 Billion + Views vs 5 Billion plan

Dedicated visibility in Event Page

On App

	When	Where	Integration Type	Views (m)	Clicks (m)	CTR
Central	Intrigue	Intrigue Page	Logo	58.02	1.92	3.31
		Homepage	Logo	155.18	1.72	1.11
		Intrigue Page	Dedicated Asset	32.73	1.39	4.25
	Early Access	Homepage	Logo	202.12	8.5	4.21
	Sale	Homepage	Logo	2725.06	56.72	2.08
		Event Header	Dedicated Asset	14.66	0.45	3.10
Cateogry Page	Intrigue+Sale	Mobiles	Logo	182.71		
		Electronics	Logo	13.40		
		Large	Logo	2.45		
		Fashion	Logo	9.70		
		Beauty, Sports...	Logo	1.50		
		Furniture	Logo	1.20		
		Grocery	Logo	0.01		
On App Total				3398.74	70.70	

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360 degree presence across Television, Print and Digital

Views- 4899 mn

Views- 600 mn

Views- 100 mn
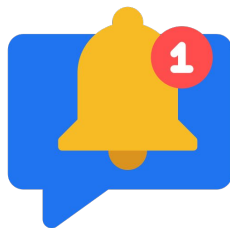
Views- 6257 mn

Views- 316 mn

Engagement constructs to improve noise consideration

Live Commerce
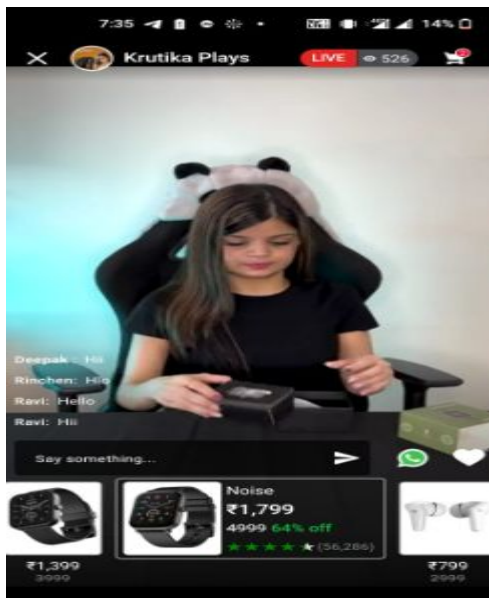
Visits	7562
PPVs	43.68(%)
AC/BN	15.69 (%)

E-kart integrations
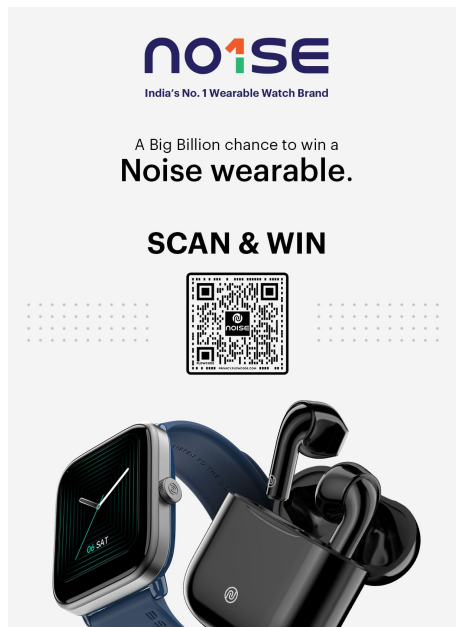
A total of 3 mn pamphlets were distributed by Ekart team

Camera filters

Activation 11366	Capture rate 27.02%	Avg. interaction time ~44(sec)

05 Campaign and Consumer Insights

Noise Emerged as the Brand with the *Highest Awareness Index in IOT and the 4th highest in Audio*

IOT

Awareness Index 63,438 ↓26.44% ⓘ

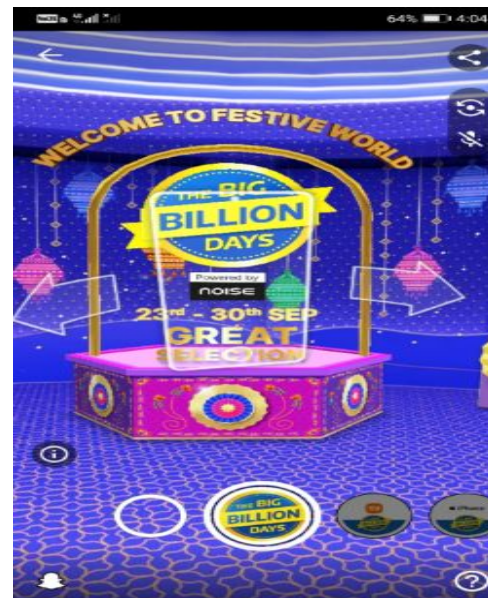| 25 Sep - 01 Oct	
Noise	63,437.51
Fire-Boltt	46,267.98
Boat	39,268.06
Samsung	8,972.86
Realme	8,860.74
Cat. Avg.	4,659.22

Personal Audio

Awareness Index 9,166 ↓23.45% ⓘ

25 Sep - 01 Oct	
Noise	9,166.30
Boat	52,385.00
Boult Audio	11,364.73
Mivi	10,488.19
Cat. Avg.	3,617.87
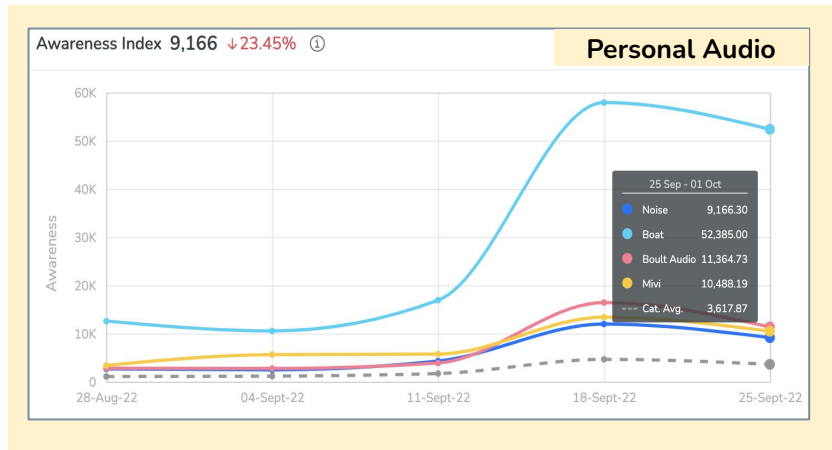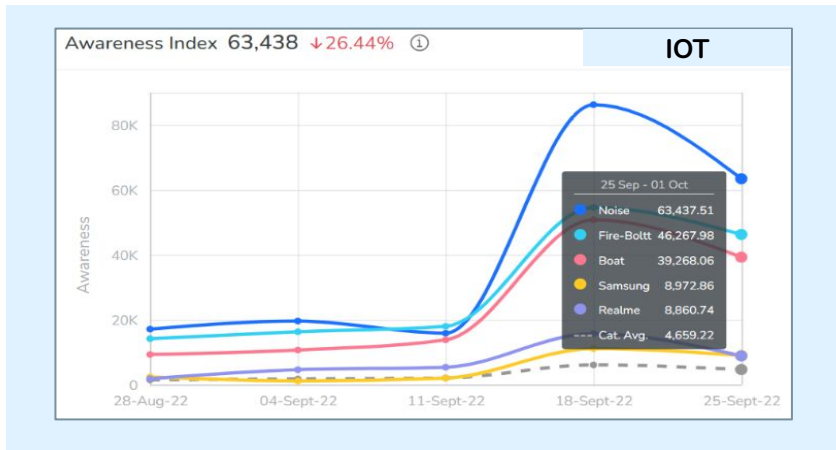
Keys to Ensure Maximum Awareness Index in a High Decibel Event :-

1. **Maximise Event Display SoV** leading to high volume of **Display ad clicks**

2. **Ramp up ads in the run up to the event** (which help to **achieve additional PPVs** at a lower CPM rate, and in **inducing high volume of branded searches)**

Apart from the above steps, **activations and consistent customer engagement all round the year (also in traditional downtimes)** help the brand receive a lot of preference from the users **through brand filters** while browsing,

The Considering Audience Base for Noise Cuts Across
Gen Z and Millenials and is Highly *Skewed Towards Males*

Flipkart Ads

While the bulk (85-89%) of Noise's considering audience base belongs to the **15-35 Y.O age bracket**, there are other finer distinctions deeper within, which separate the audience for IOT and Audio

IOT (PPV Data)
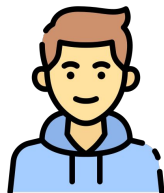
15-25 Y.O., Male, Predominantly Students / Young Adults (Gen Z)

Primarily Mid Affluence individuals with slightly higher affluence level vs Audio (higher presence in Gold, Plat RFM segments)

State(Top 10)	SoV PPV
UTTAR PRADESH	11.56%
MAHARASHTRA	11.07%
WEST BENGAL	10.80%
BIHAR	7.05%
KARNATAKA	6.56%
ODISHA	5.02%
ANDHRA PRADESH	4.78%
TAMIL NADU	4.34%
GUJARAT	4.22%
MADHYA PRADESH	4.16%

Audio (PPV Data)

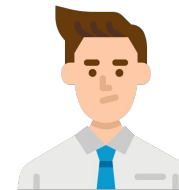| State(Top 10)	SoV PPV
UTTAR PRADESH	11.99%
MAHARASHTRA	10.96%
WEST BENGAL	10.76%
BIHAR	6.99%
KARNATAKA	6.32%
TAMIL NADU	6.22%
ODISHA	5.73%
GUJARAT	4.27%
ANDHRA PRADESH	4.14%
MADHYA PRADESH	3.89%

15-24 Y.O., Male, Predominantly Students / Young Adults (Gen Z)

Primarily Mid Affluence individuals with marginally Lower Affluence level compared to IOT (lower presence in Gold, Plat RFM segments).

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In Festive '22, Noise Pushed Its Reach Far and Wide by achieving *402% More New Unique Visitors vs Last Year - Rank #1 in Electronics*

	Growth in New Unique Visitors vs Last Year	Growth in New Unique Visitors vs BAU
Noise	402%	6.40%
IOT	81.24%	2.95%
Top Competitor	391.7%	-9.7%

The visibility for Noise helped it rank #1 in terms of Growth in adding **New Visitors to the Brand** during the Festive Period '22 vs Festive Period '21

Noise was the **#1 Electronics brand in** the **Absolute Number of New Visitors** to the brand in Festive Period '22

For these visitors, their 1st Visit to Noise happened during this period.

06 Wins, Takeaways and Future Roadmap

Festive Takeaways at a Glance

#1 IOT Brand

₹13 Overall Cost Per Mile (Title Sponsorship)

1.7x Event CVR for Noise in IOT vs Category

#1 Highest Growth in Branded Searches

3x Views Delivered vs Planned

0.6x Event CVR for Noise in Au vs Category

#1 Highest Growth in New Unique Visitors

1.3x Event CTR for Noise in IOT vs Category

#1 Most Considered Brand (PPVs)

0.7x Event CTR for Noise in Au vs Category

NOISE

9.5 Bn Views driven through Ads in 2022, ROAS of 3.9 - 22 Across Formats

Flipkart Ads

CY22 Core Ads Summary

Awareness	**9.5 Bn** Views
Generated Intent	**192 Mn** Clicks
Consideration	**202 Mn** Product Page Views (PPV)

Highlights

Driving Growth Through New Customer Engagement - 179% More New Visitors till date in '22 vs '21

Creating Impact through Maximisation of Views - 27 Billion with an eCPM of INR 65 (including Sponsorships and on-app ads) i.e Lowest in the category

Optimising for Maximum on-app ad Engagement - 2.0% CTR (IOT + Audio)

Maximising Consideration for performance - 201 Mil with a cPPV of Rs. 47

Performance Metrics	IOT	Audio
CTR	2.22%	1.44%
ROAS	6.43	4.82

Marketing Opportunities

Expand Consumer Base - Focus on students (82 Mn), women (31 Mn) MAU

Build Underpenetrated Categories - Audio ~14-16 Mn Visitors MAU.

Induce Repeat Purchases and Push for Premiumisation - Explore new need states/demand occasions - Gifting, Upgrades, Add-On / Bundling

Leverage new media opportunities - Create exclusive Noise Week, associate with FK marquee events and new engagement constructs

Campaign/Ads Focus Areas

New Enhancements and Rollouts - Video Ads, Upgradations to off-app ads (PPA), Improved Keyword/Brand Targeting, display formats

Building Brand Insights - Enhancements to brand insights to aid actions

Drive Optimisations and performance - Focus on continuous optimisations to drive higher ROAS on investments, and engagement

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Acquire, Educate and Engage. Building Noise-only specials

Our Multi Pronged Approach to Propel Growth for Noise in CY23

Maximise Penetration into the mass cohort of (Audio + IOT)		Maximise Share of Wallet of Upgraders in the category		Increase penetration within the Premium Cohorts
Achieve Disproportionately High SoV through Big Bang Activations, Launches and High Impact/Reach Ads	**Efficiently push audiences further down into the funnel**	**Customised Tentpole Events to achieve deep engagement**	**Thematic Campaigns for maximum salience across audiences**	**Dedicated Project to target Premium Users**

Big bang Media Activations
Festival Sponsorships - BBD, BSD (RD Sale in Jan, May Event, Jul Event, ID - Aug Sale)

Targeted Ads, Search Ads, Off App PPA
Reaching out to relevant audiences

Make Some Noise
A recurring campaign tailored to engage with audiences and craft a festive culture

Building salience for Noise through key themes
-Feel the Pulse
-Feel the Beat
-Feel Alive
-Move and Grove   -
-Connected with your Noise
-Celebrating many Indias
-Step up with Noise

New Cohort Strategies (focussing on complementary buying behaviour) + Apt Messaging + Curation
- Product Finders for Curation
- Targeted Ads for relevance
- Dedicated Always On
- Brand Stores for premium experience

THE BIG BILLION DAYS Powered by NOISE

PPV	100.00%
ATC	2.71% ↓97.29%
Units Sold	2.31% ↓15.02%
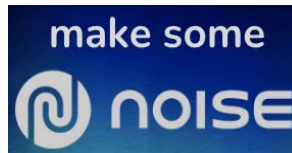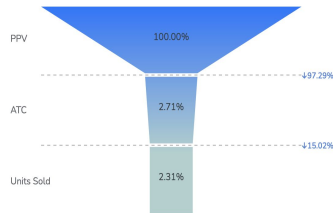
make some NOISE

Make Some Noise : More than just a Shopping Event

Brand Objective: *Create a long term event IP to connect with consumers*

Event Objective : *Top shopping events in India in 5 years in terms of reach and engagement*

Commerce Objective : *Increase Market Share and ASP across Audio, IOT categories*

1 **LARGE CULTURAL PURPOSE**
Create pull beyond commerce

2 **GAMIFY THE PROCESS**
Make the purchase process fun

3 **MASS UNIFICATION**
Collaboration between buyers

4 **JOYFUL CELEBRATION**
Reinforce symbols of joy, luck and happiness

5 **LARGER THAN LIFE AURA**
Build excitement through scale and hype

Iteration 1 : Crowdsourcing Name Suggestions and other engagement activities

Iteration 2 : Crowdsourcing Design Suggestions and other engagement activities

Iteration 3 and Beyond : Going Phygital and so on

make some
NOISE
Guess the Features that India Wants in its Next Noise Smartwatch and Win
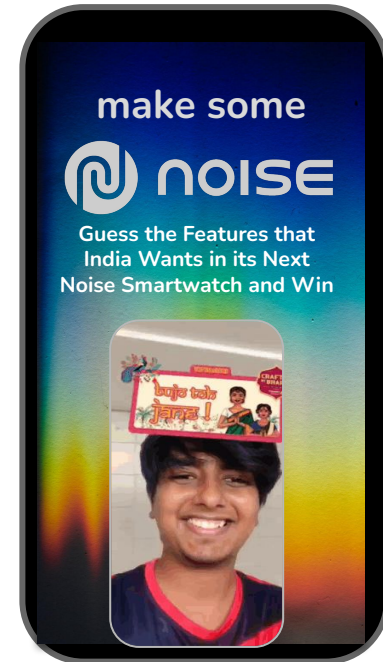
2023: How will we deploy advertising spends

Big bang Media Activations	Always-on Visibility on Flipkart App	Exclusive Ad Formats	Engage	Retarget
Sponsorship Make Some Noise Noise Days	**Display & Search Ads**	**Brand Store Student's Club Thematic Campaigns**	**Influencer marketing and live commerce**	**PPA**
Sponsorship during every high-decibel festival Make Some Noise - Quarterly Event Noise Days every month	Prime visibility on HPW and CLP, Video Ads to showcase Noise Ecosystem, Launch playbook to maximize visibility & sales	Premium Brand Store Innovation & Sustainability themed stores	Influencer Marketing & Live - Commerce Students - catch them early, catch them for life. Photo contest	Retargeting & Recruitment for Brand Complete shopping journey on Flipkart
100 Cr	210 Cr	12 Cr	1 Cr	25 Cr

54.5 Billion Views, 500 Million PPVs, 1150 Cr GMV

Thank You

We Look Forward to
Scripting New Success
Stories with You in '23.

Flipkart