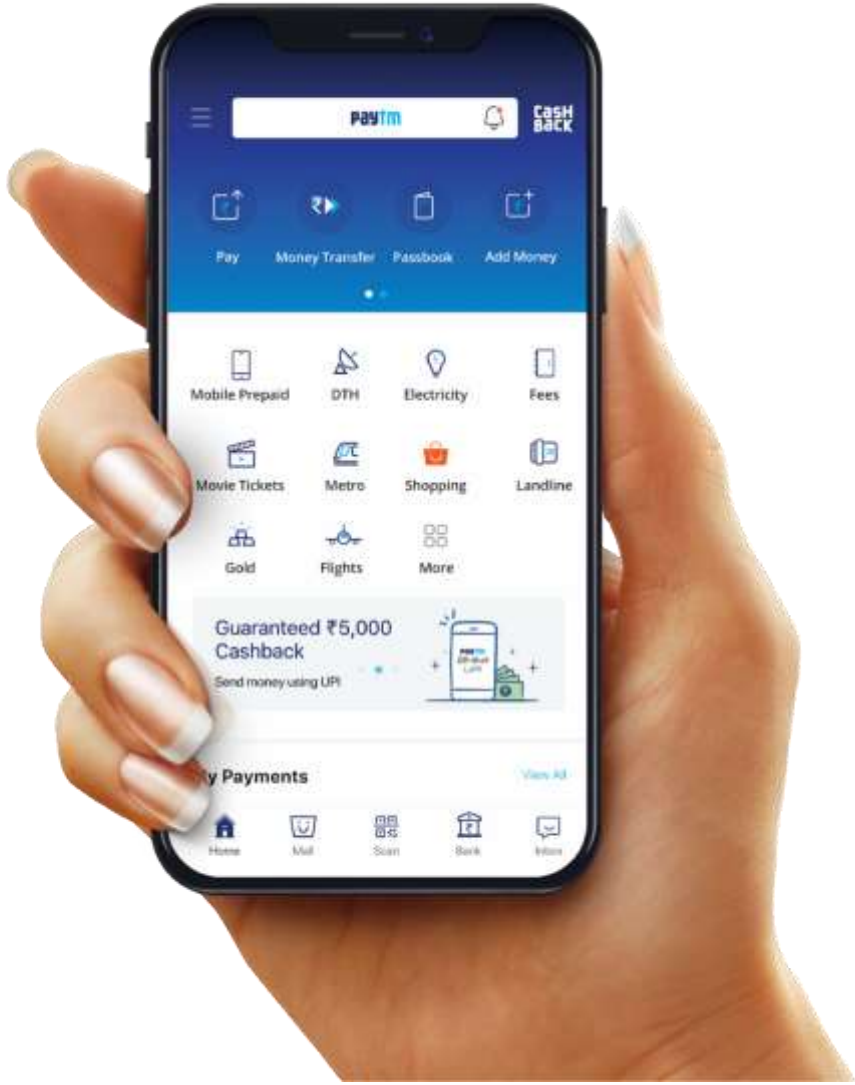
Paytm ads

Paytm
Now, pay directly from your Bank Account
Scan & Pay
Send Money To Anyone
Recharge & Pay Bills
₹700
Money Transfer 7 times
Get up to ₹700 Cashback
No Wallet KYC needed
Paytm
Balance & History
Paytm Bank
Add Money to Wallet
All Services

AGENDA

- Paytm Ecosystem
- Overview Paytm and Paytm for Business
- Audience Segmentation and Insights
- Ad Formats : Display, Content Video and Coupons
- Glimpse of our Advertisers



Paytm Ecosystem – India's Super App

*~600 Mn Transacting users on Display & Video Ad formats**

Investors: Stocks, MFs, IPOs, NPS ~6Mn

Largest targeting for SMBs ~ 20Mn

Serious Gamers ~ 12 Mn

Millennials, Music, Gigs & more ~ 25 Mn

**Video ads targeted to Paytm users on the Audience Network*

Best in class – Growing exponentially

600mn+ lifetime users

One of the biggest transacting audience in Indian mobile app ecosystem

20mn+ merchants network

One of the country's biggest and fastest growing merchant network

200+ Transaction Signals

Broad range of signals from daily life real time signals to investment spends.

3bn+ monthly impressions

One of the highest impressions serving portfolio in the industry through multiple business apps.

15+ Video partnerships

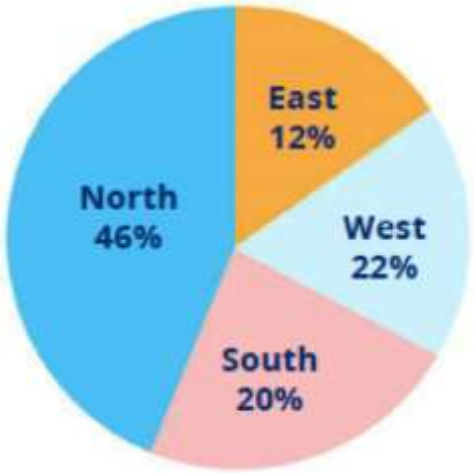
Best in the Industry video distribution network layered on transaction based customer segments.

150+ happy advertisers

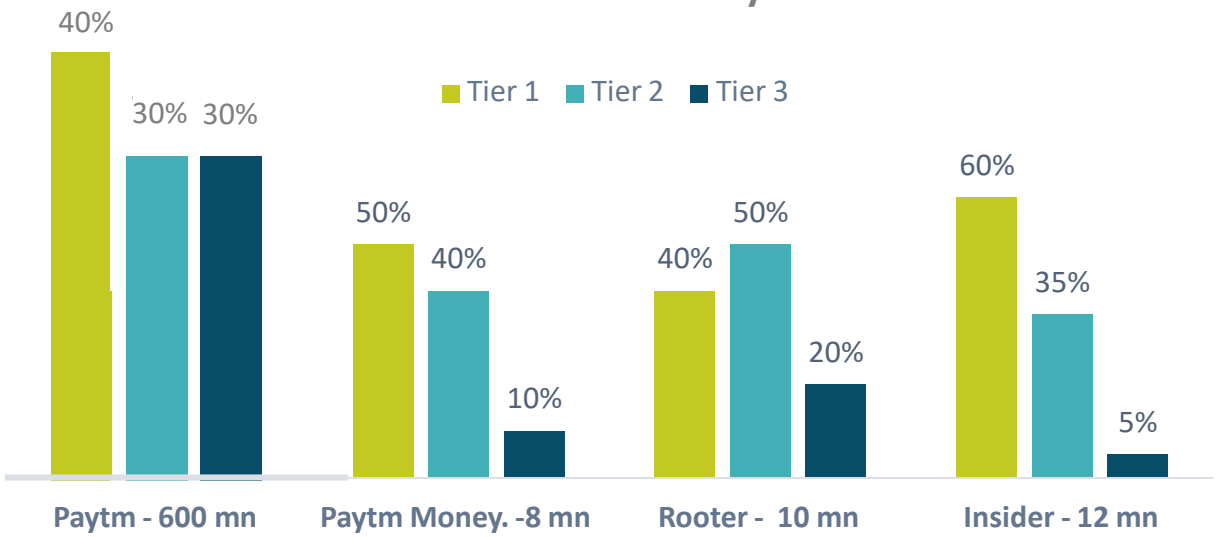
Active and ongoing advertisers from all sectors ranging from FMCG, to BFSI to Consumer Electronics and Edutech.

User Footprint – Reach to Half of the country

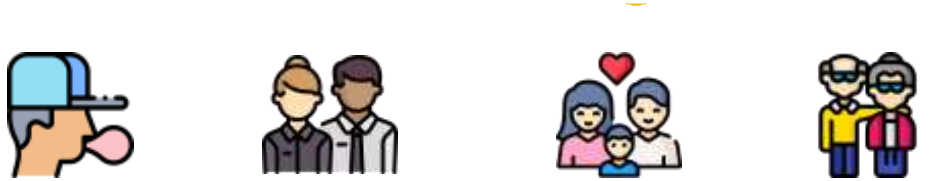
Location



City



Age



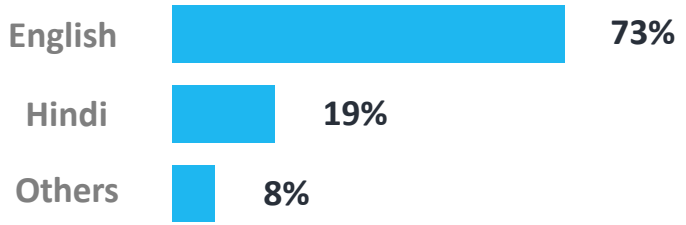
18 - 24 | 30%

25 - 34 | 45%

35 - 44 | 20%

45+ | 5%

Language



Gender

80% | 20%

Paytm

Paytm ads

We Know Our Customers

Audience segments - Broad Representation of over 200+ Data Signals for Targeting

Location & Demographics

Age

City

Pin code

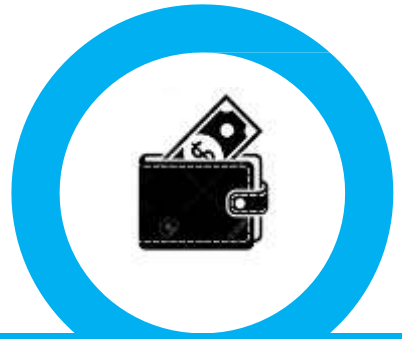
Gender

Education

Language

Parental Status

Telecom Network



Paytm Transaction Signals

On Paytm - Users who transact on Paytm . For eg, a user purchases on Paytm Mall

Off Paytm - Users who transact outside of Paytm using our Payment instrument. For eg, a user visits a supermarket & pays through Paytm Wallet

Surrogates - Users who purchase on online platforms using Paytm PG/Wallet

Affluence & Premiumness

Search on Paytm

Avg. Txn value and frequency on Paytm

Appography based targeting

Premium credit card holders

Users who trade in **Gold**

Frequent international travellers and lounge transactions.

Heavy spenders on the platform

Premium vehicle onwer

Premium device owner

Daily Lifestyle Expenditure

Habitual **Shoppers**

Monthly Phone & Utility Bills

School & College Fee

Online Payments - Zomato, Uber, Big basket etc

Travel expense - **Flights, Train, Metros.**

Movie Booking audiences

Financial services - Insurance, Credit cards

Gaming - Affinity & Preferences

Custom Segments - Education

Parents/Decision Makers

Parents transacting for – Edu Fee, Gold, shopping, Premium Credit cards, vehicles, Spas/Salons, Edtech Apps,

Appography

Data targeting users having edtech apps like, shiksha, BYJUs, Udemy etc.

Students/Aspirants

Users transacting for – Coaching classes, Edtech Apps, Entrance exams like JEE, NEET, BITSAT, IITs , MAT, CA etc.

Youngsters

Users buying tickets for movies, entertainment shows, concerts, comedy shows, cafes and pubs etc..

Travelers

Users transacting for – Air, Train and Bus tickets, Parents booking family travel tickets.

Shoppers

Users transacting for ecom apps, paytm mall, retail stores, malls, ordering food, OTT subscriptions, stationary, books, gadgets etc.

Gamers

Users transacting for paid mobile games, fantasy cricket, rummy, poker. Users active on Rooter for LIVE game streaming

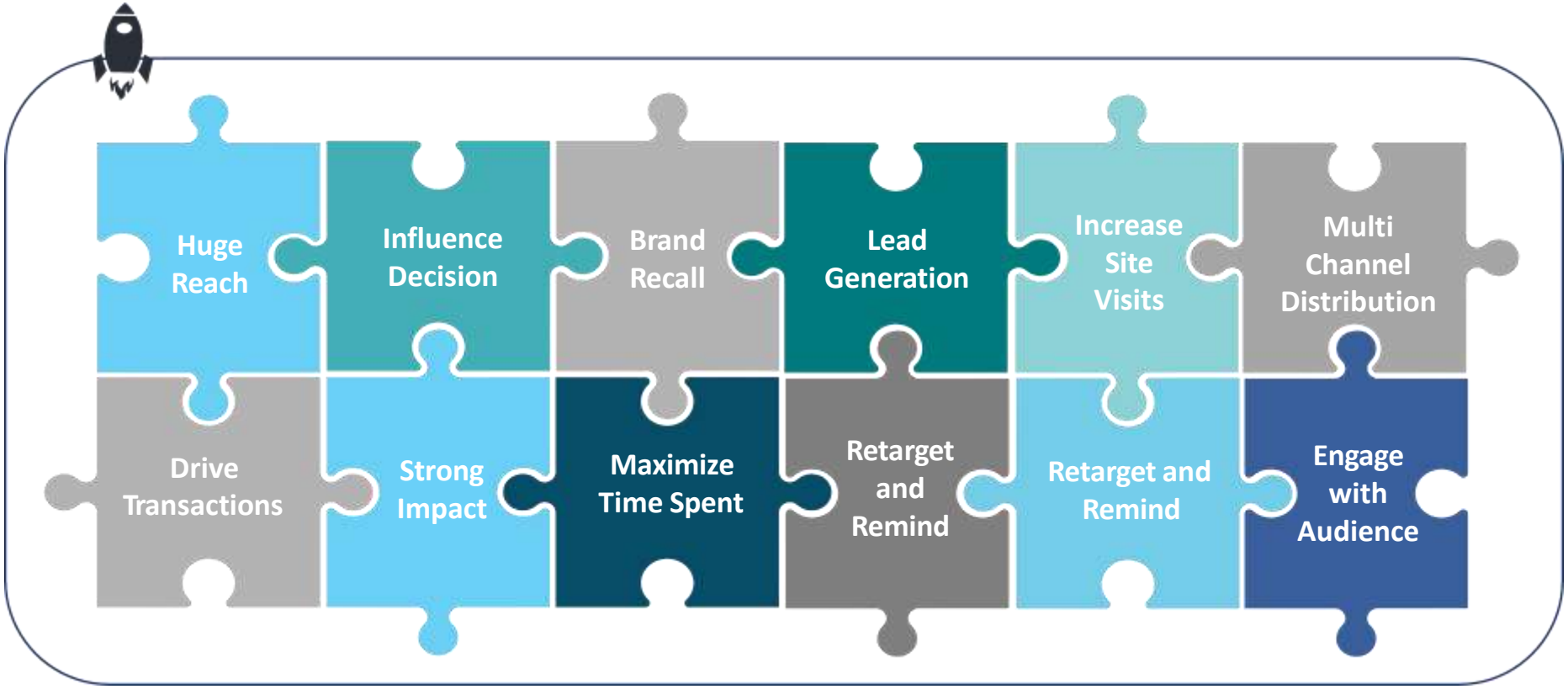
Fitness & Sports

Users transacting for gyms, sports academies, clubs, fitness centers, fitness apps.

Full Funnel Impact – Awareness to Performance

Maximum Impact & Reach	Home Page Premium Banners Roadblocks Post Transaction Banners	Top slots on the App with maximum reach and huge impression burn.
Maximize Recall via Video Campaigns	Data layering via DSP On OTT partner platform On Open Exchange	Videos on OTT platforms backed by razor sharp multi layer targeting
Engage and Interact	Masterclass Workshop Webinar Gaming Contests	Content creation, promotion and curation with LIVE audience
Propel Consideration	Social Media Push Blogs Promotion Community interactions	Growth marketing support to create a parallel push and buzz.
Retarget and Remarket	Lead Gen Banners Portrait Tiles Push Notification Search Ads	Interact with audience that has shown affinity to campaigns.
Drive transactions	Scratch Card Offer distribution App Install Flash Sales Voucher	Maximize ROI by driving real measurable results.

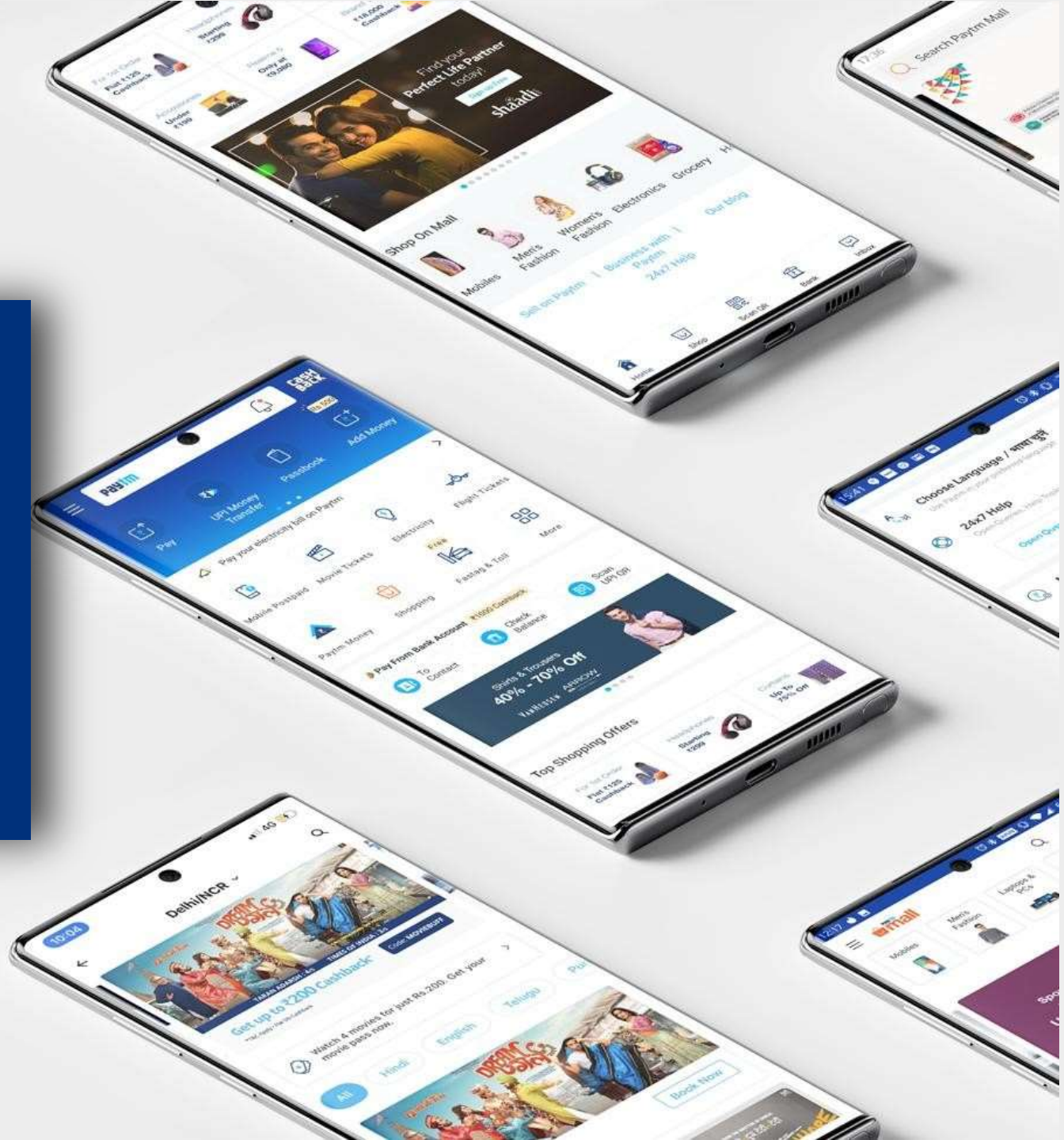
360 degree Approach – Why our campaigns perform better



Maximum ROI through multifaceted approach

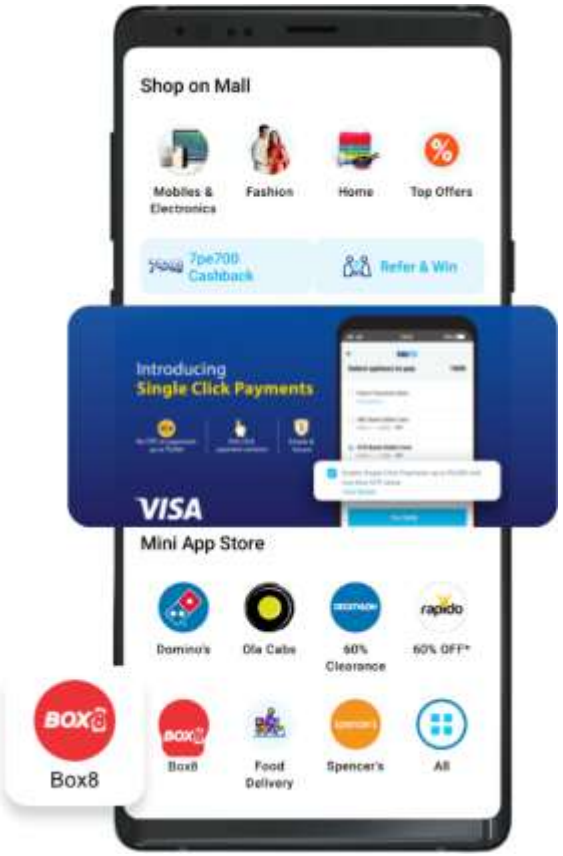
paytm ads

Display
Ads on Paytm

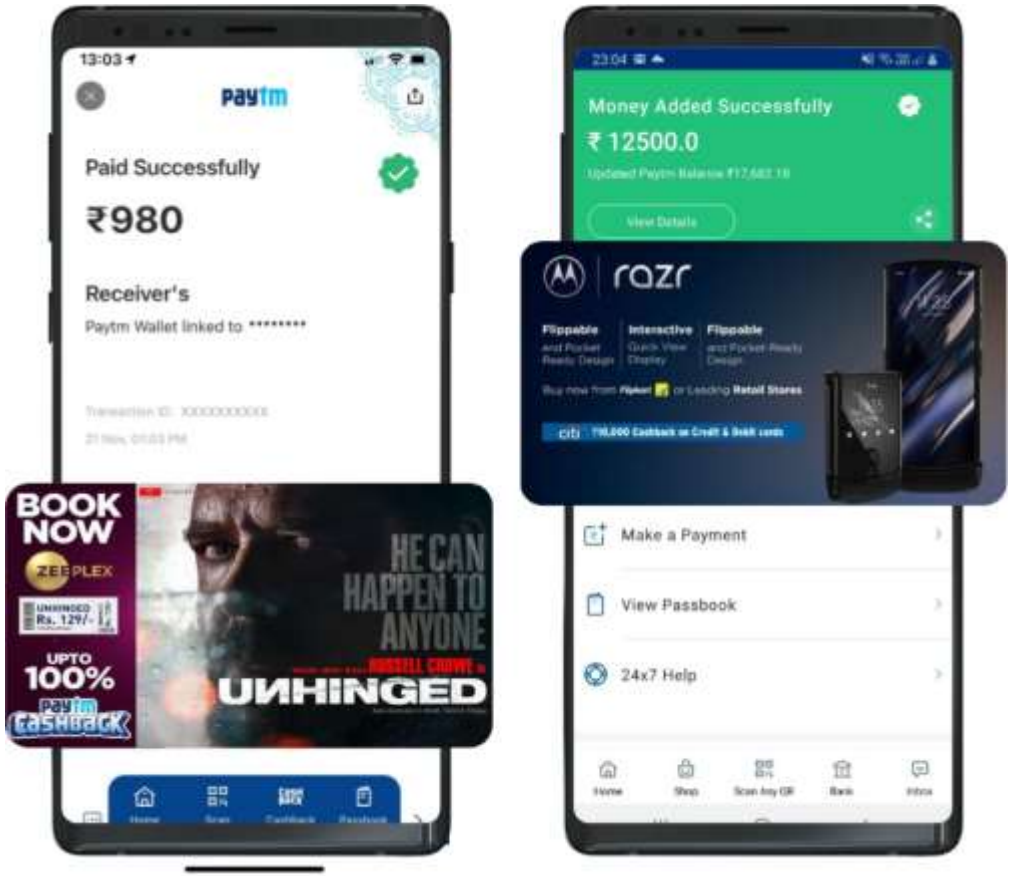


Premium Placements on Paytm

Homepage ATF



Homepage BTF

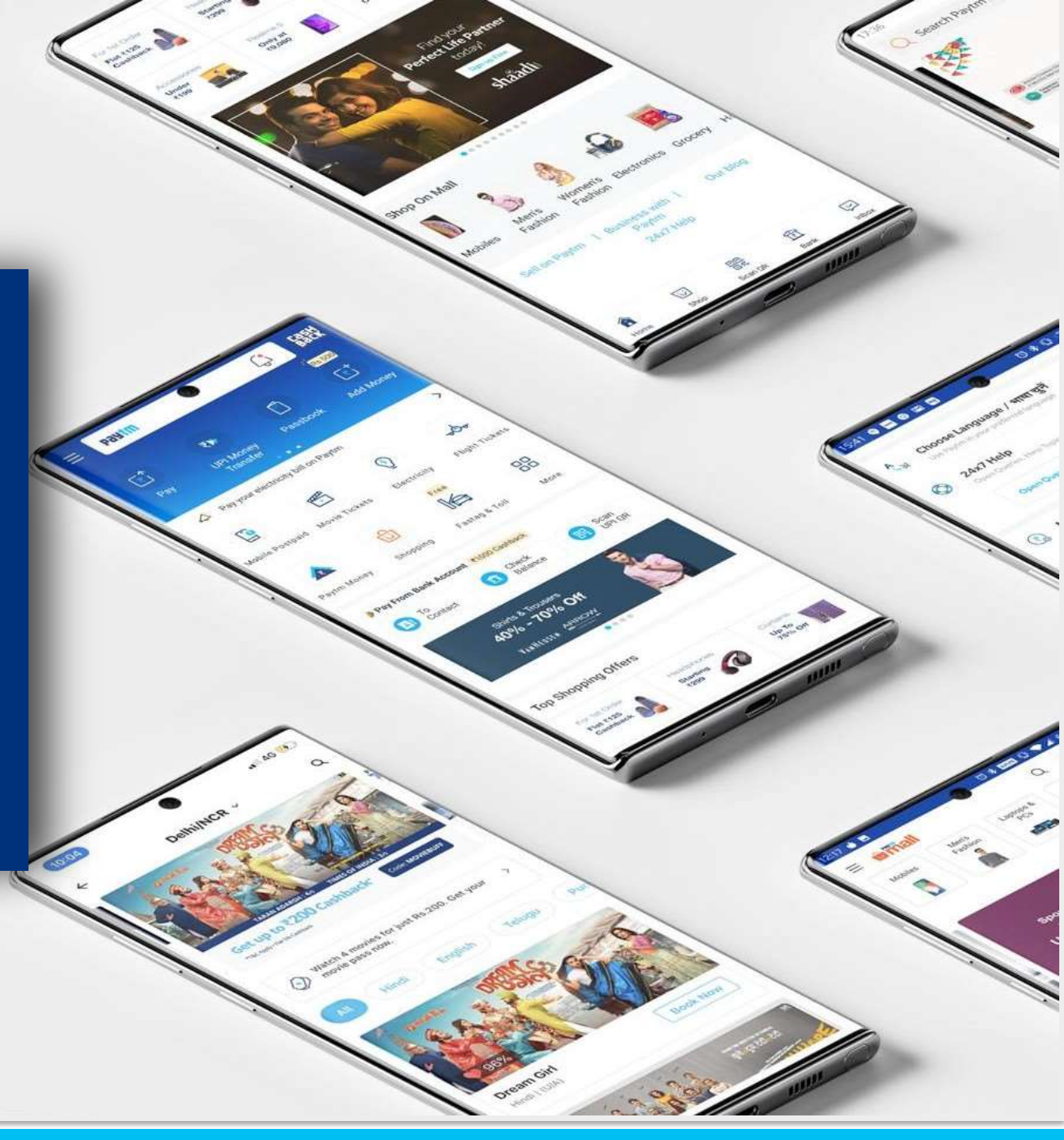


Post Transaction Screen

Paytm ads

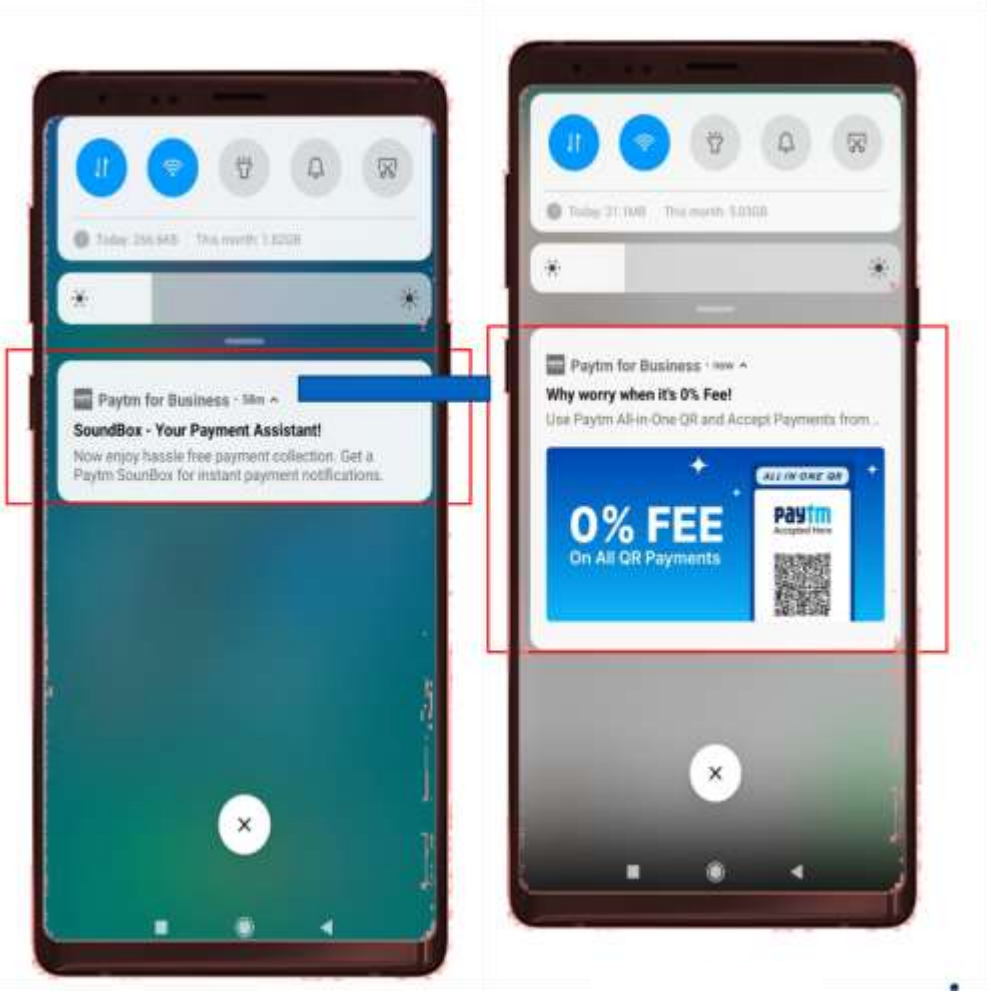
Drive
Re-Marketing

Portrait Tiles
Push Notifications

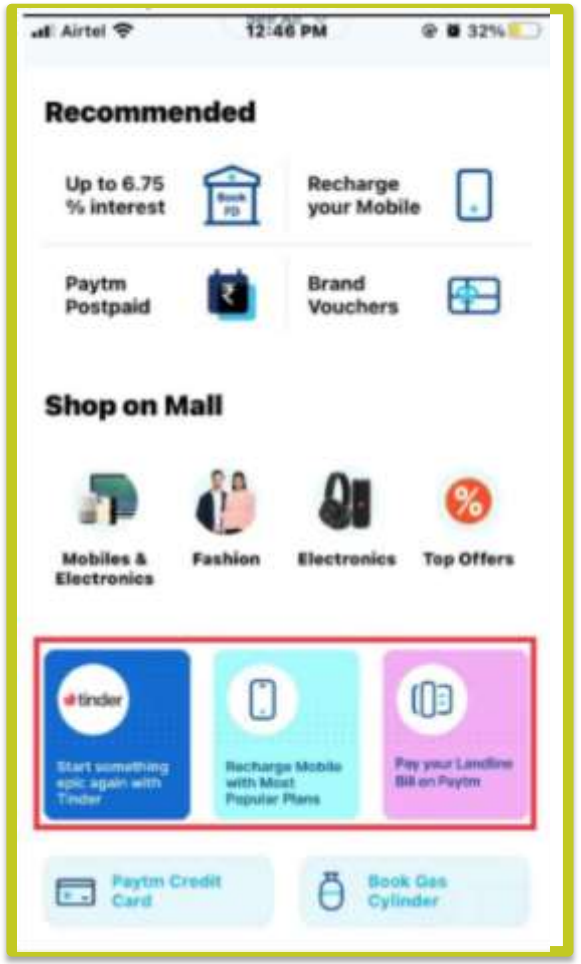


Retargeting on Paytm

Now, Re-target the directly via Paytm homepage. With the help of link-out campaign & Flat CPC buy, this works best for Re-marketing.



Push Notifications

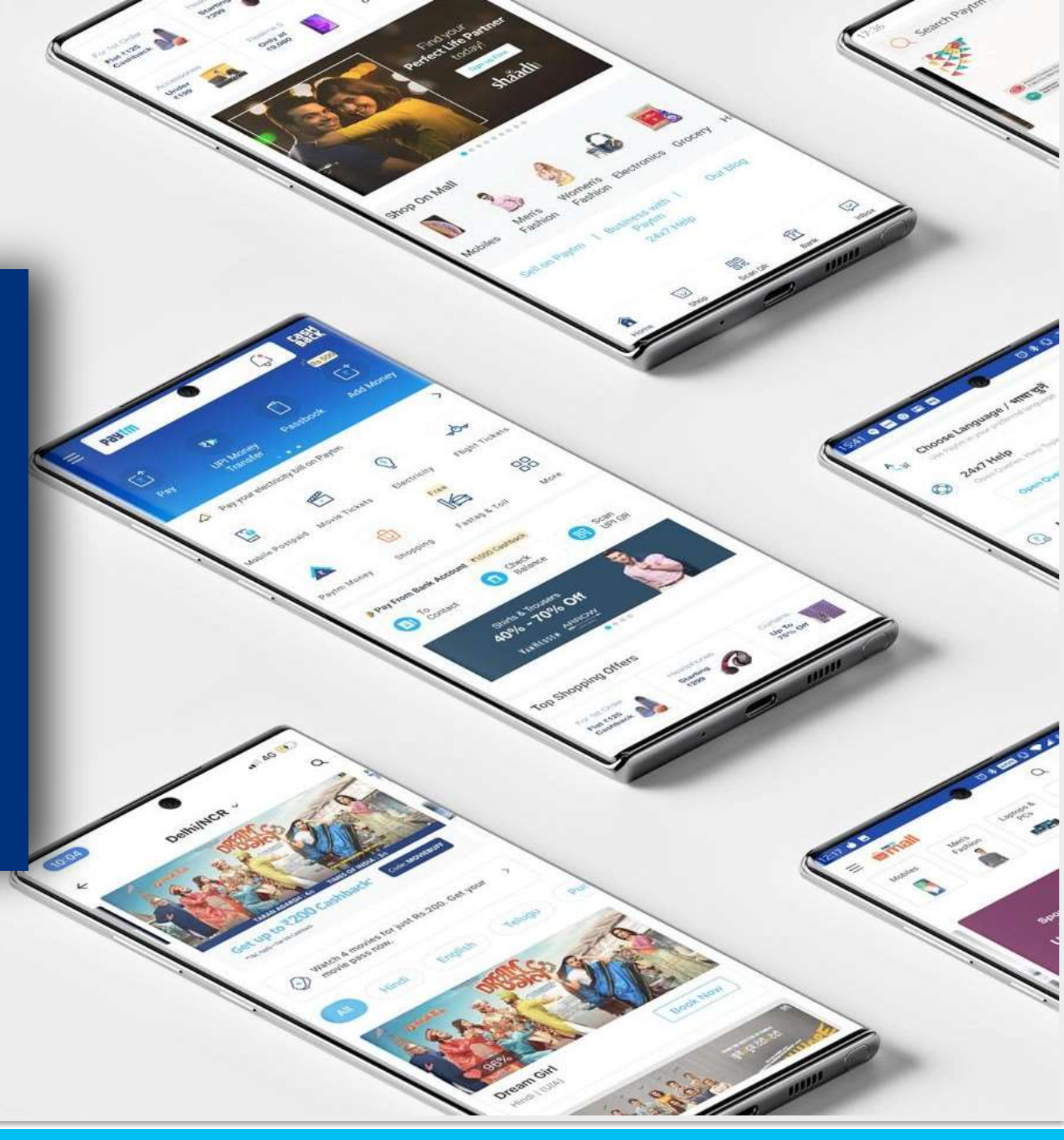


Potrait Tiles

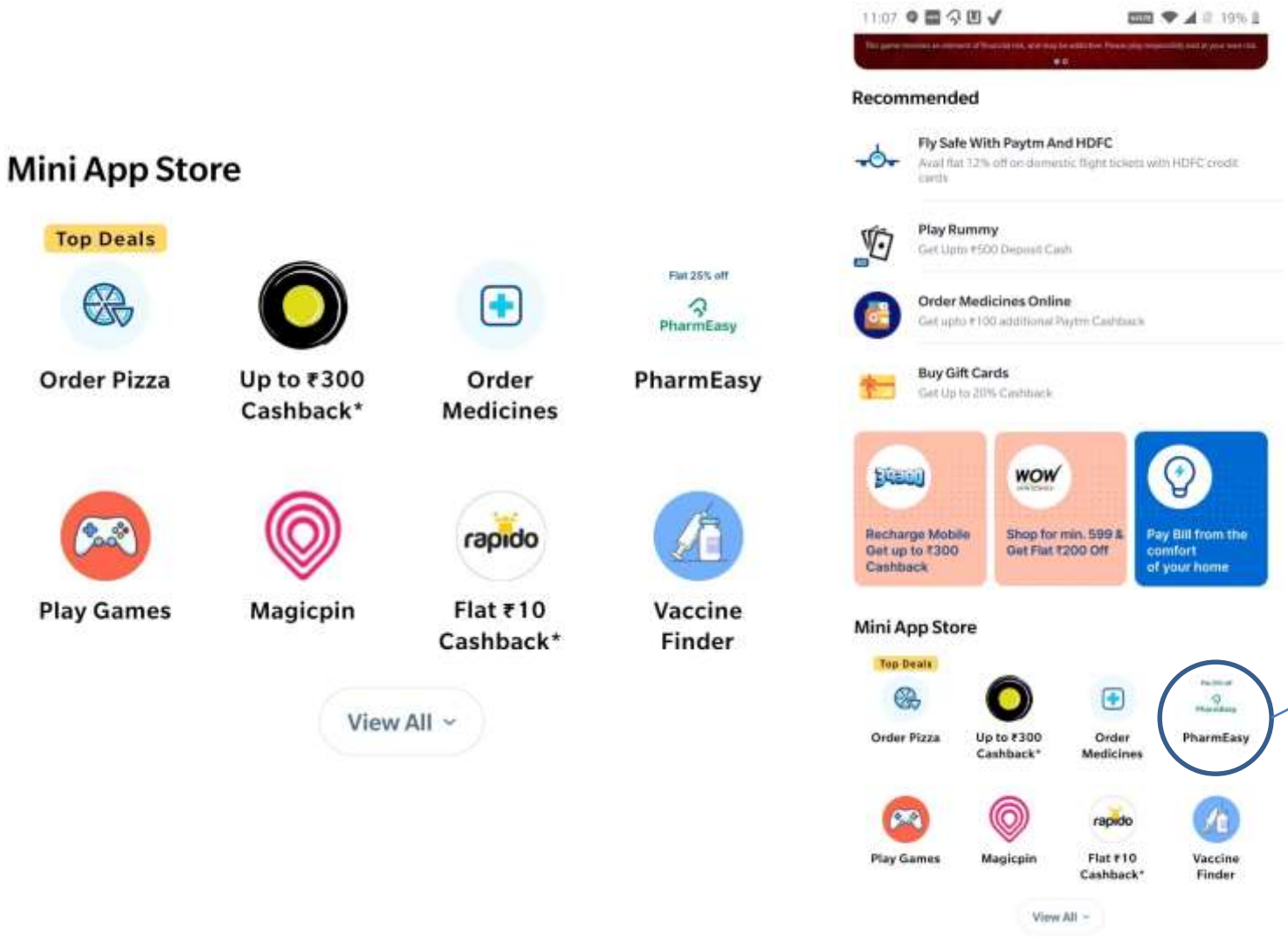
- Visibility on Paytm Homepage
- Deep Layered Targeting
- Add on - Push Notifications
- Re-direct traffic to your website

Paytm ads

Drive Installs



Install Campaign

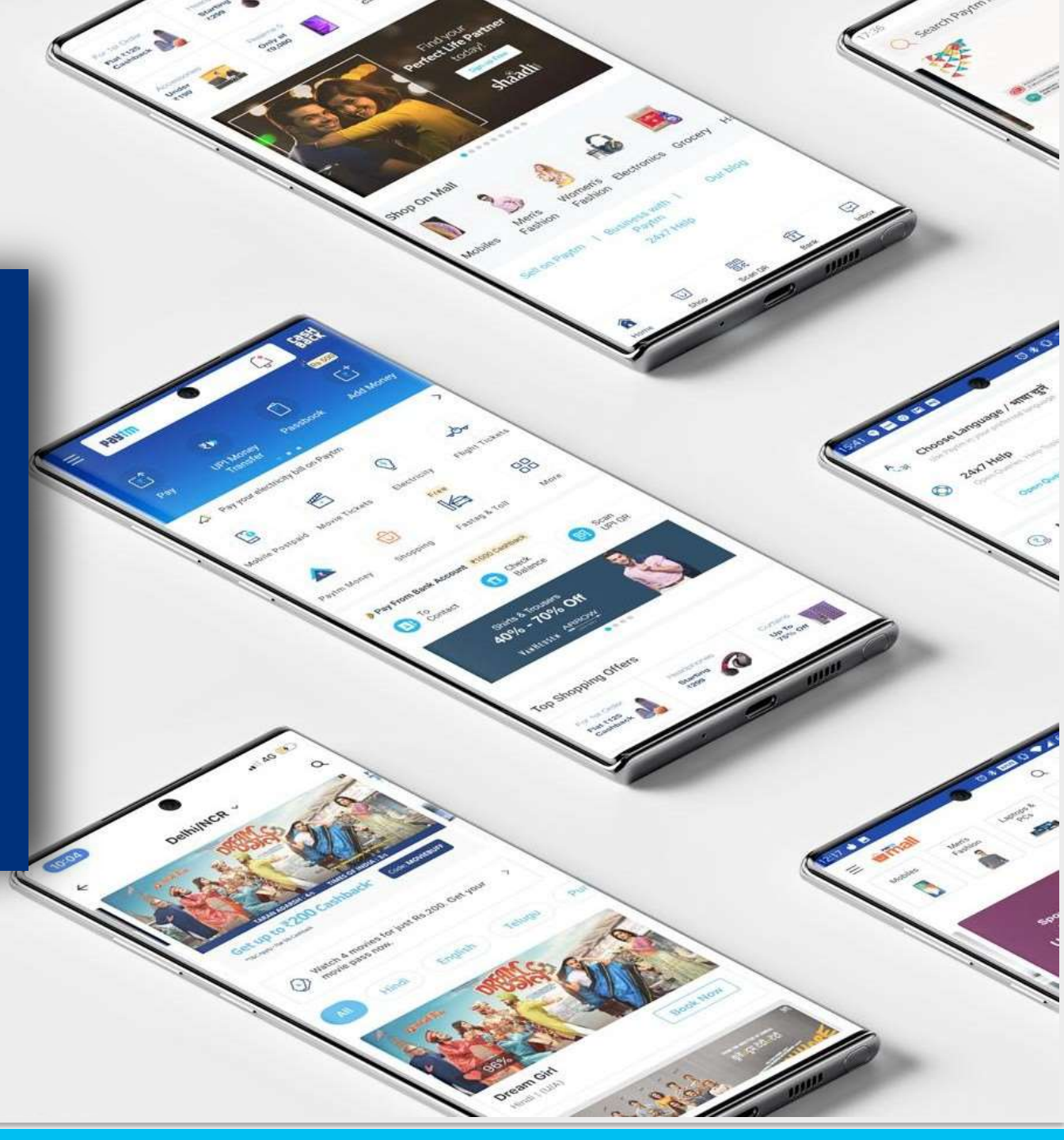


Pharm Easy Icon Campaign

Paytm ads

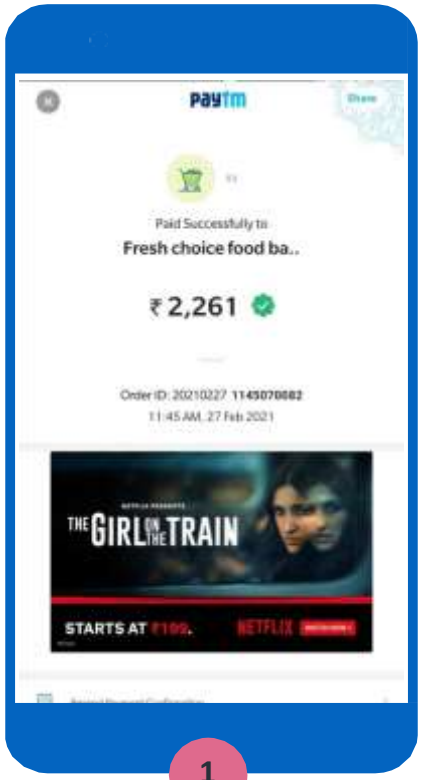
Drive Transactions

(Scratch Cards)



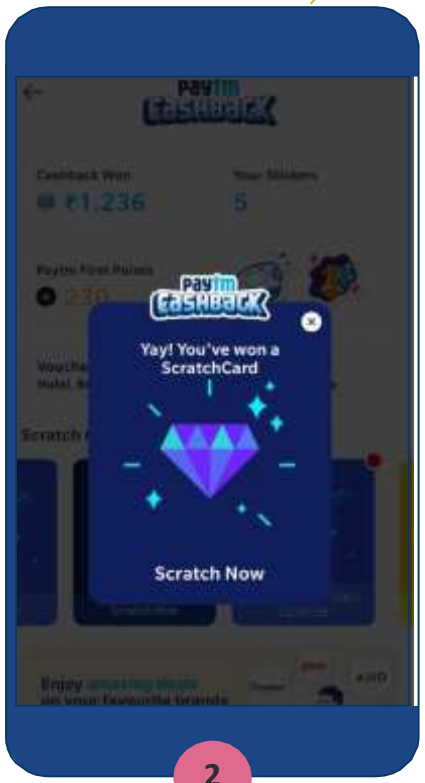
Scratch cards for driving performance

Avg. Scratch Rate: ~60%



1

Users transact on/off Paytm



2

Users win a scratch card instantly

3

Scratch, DIscover the Offer

Redeem the Offer

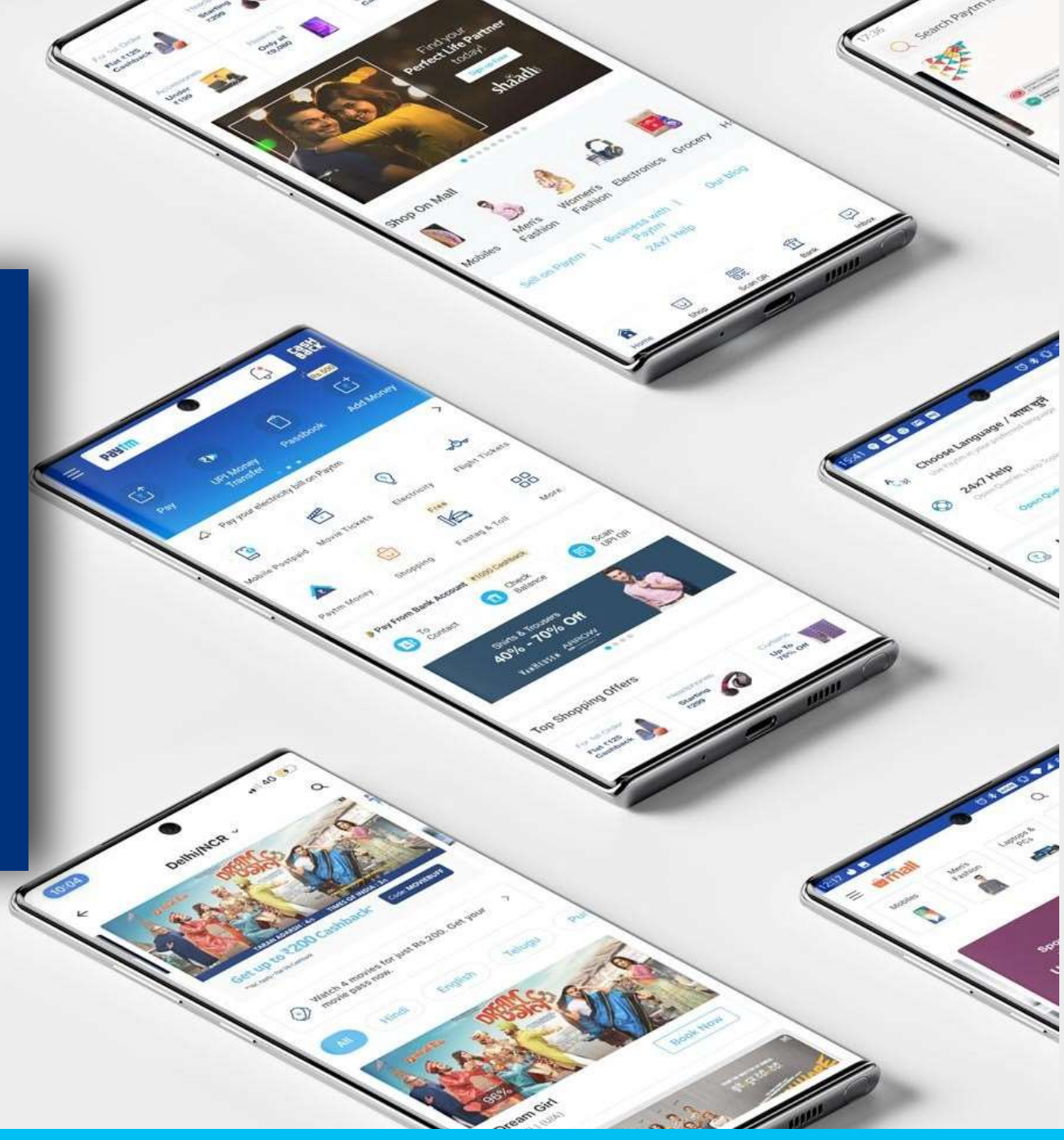
5

Redirect to the Merchant Platform

Paytm ads

Paytm Audience Network

(Videos on 3P Network)



Paytm DSP – How it works

Advertiser

Paytm Audience Network

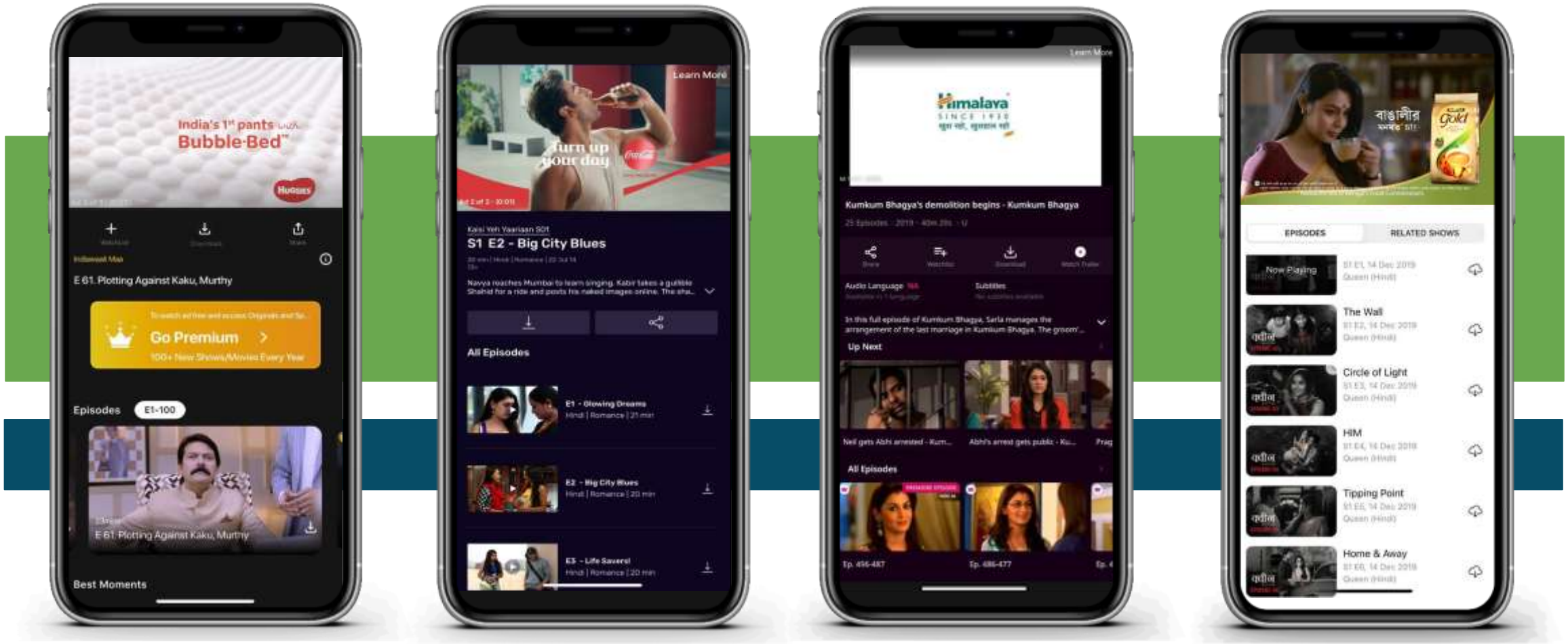
600 Mn+

Ad Exchange

*Programmatically reach Paytm's verified audiences using our deterministic transactional audience cohorts for **video campaigns***

Industry Best distribution Network

OTT's – **Paytm Audience Network** (Unified reach across OTTs)

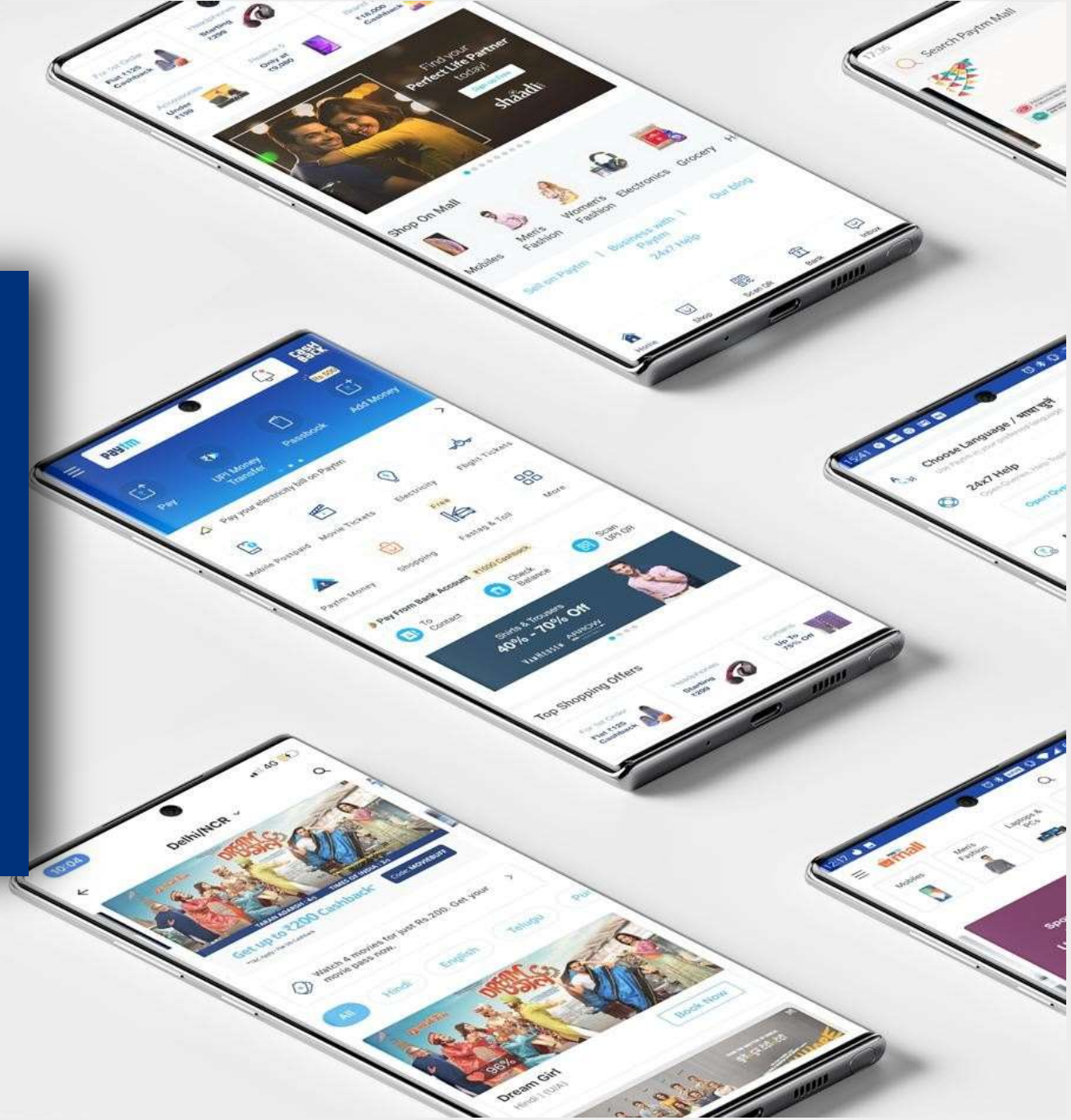


SONY liv voot ZEE5 MXPLAYER

Paytm ads

Paytm Insider

(Content promotion and distribution)



Robust Event publishing platform

paytm insider

10 MN+
USER BASE

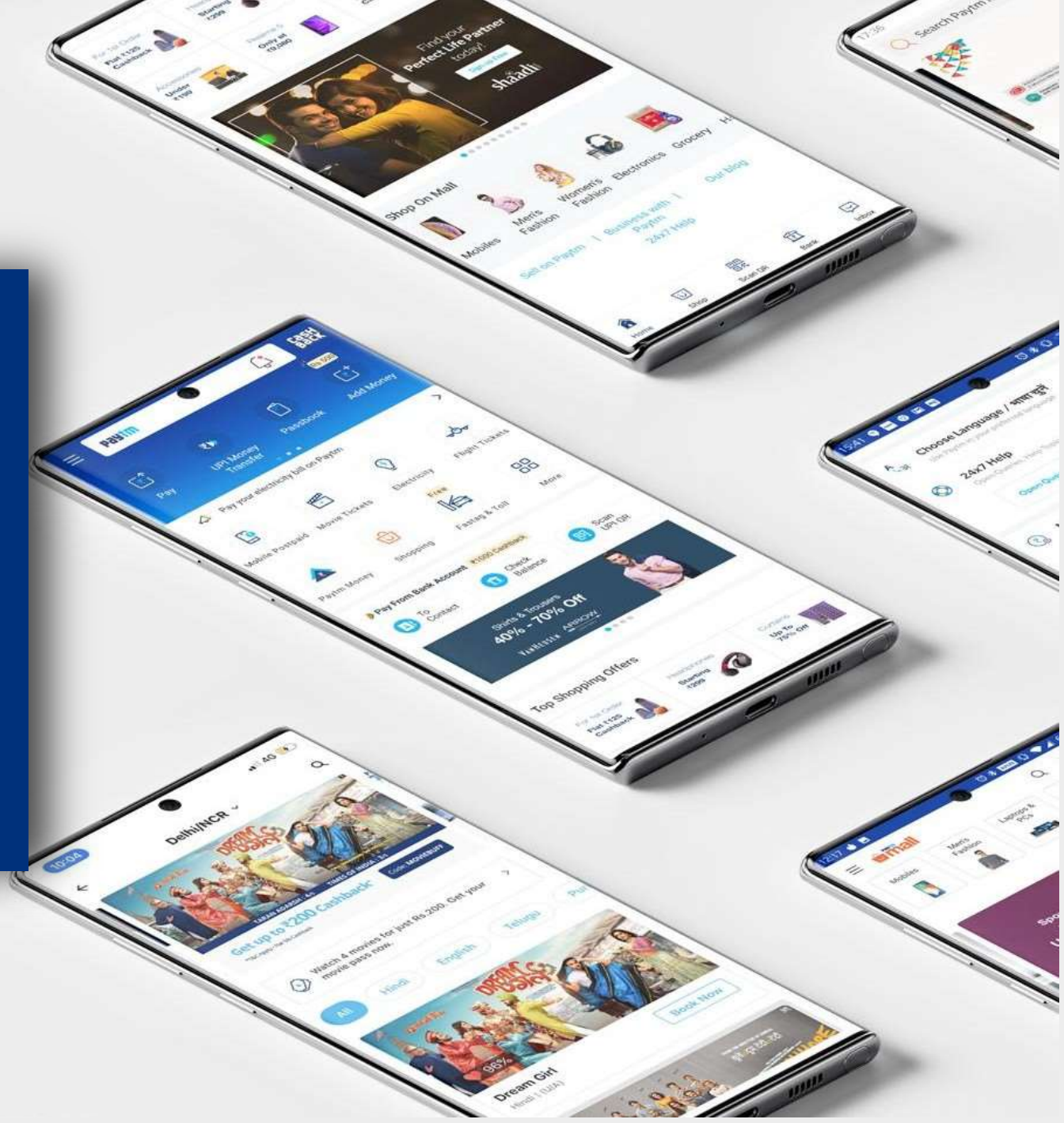
12 MN+
TICKETS SOLD

70,000+
EVENTS PARTNERED

Paytm ads

rooter

(LIVE Game Streaming)



Our Gaming Community

Total Users

19+ Million

DAUs

0.9 Million

Average Watch time per User/Day

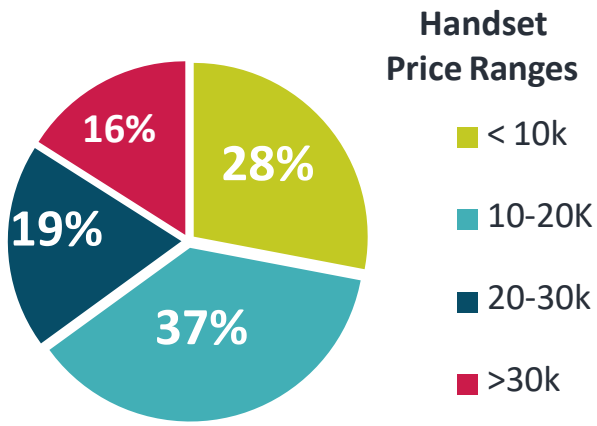
17 Minutes

MAUs

7.5 Million

User Demographic Snapshot

Device Cost



30000+

Discord Community

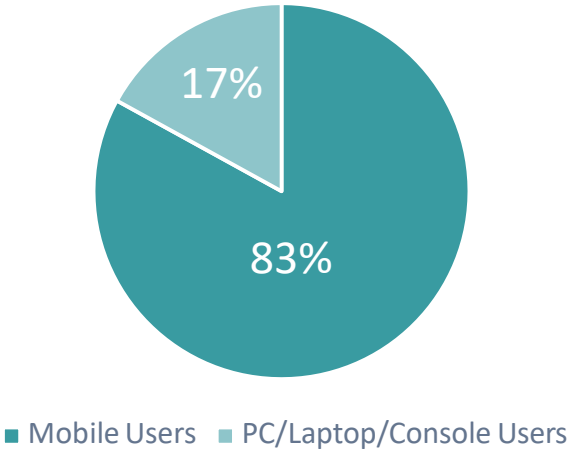
Content Creators

6500+

Users Earn Money Through Mobile Game Streaming

1500

Users Generating Content over 30 hours/month



Device used for Content Creation

Influencer Community on Rooter- 300+ Professional Streamers

AS Gaming
7M

Gyan Gaming
6.55M

Two-Side Gamers
6.48 M

BeastBoy Shub
4.8M

Bandookbaaz
1.36M + 1.05M

RawKnee
2.23M

RKG Army
1.74m

PVS Gaming
1.43 M

Shreeman Legend
1.19m

YesSmartyPie
1.12m

Alpha Army
910k

AJ Gaming
827k

GodPraveenYT
640k

PS Gamer
565k

TRKF Gaming
565k

Bindass Laila
407k

Combat Guruji
310k

Pro Kallan
300k

Aditya Gaming
267k

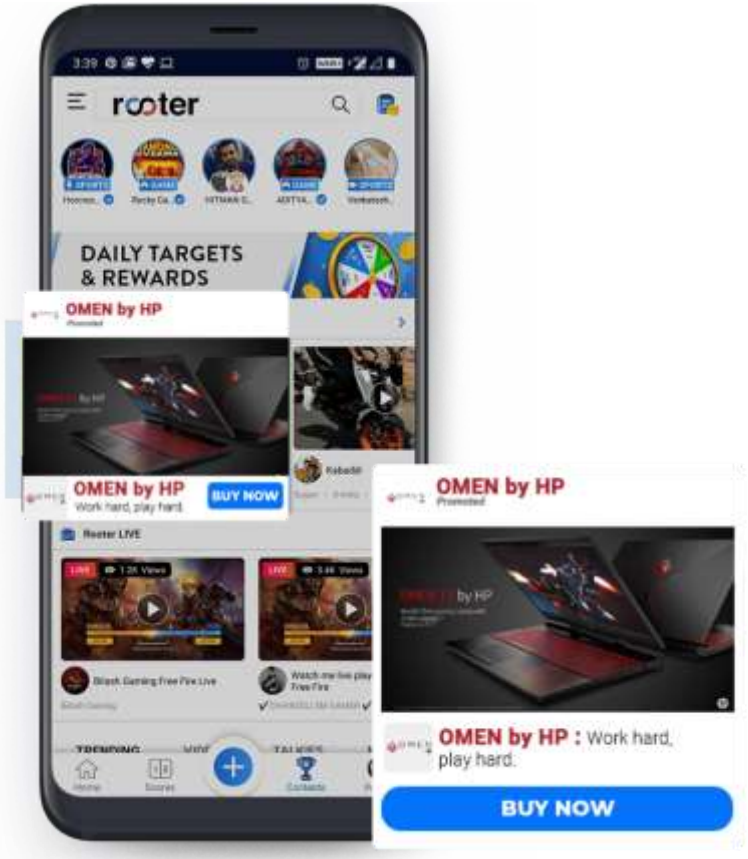
MidFailYT
229k

*Reach on YouTube

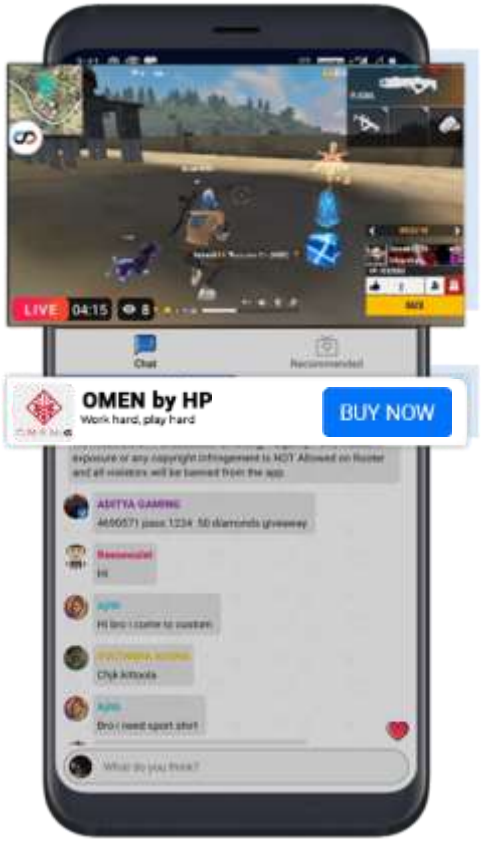
Display Banner Ads

- Display Banner Ads- App
- Interstitials
- Video Ads
- On Stream Overlays
- Contests
- Notifications

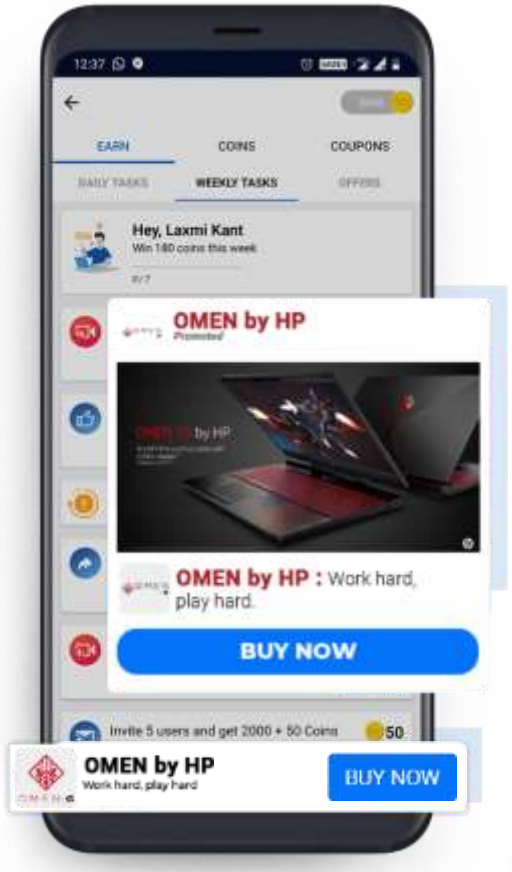
HOME PAGE



LIVE BROADCAST

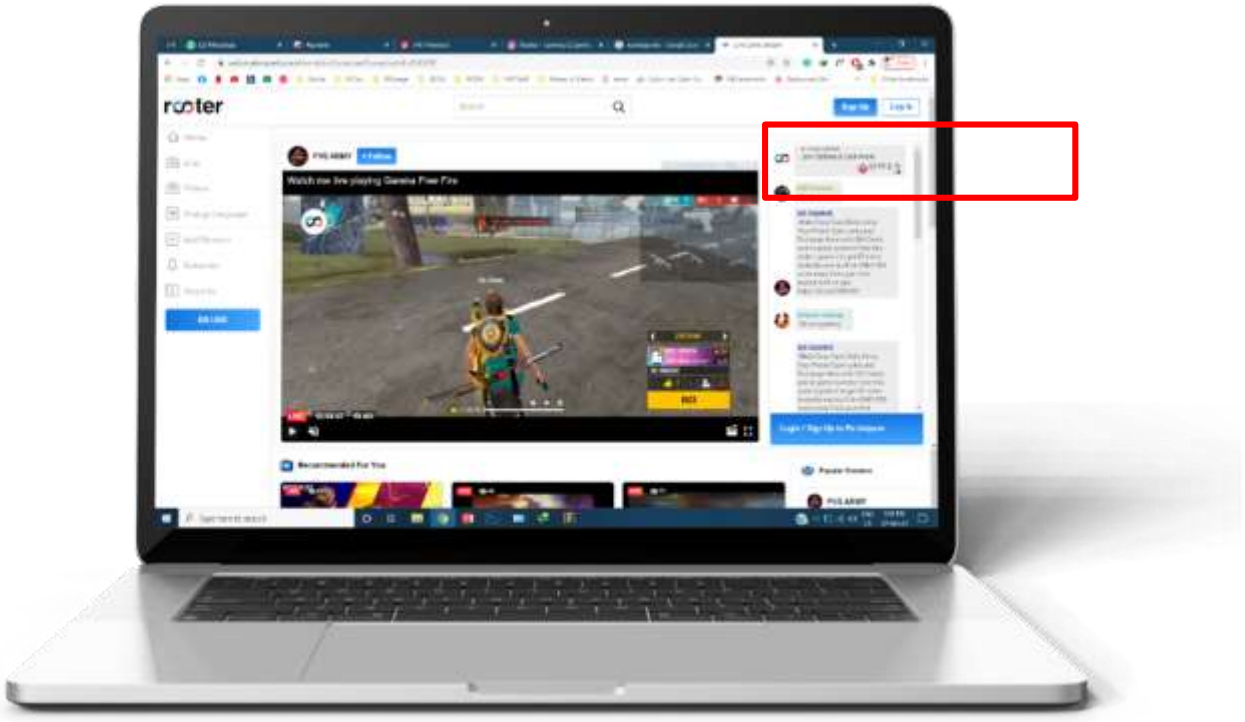


REWARDS

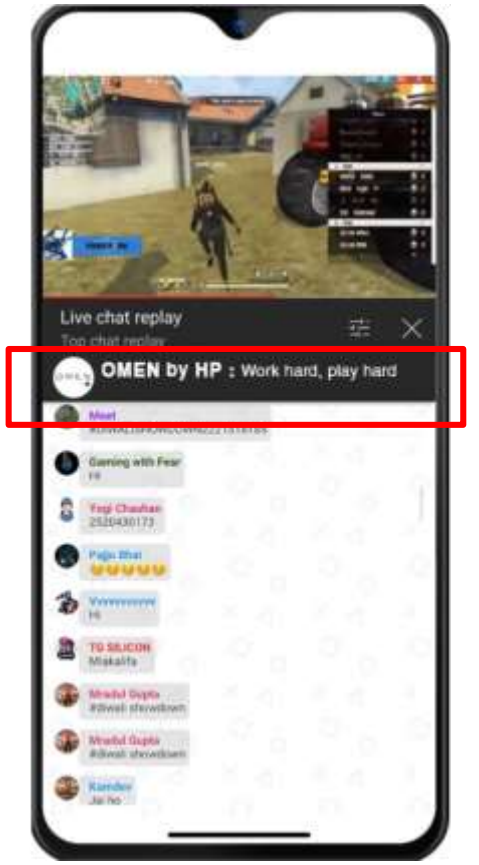


Stream Chat Moderation

- Stream Chat Moderation
- Interstitials
- Video Ads
- On Stream Overlays
- Contests
- Notifications



rootersports.com



YouTube

Interstitials

- Display Banner Ads-App
- Interstitials
- Video Ads
- On Stream Overlays
- Contests
- Notifications

LIVE BROADCAST

REWARDS

Video Ads

- Display Banner Ads- App
- Interstitials
- Video Ads
- On Stream Overlays
- Contests
- Notifications

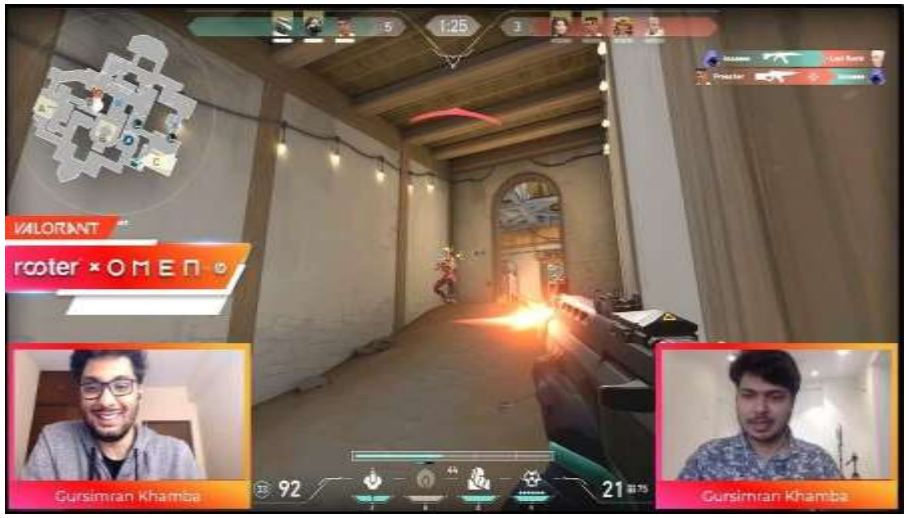
HOME PAGE

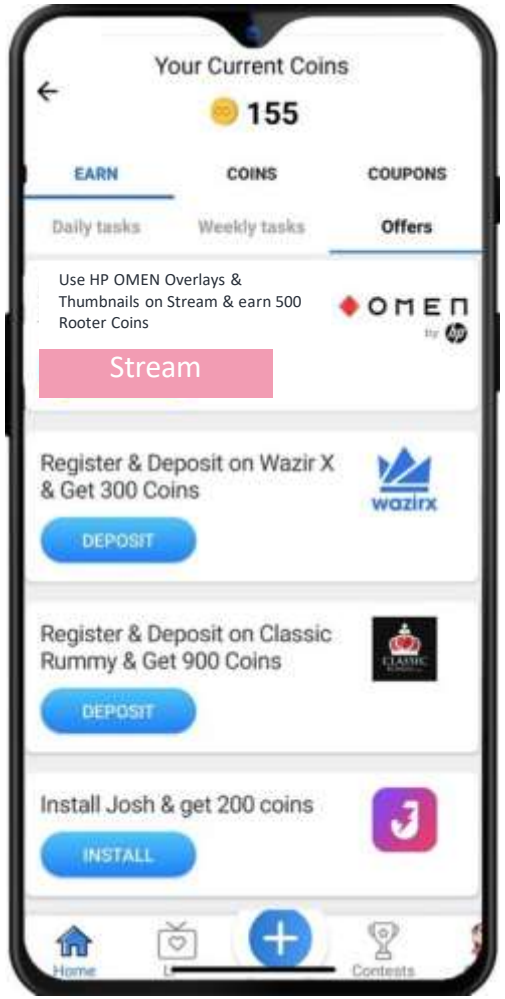
LIVE BROADCAST

REWARDS

On Stream Overlays & Thumbnails

- Display Banner Ads- App
- Interstitials
- Video Ads
- On Stream Overlays
- Contests
- Notifications





Incentivised usage of Advertiser overlays on every stream

Paytm - Some of Our Advertisers

And many more.....