

Paytm Ads & Points

Powered by Audience Insights,
Driven by Innovative Solutions

Discover the Power Of Advertising with Paytm

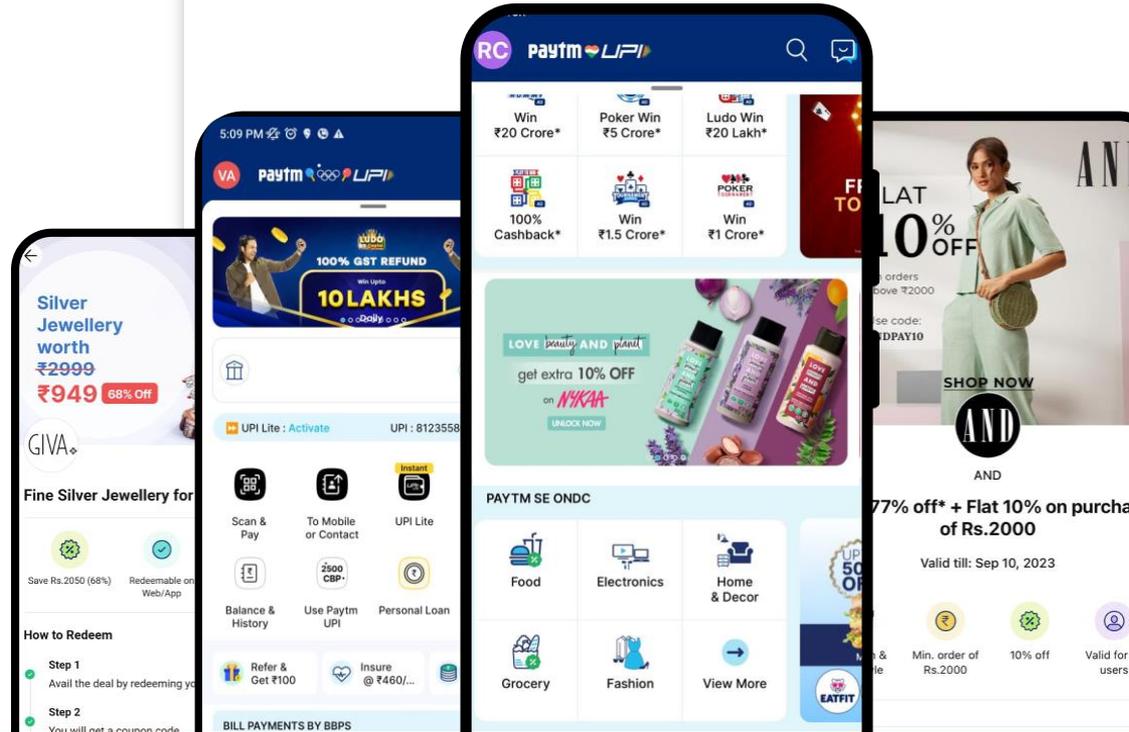
About Paytm Ads

Audience cohorts

Building User Profiles

Product Solutions

Summing Up Product Roadmap



Leverage Our Mighty Business Ecosystem : Fintech, Lending & Wealth, Commerce

Payments



Financial Services



Personal
Loan



paytm
Money



Co-branded
credit cards

Commerce & Marketing Services



Powered by
ONDC
NETWORK

Riding the Digital Wave: Trends and Paytm's Momentum



General & Modern trade getting digitized

6% Online 94% Offline

Paytm captures both online and offline POS activity



Attention-centric planning strategies

Engaging Ad units | Online, Offline

Creative optimization for Increased Engagement



Marketing strategies focusing on targeted performance outcomes

Deterministic Signals driving ROI Growth



Digital Commerce on the rise

Discovery and Sale through Paytm ONDC



AI driven transformations

Machine Learning Derived Segments and Insights

Meta Tagging for Enhanced Performance



Cookieless Ecosystem

Building Brand's First Party Data

About Paytm Ads

5 Years

Since Inception

10+

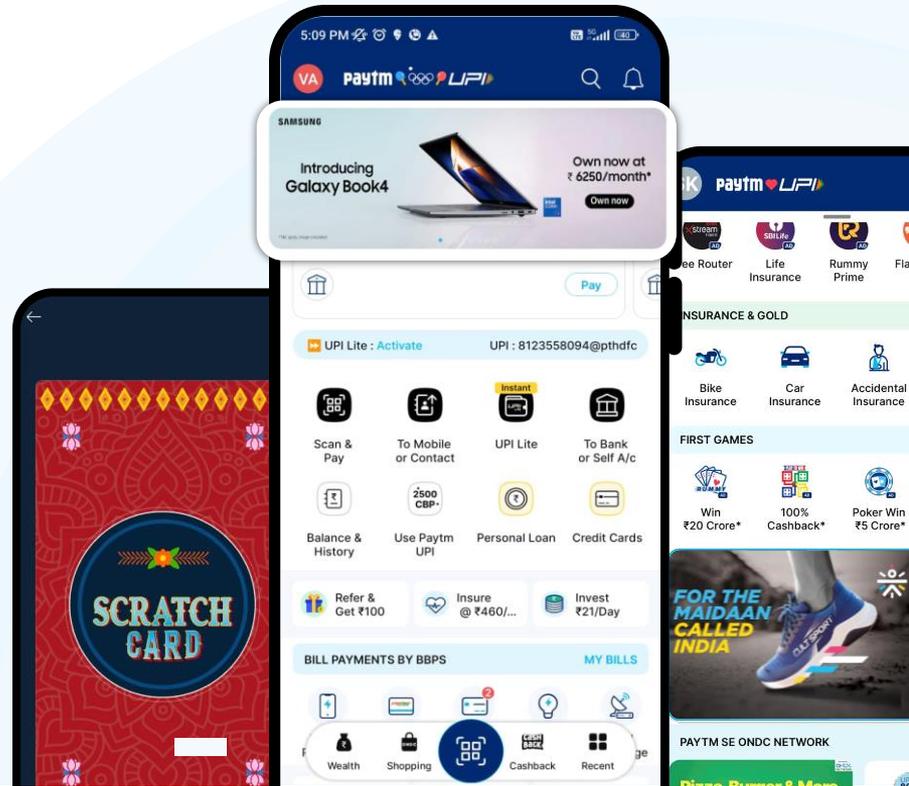
Ad Solutions we offer
across funnel

1500+

Valued Brand
Partners

1000+

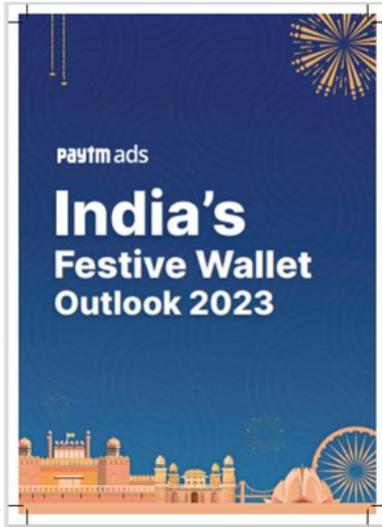
Signals across
touchpoints



Building Strong Foundation Through Thought Leadership

Festive Outlook Report '23

Launched our first festive season outlook report in partnership with Redseer consulting



Recognized Excellence through 30+ Awards



	<p>8 Awards</p>
	<p>6 Awards</p>
	<p>5 Awards</p>
	<p>16 Awards</p>

Offering A Holistic And Authentic View of Offline and Online Consumer Behavior

	Content Platforms	e-Commerce Platform	Paytm
Demographics	User declared demographic signals	Authentic signals	Authentic signals
Behavioural Signals	Limited to content consumption habits	Intent driven search signals limited to online	Content, Lifestyle Choices, Online + Offline Interactions, Recharge & Utility
Transactional Signals	Low strength/ No signals	Currently limited to the scale of e-commerce in specific categories	High scale, cross-platform signals
Spends Pattern	Low strength/ No signals	Limited to product sales	Transactional signals indicative of spending appetite & affordability

● High signal strength
 ● Medium signal strength
 ● Low strength/ Signals unavailable on platform

Our Audience Overview

39Mn+
Merchant Partners

10.9Mn
Devices Deployed at
Offline Stores

~14%
Use Paytm in Vernacular
Language

~ 73%
Use Paytm in Tier II
markets and Beyond

80% M



20% F



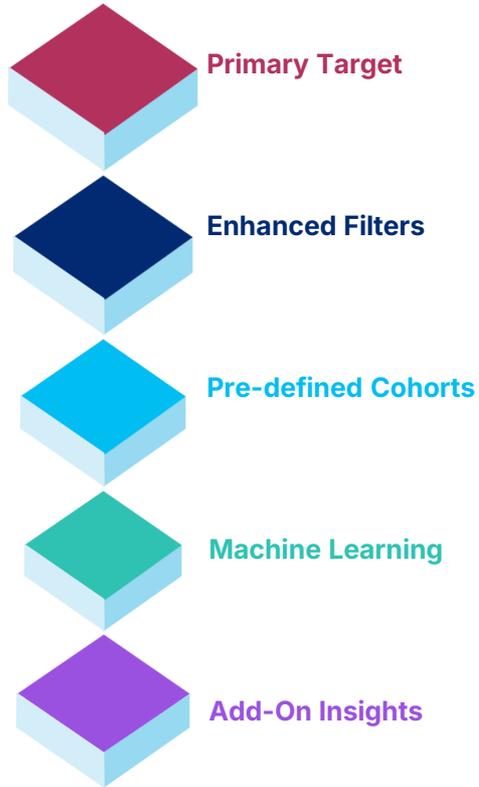
120Mn+

**Monthly
Active Users**

78Mn+

**Monthly
Transacting
Users**

Audience Cohort Landscape with Deterministic Signals



	<i>Signals</i>	<i>Touchpoints</i>
Duration, Volume, Amount	<ul style="list-style-type: none"> - Demographic - Geographic - Contextual - Device - Merchant 	<ul style="list-style-type: none"> -Gender, Age, Language -State, City, Pincode -Homepage, Category page, PTS, Chat ++ -Brand, Model, OS, Device ID -Category, Offline, Malls, Merchant ID
	<ul style="list-style-type: none"> - Behavioural - Transactional Signals - Finance Signals - Retargeting/Pixeling - Custom 1P audiences 	<ul style="list-style-type: none"> -Affinity, Recency, Frequency, Ad Interactions, Deal seekers -Movies, Events, Shopping, GV's, Deals, Recharge & Pay Bills, Online Apps -Credit Score, Mobile Protection, Gold, Insurance, EMI/CC, COD, Offline QR -MMP Integrations -Custom segments (manual)
	<ul style="list-style-type: none"> - Templatized Audience Segments 	<ul style="list-style-type: none"> -Movie Buffs by language -Frequent foodies, Travellers by diff modes, HNI -eCommerce, Home, Fashion shoppers ++ -Metros, Tiers
	<ul style="list-style-type: none"> - Automated Smart Targeting 	<ul style="list-style-type: none"> -Machine Learning generated segments optimized towards campaign objective
	<ul style="list-style-type: none"> - Historic Category Insights 	<ul style="list-style-type: none"> -Post campaign Evaluations -Category led competitive Insights

Building User Personas

Signals

Touchpoints



Primary Target

- Demographic
- Geographic
- Contextual
- Device

- Age 18+, Gender F 90%, M 10%
- Geo - Pune, Delhi, Bangalore
- Post Transaction Screen
- Apple, Oneplus, Samsung

Enhanced Filters

- Behavioural
- Transactional Signals
- Finance Signals
- Retargeting/Pixeling
- Custom 1P audiences

- Deal Seekers, BPC Freq Txns >INR300
- Purchasers on BPC - 3P apps, ONDC
- Users paying at offline Retail stores
- Retargeting last month purchasers (MMP)
- Manually targeting specific mobile #'s

Pre-defined Cohorts

- Templated Audience Segments

- Shoppers - FMCG, BPC, Fashion
- Flight Travellers , Multiplex Spenders

Machine Learning

- Automated Smart Targeting

- Machine Learning Segments optimised towards clicks

Add-On Category Insights

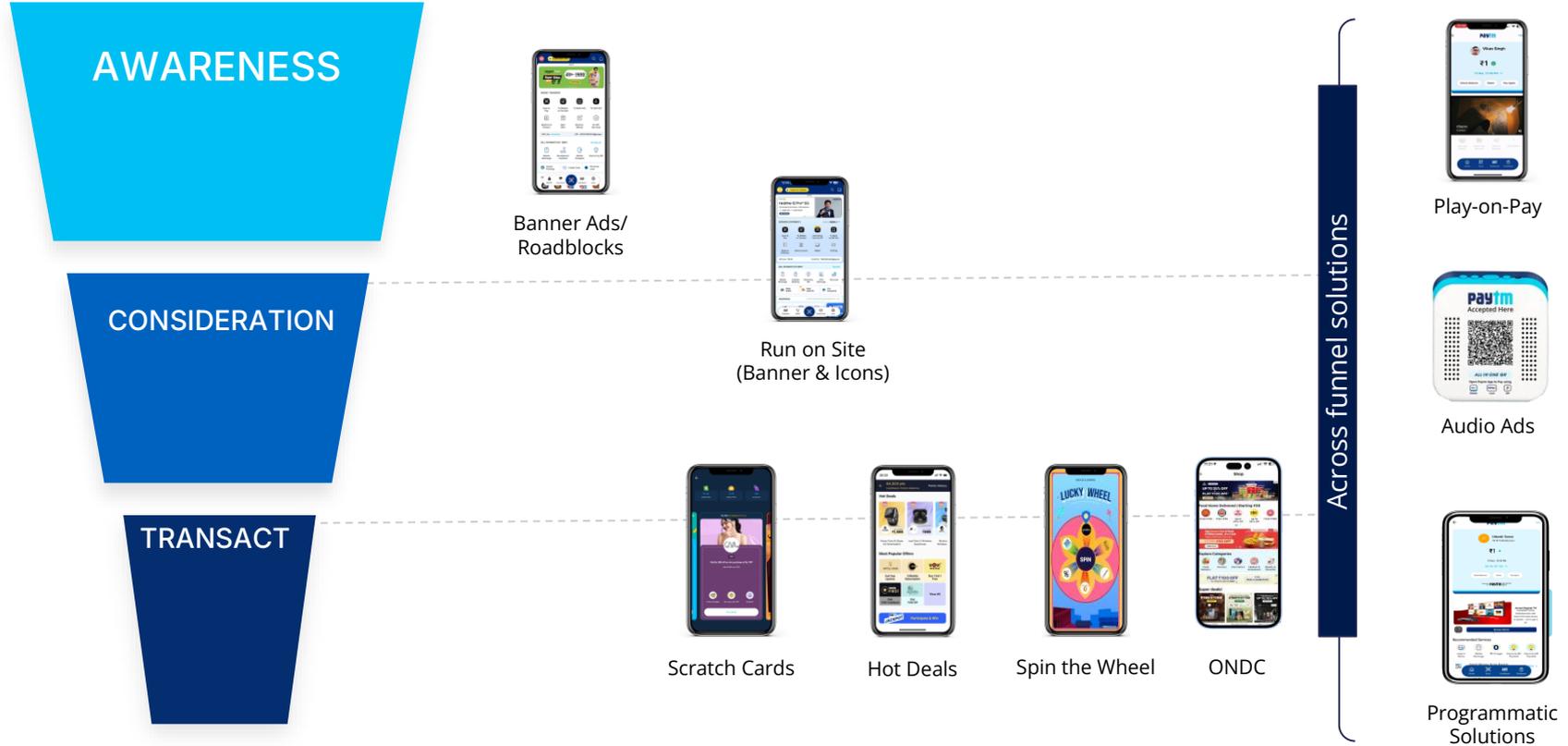
- Historic Category Insights

- Men's Transactions in BPC has grown by ~35% for similar campaigns

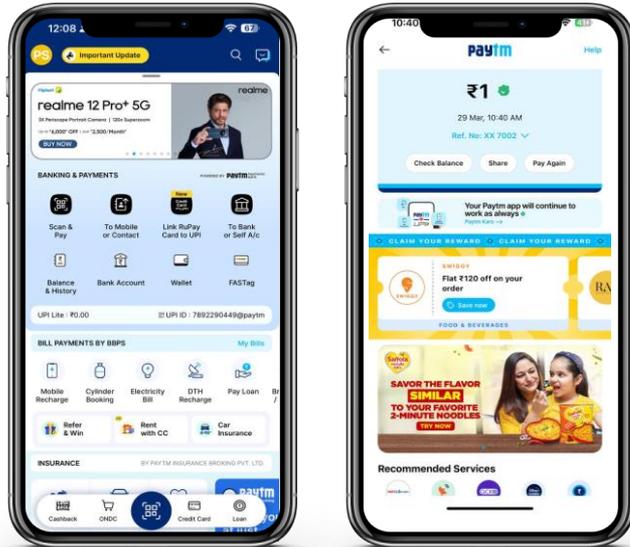


Product Solutions Across the Funnel

Comprehensive Solutions for Marketing Goals



Roadblock / ROS Banners



Static Banner Ad Solutions to Drive Unhampered Impressions 🚀

- Strategically positioned on Paytm's Home page or Post Transaction Screen, capturing the user's immediate attention.
- These banners are placed in such a way that they are unmissable, ensuring maximum visibility & engagement.
- Leveraging this prime clickable ad unit, brands can effectively grab user's attention and encourage them to click, driving traffic to your landing page or promoting your products, services or offers.

Scratch Cards & Spin The Wheel

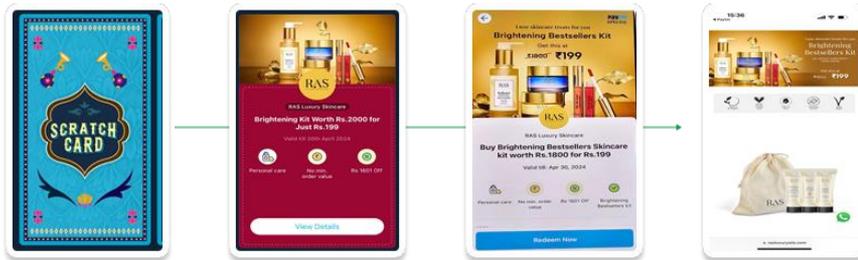


Performance driven Offer Ad unit for maximising ROI Or User Acquisition 🚀

With Engaging Gamified Offer distribution, these ad units grasp Deal Seekers attention and build Top of the mind recall for brands with steady visibility on Cashback & Offers section to drive ROI . They solve for Discovery, Incentivization via Deals Distribution, and Engagements leading to end funnel metrics

Engagement Rate : 2-4%

Roadmap: Enhanced RTCS for goal optimisation



i) Attention ii) Performance iii) Digital Commerce iv) AI (ML)

SoundBox



Audio Ad Solution for targeting Offline transactors across Retail Media. 🚀

94% Sales happen Offline in India

Engaging across grassroot Digitized India, this ad unit captures attention at crucial point in the purchase funnel, i.e offline points of sale. Breaking language barriers, it supports regional audio, effectively reaching out to offline markets in Bharat

Devices Deployed : 10.9 Mn+ Notifications Per month : 150Mn+

TG Filters: Category, Geo, Language

Clients across categories:



i) Digitization ii) Attention

#PlayonPay 

Transforming transaction processing into an immersive user experience.

A combination of in-transaction communication followed by post-transaction video for 100% viewability.

Non-intrusive, Brand safe and seamless redirection to the brand landing pages

Innovate and engage audience through the funnel – from driving awareness to enhancing perception and trials.

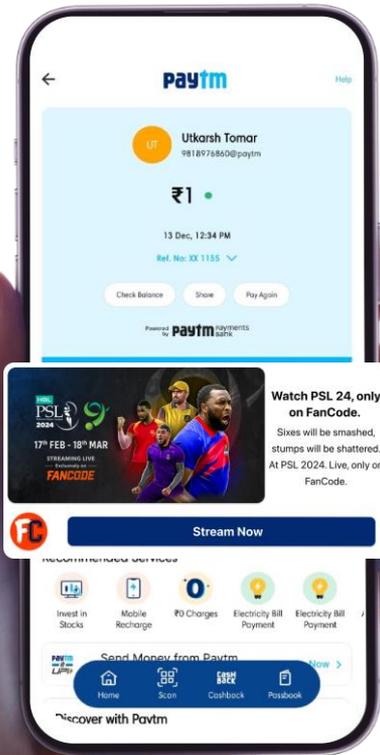
Paytm is the first fintech platform offering video on the post-transaction screen. 

Clients across categories:



i) Attention ii) Digital Commerce iii) AI (ML)

Programmatic



Paytm's Inventory Now Available Programmatically, ensuring seamless automation and transparency across native display ad unit on the post-transaction screen

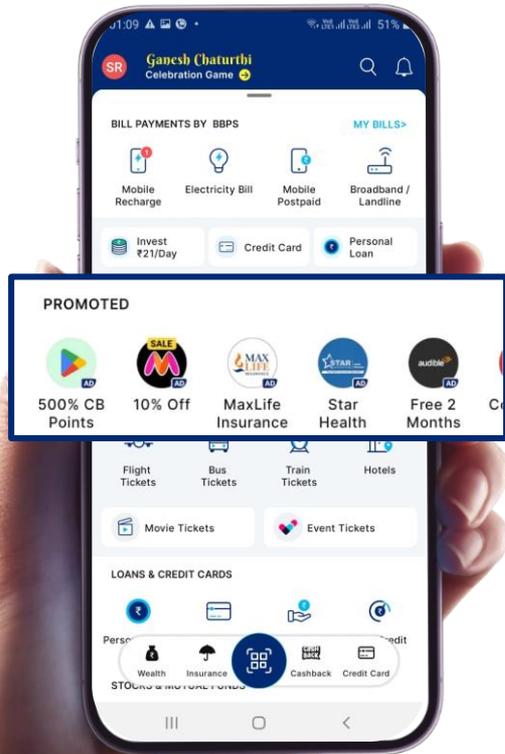
Available on PMP

Clients across categories:



i) Attention ii) Digital Commerce iii) Automation

Icons



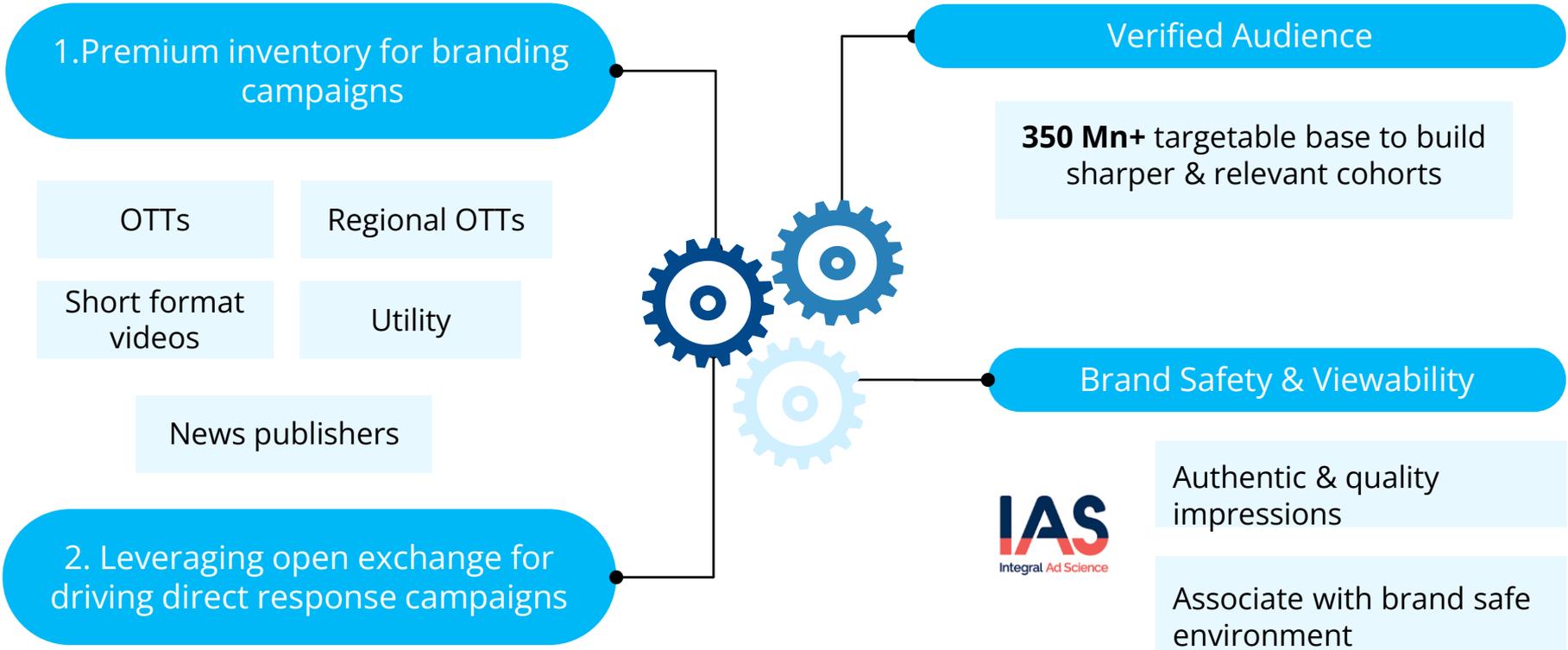
Promoted Icons are *ideal for brands targeting bottom-of-funnel conversions*. By optimizing for actionable outcomes, it offers a profitable opportunity to drive measurable results, enhancing ROI and ensuring your ad spend delivers maximum impact

i) Attention ii) Performance iii) Digital Commerce iv) AI (ML)



Leveraging Deterministic Signals Across Programmatic Campaigns

Programmatically Reach Paytm's Verified Audiences....



THANK YOU

Visit Our [Website](#) for more details



Find your Best Customers

Unlock the power of multiple platforms with Paytm: Reach the right customers

[Explore Platforms >](#)



Target, Engage and Acquire

Customized and Innovative Ad Solutions to compel consumer action across the funnel

[Know Solutions >](#)