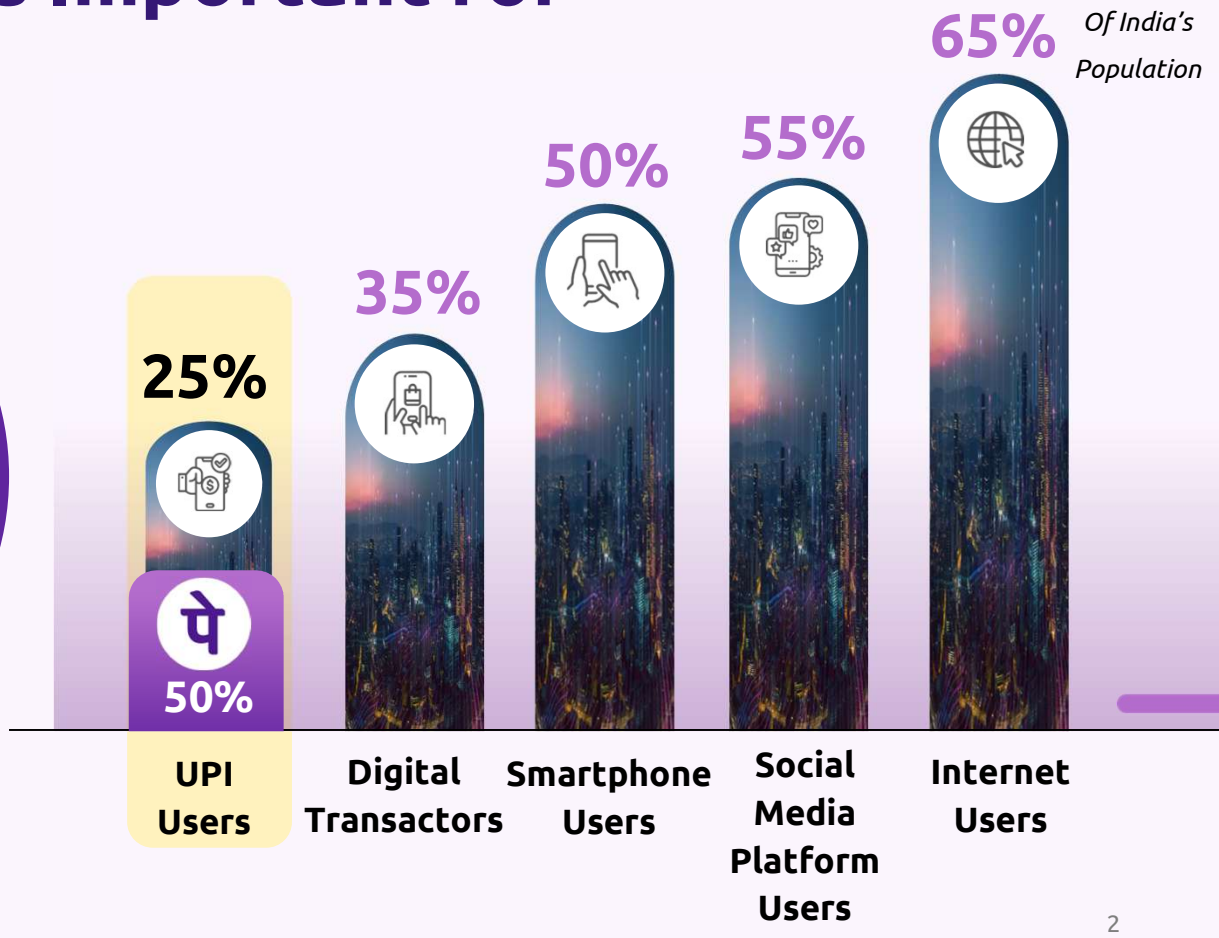
PhonePe Ads

Powering Bharat's Growth,
One Transaction at a Time.

Why are **UPI Platforms Important for Advertisers**

UPI drives more than

80% | **of India's digital transactions**

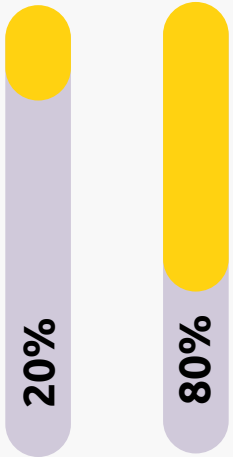


पे Ads

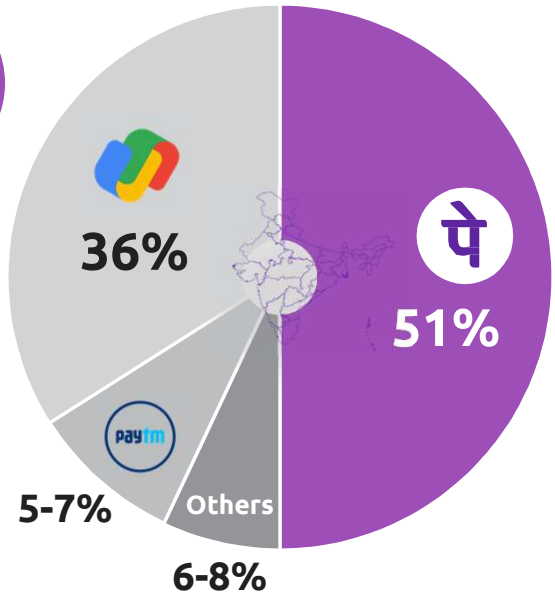
We don’t just lead - we dominate

1 out of every 3 Indians is on PhonePe

Deep Penetration in India



Tier 1 T2 & T3



600 Mn+
Registered User Base

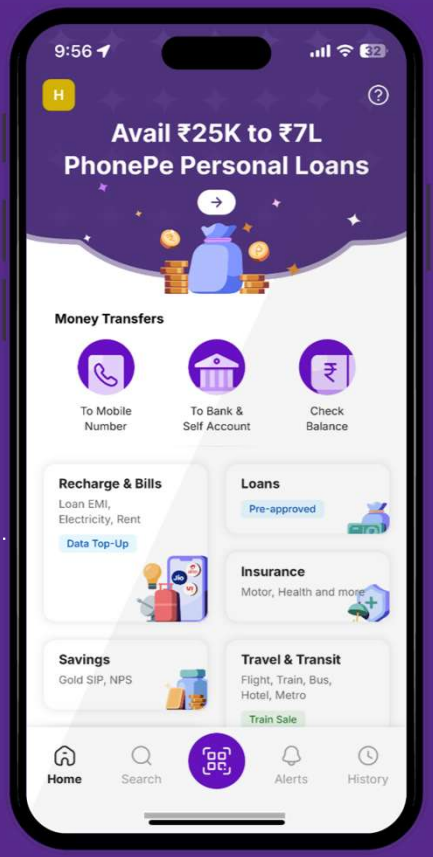
275+ Mn
Monthly Active Users

110+ Mn
Daily Active Users

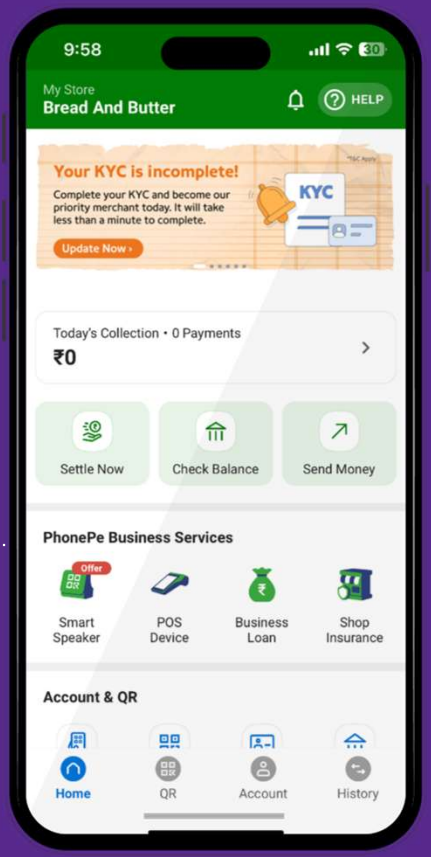
40+ Mn
Merchant Base

PhonePe **reaches 99% of India's PIN codes**, from metros to villages, ensuring your brand connects where it matters most!

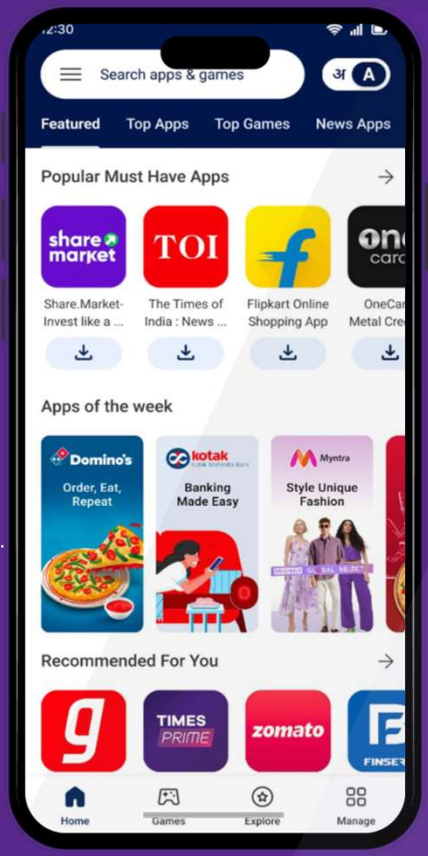
Leverage the **PhonePe Ads Network**



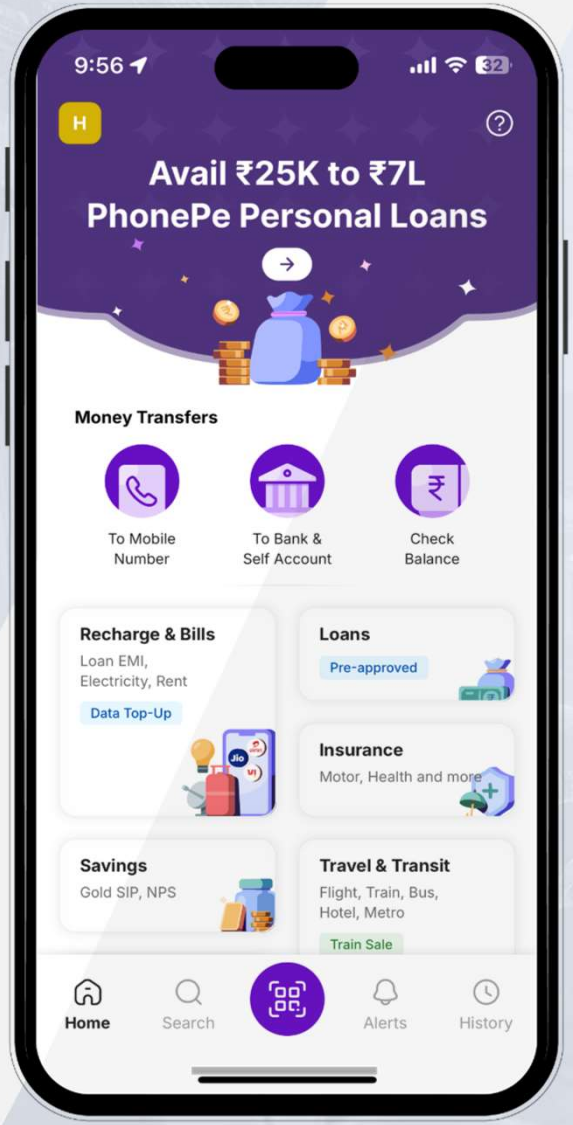
PhonePe Consumer App



PhonePe Business App



Indus App Store



PhonePe Consumer App

India's most trusted digital payments platform

Engage users at High Intent moments: Payments, Recharges & Shopping

Contextual Targeting with 110+ Cohorts for impactful results

Key Ad placements: Homepage, Rewards, Post Transaction

One Platform, Infinite Possibilities – Cohorts That Drive Your Brand's Growth

Premium Users Cohort | **65Mn**

55Mn | GenZ Cohort

Online Gaming Cohort | **20Mn**

40Mn | Pharma Transactors

eCommerce Transactors | **45Mn**

100Mn | FnB Transactors

Four-Wheeler Owners | **25Mn**

40Mn | Electronics Cohort

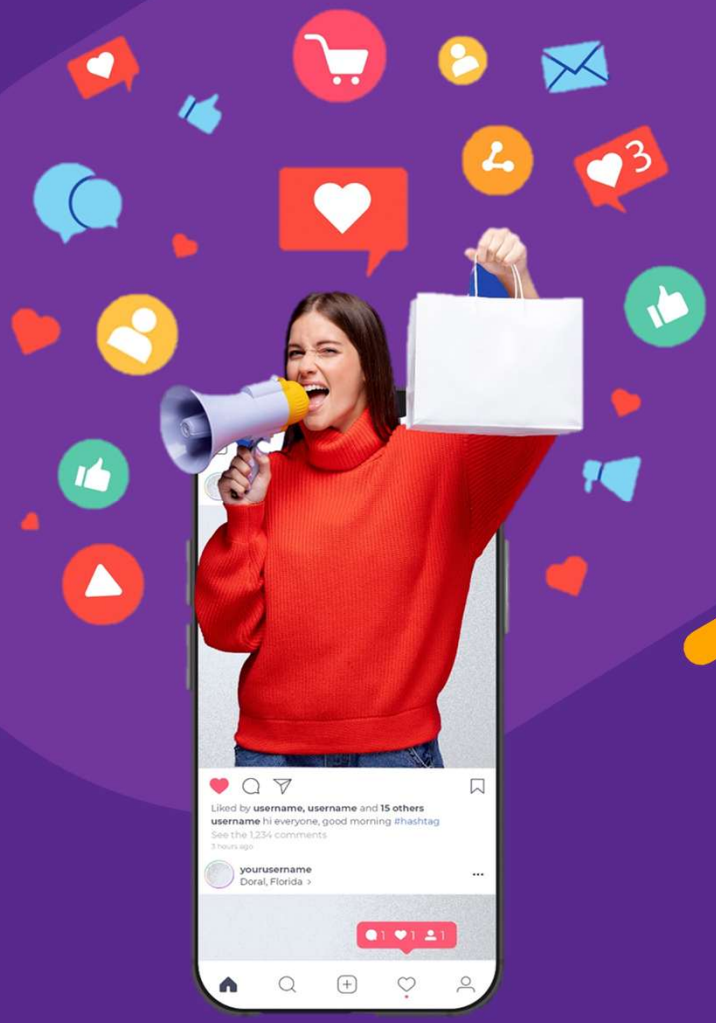
Beauty & Grooming Cohort | **27Mn**

85Mn | OTT & Entertainment

PhonePe Ads

New and Unique Marketing Possibilities

Creative Solutions for Every Objective

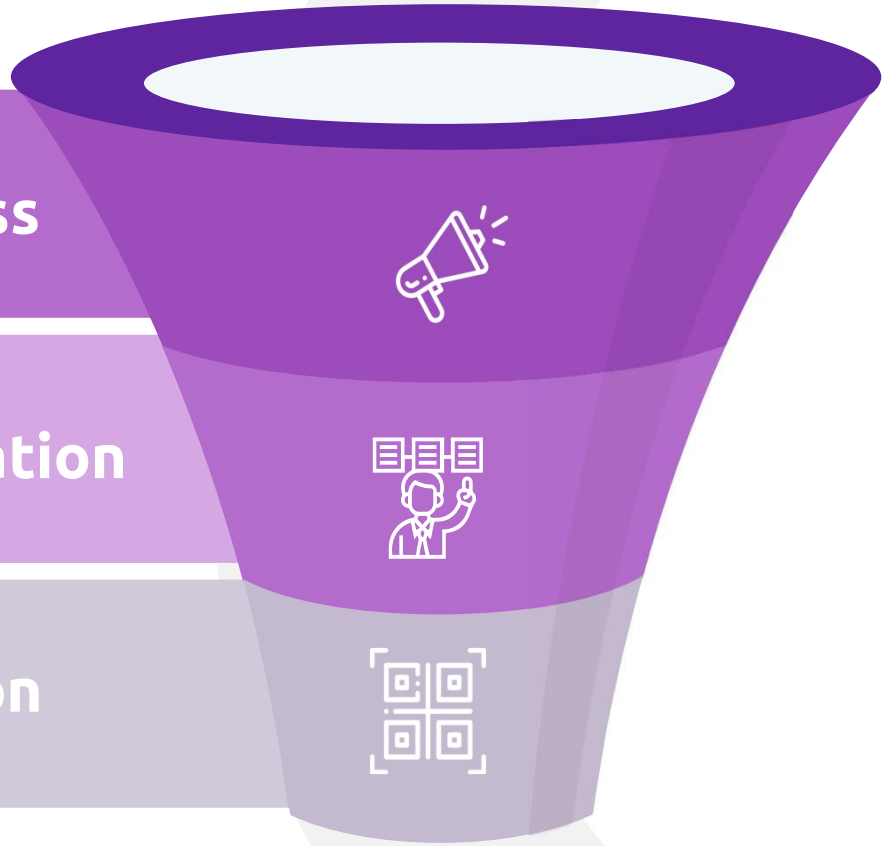


Full Ad stack for end-to-end funnel objectives

01 Awareness

02 Consideration

03 Conversion

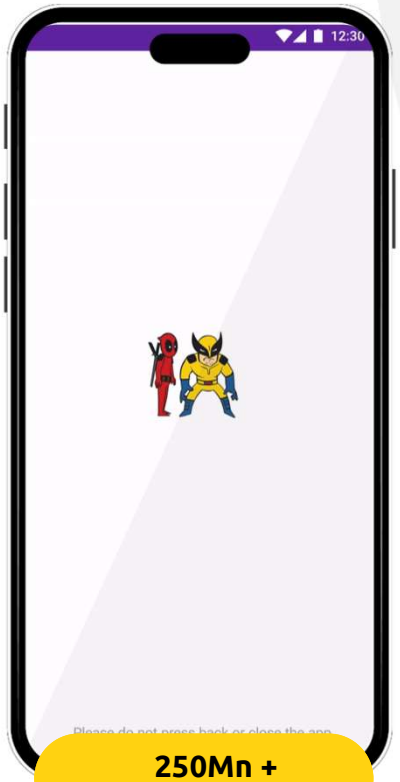


Awareness | **Consideration** | **Conversion**

Strategic User Presence

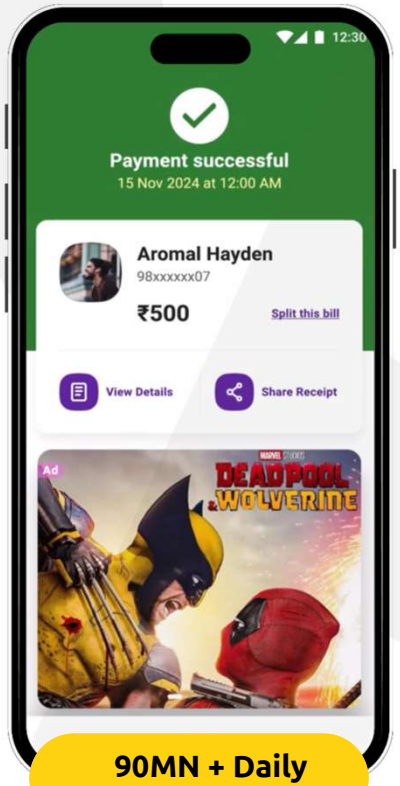
- Visibility at **peak attention nodes -** App open and Action completed
- Generate **engagement rates of 0.3-0.6%** on these placements

Payment Processing Animation



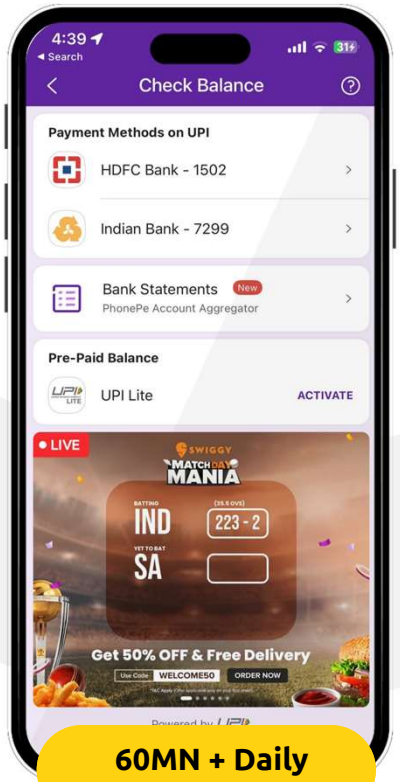
250Mn + Transactions Daily

Post Transaction Page



90MN + Daily Reach

Check Balance Confirm



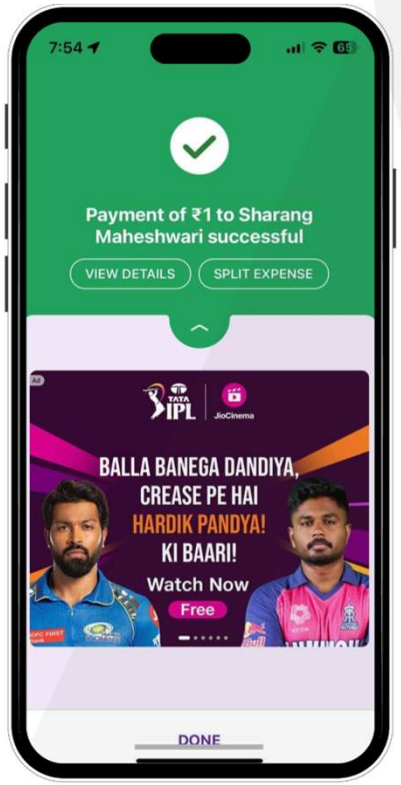
60MN + Daily Reach

Awareness | **Consideration** | **Conversion**

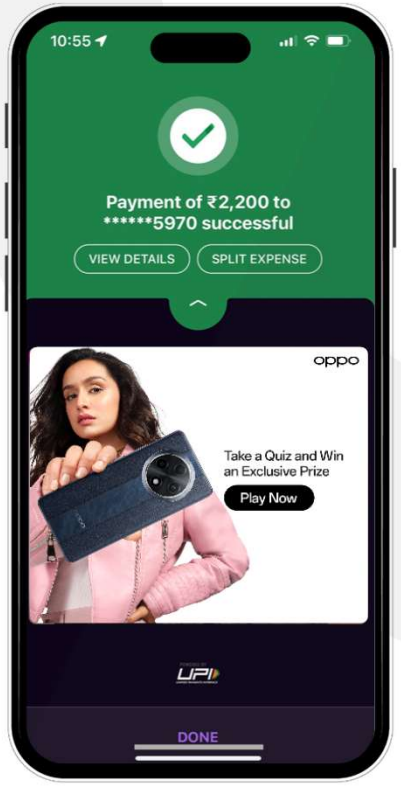
Drive Innovations / Rich Media

- Use **interactive ads** to grab a **larger slice** of the user's **attention**
- GIFs, Videos, Quizzes and other format possibilities

Moment Marketing



Interactive Quiz Formats



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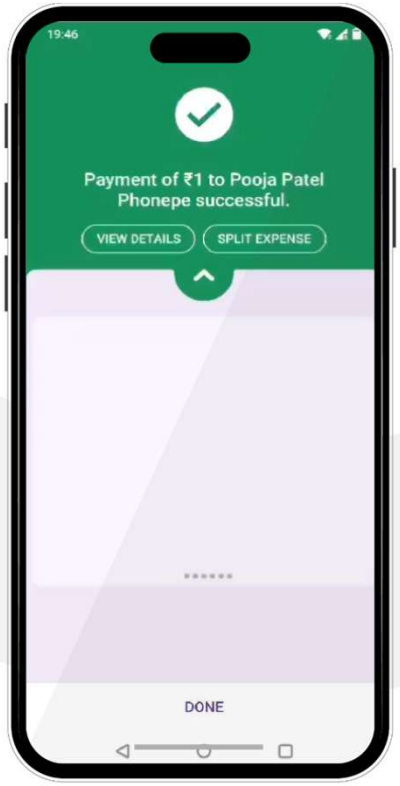

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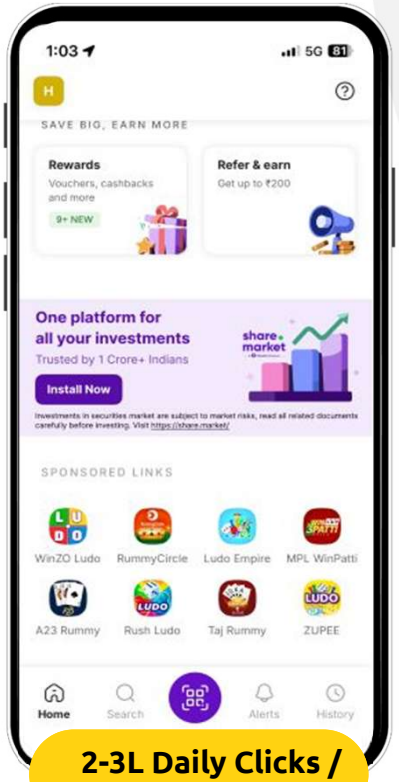
Awareness | **Consideration** | Conversion

Drive Consideration

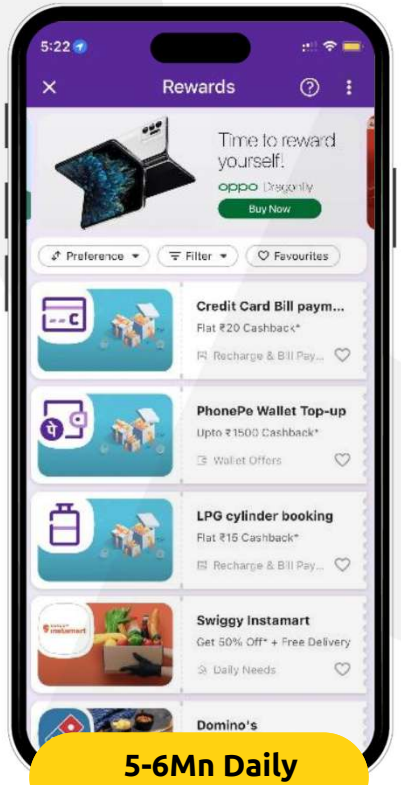
- Leverage Rewards page for **high intent offer driven users**
- Mid-funnel models **to drive app/website redirections**
- **Precisely targeted surveys** for users who transact in your category

Sponsored Icons



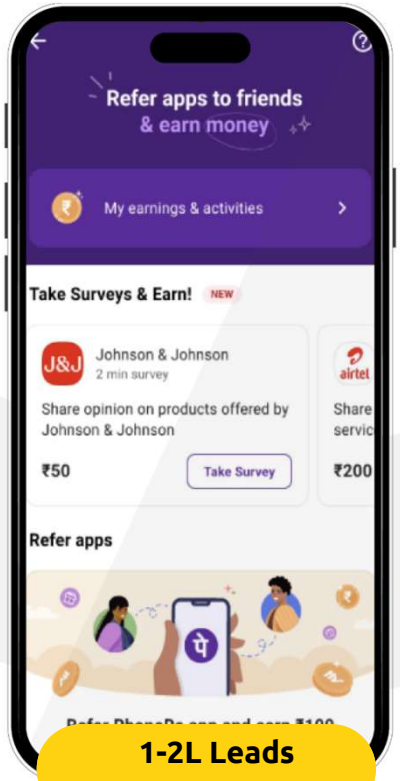
2-3L Daily Clicks / Redirections

Rewards Banner



5-6Mn Daily Impressions

Survey



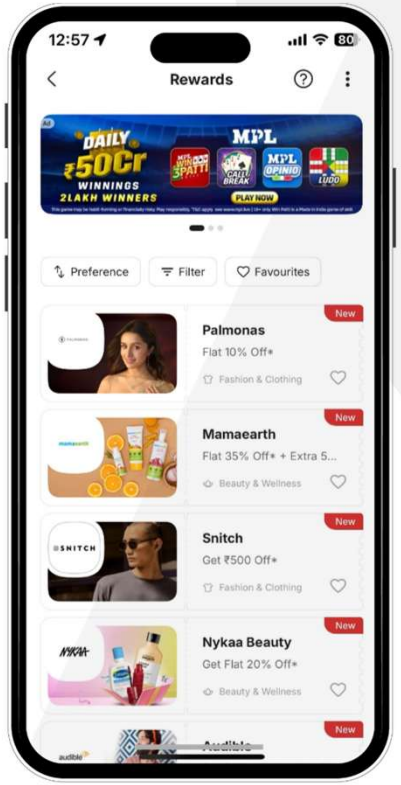
1-2L Leads generated / month

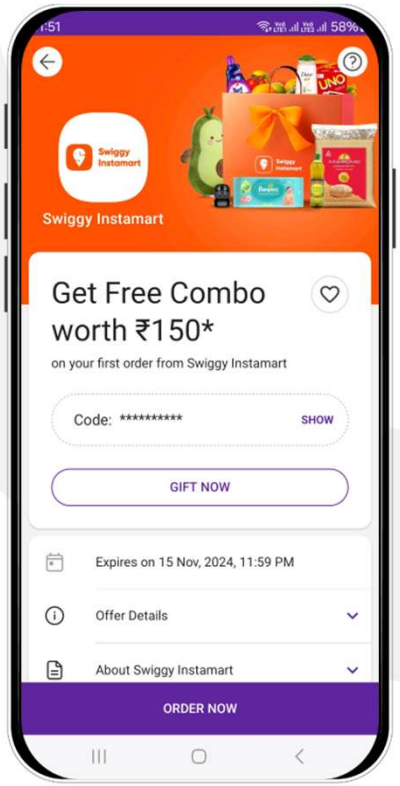
Awareness | Consideration | **Conversion**

Drive Conversions

- Get tailor-made targeting options by creating **lookalike models** for your brand audience
- Reach out to deal seeking users with an aim of **driving end funnels**

Rewards





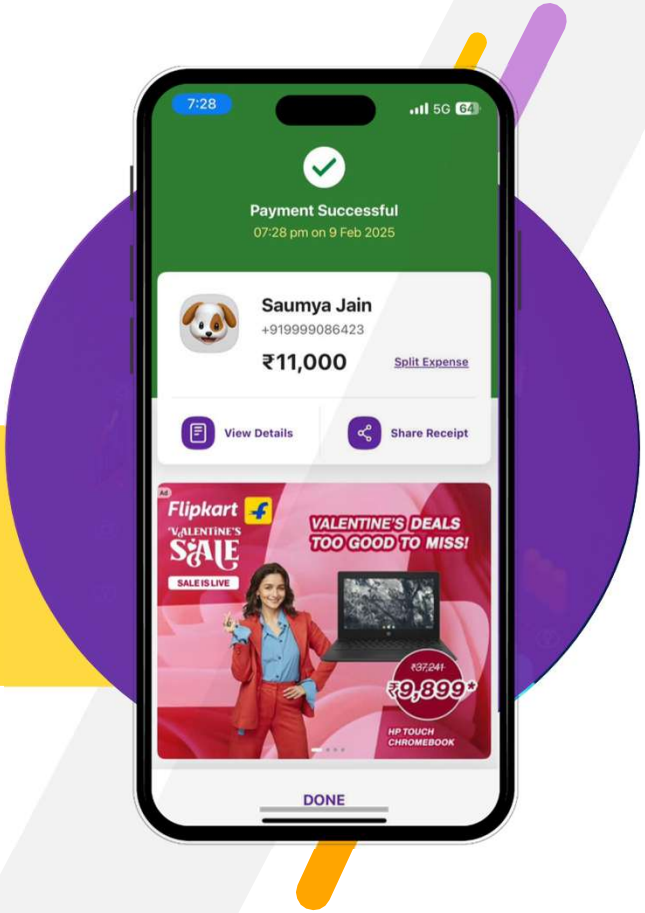
पे Ads

PhonePe in the Programmatic Ecosystem

Inventory is available for buying via

- Open Auction
- Preferred Deals
- Programmatic Guaranteed deals.

Access PhonePe's inventory programmatically via. all major DSPs (Google Adx, DV360, Amazon DSP etc.)



Leverage PhonePe's **110+ custom audience cohorts** built on deterministic signal

Layer your 1P audience with PhonePe data for high-precision targeting

Get **PhonePe insights**, along with DSP insights for any campaign

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Powering Markerting Solutions for India's Top Brands

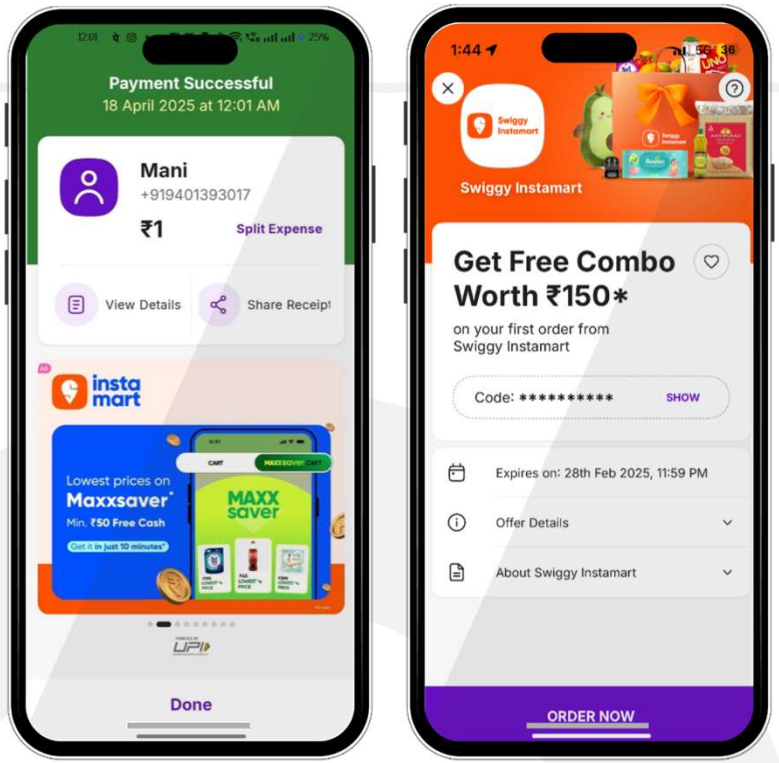
& Many More

Success Story: Swiggy Instamart

Objective Drive daily needs app recall and high-intent conversions during peak demand moments

Strategy

- **Burst campaigns** during Weekends & IPL matches on Post Transaction Page
- **Always on visibility** on Rewards to drive conversions



Results

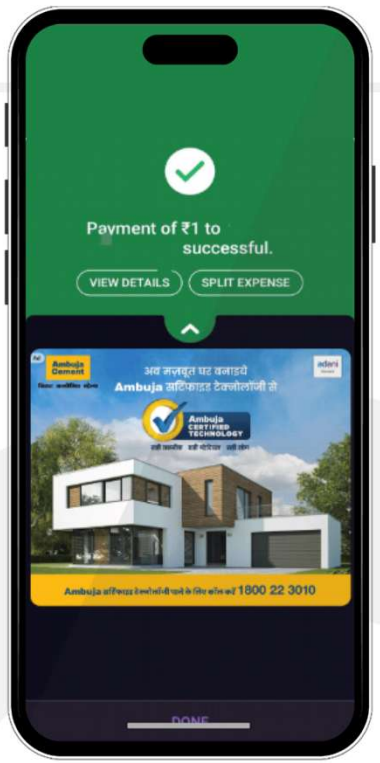
- **250-400Mn Impressions** driven per campaign
- **6-8L Clicks** delivered
- **3000+ new users** acquired via Reward Coupons
- **Top Performing states**: Telangana, Maharashtra, Karnataka, UP, AP

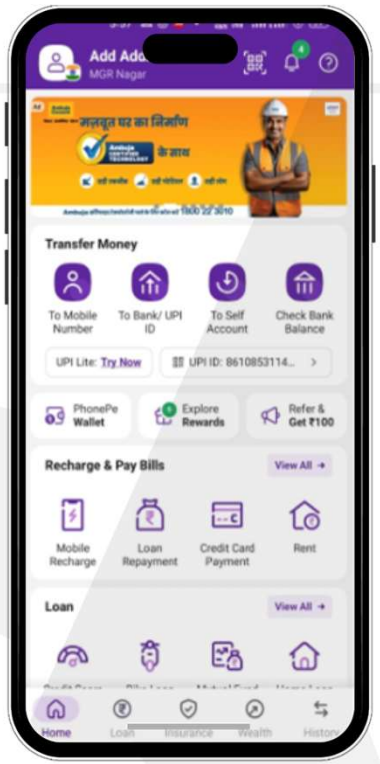
Success Story: Ambuja Cement

Objective Reach Home decision makers and homeowners to create consideration and TOF for the brand

Strategy

- Custom Cohort Targeting: **Home Decision Makers** *(curated using transactional data of bill payments, LPG payments, Wifi Payments, etc.)*
- **High Impact Visibility** Placements leveraged





(Older PhonePe UI)

Results

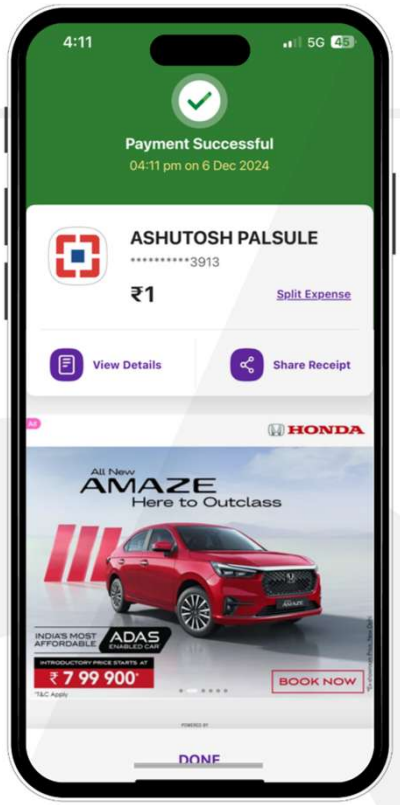
- **10Mn Unique users** reached via Campaign
- **1L+ Redirections** generated on Brand Lead form Page

Success Story: Honda

Objective Drive awareness of All New Honda Amaze & achieve engagement & SOV impact for Launch

Strategy

- Reach a highly targeted base of **potential car owners**
- **Audience cohort identified** with following data signals: fuel transactions, Motor insurance buyers, and premium credit card owners



Results

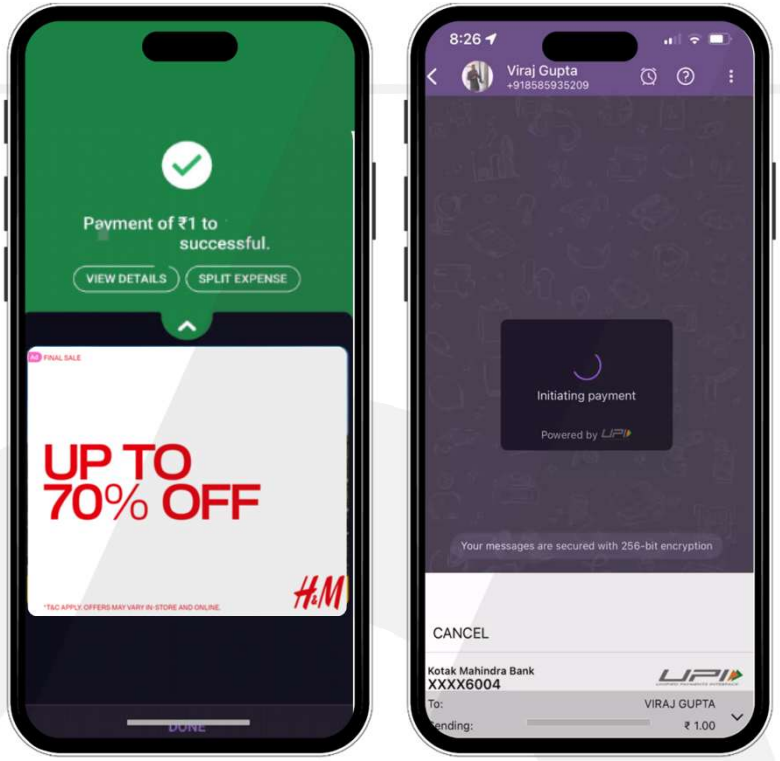
- Reached **15Mn** unique users in the targeted cohort
- Female users had a **30%** higher engagement rate
- Age group **36-44** performed the best with highest engagement rates

Success Story: H&M

Objective Leverage PhonePe's massive reach and engagement to showcase H&M's summer collection to a diverse, fashion-forward audience

Strategy

- Post Transaction & Homepage Visibility during **peak shopping hours** identified on the app
- **Audience targeting:** Online + Offline Fashion transactors



Animation Video

Results

- Drove **6Mn reach** in the fashion + premium segment
- **1.5x better engagement** in the younger Gen-Z audience

Success Story: JioHotstar

Objective **Maximize Reach for the iconic rebranding launch of JioHotstar**

Strategy

- Employed a **6-seconder teaser video** to create hype and generate conversations
- **Leveraged the Post Transaction page** (highest impact inventory) to maximize impressions, reach and clicks

Results

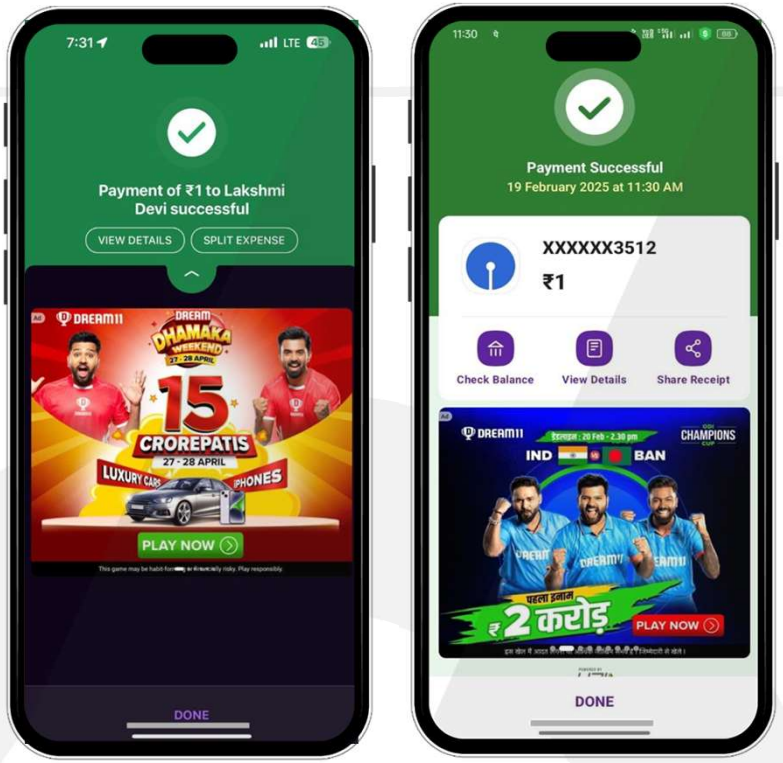
- **246Mn + Impressions** on Post Transaction Page
- **91Mn + Unique users** reached in 24 hours
- **2.7 Frequency** recorded – establishing strong recall for the campaign

Success Story: Dream11

Objective Driving New User Acquisition + Reach during the IPL Season

Strategy

- Maximizing **high-scale visibility** during non-match hours to drive Dream11 App downloads & Installs
- **Leverage 20Mn + Real Money Gaming Audience** to drive end-funnels



Results

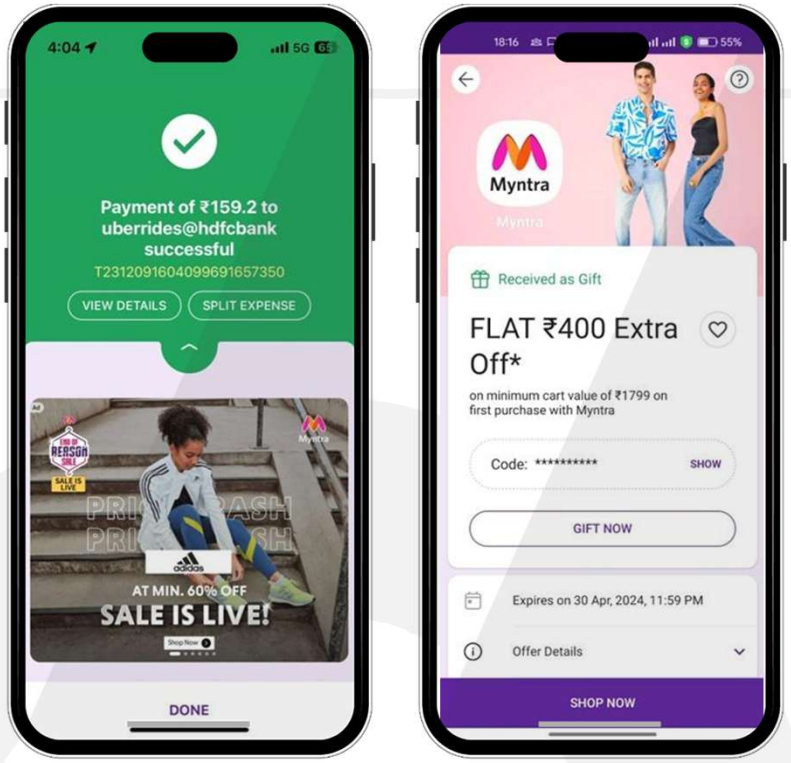
- **200Mn + Unique users** reached
- **70Mn Redirections** driven to the landing page
- **2Mn Installs** Delivered!

Success Story: Myntra

Objective Drive New user acquisition, Premium user upselling & dormant user activation

Strategy

- PhonePe Ads uses a combination of **always on Reward coupons** and **short sale burst campaigns on display banners** to drive sessions, orders, & new user acquisitions



Results

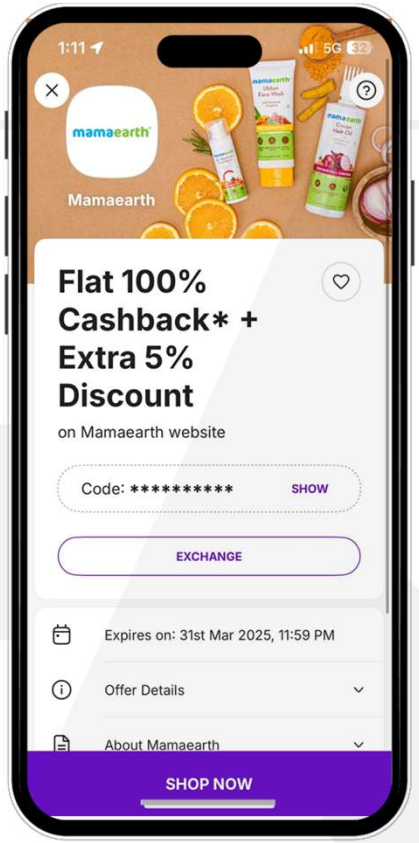
- **Drive 8-10x ROAS** through Rewards
- **Drive 15-16k orders** every month
- **Sale Revenue of 2.5-3Cr** driven

Success Story: MamaEarth

Objective **Drive new user acquisition & dormant user reactivation using PhonePe Rewards**

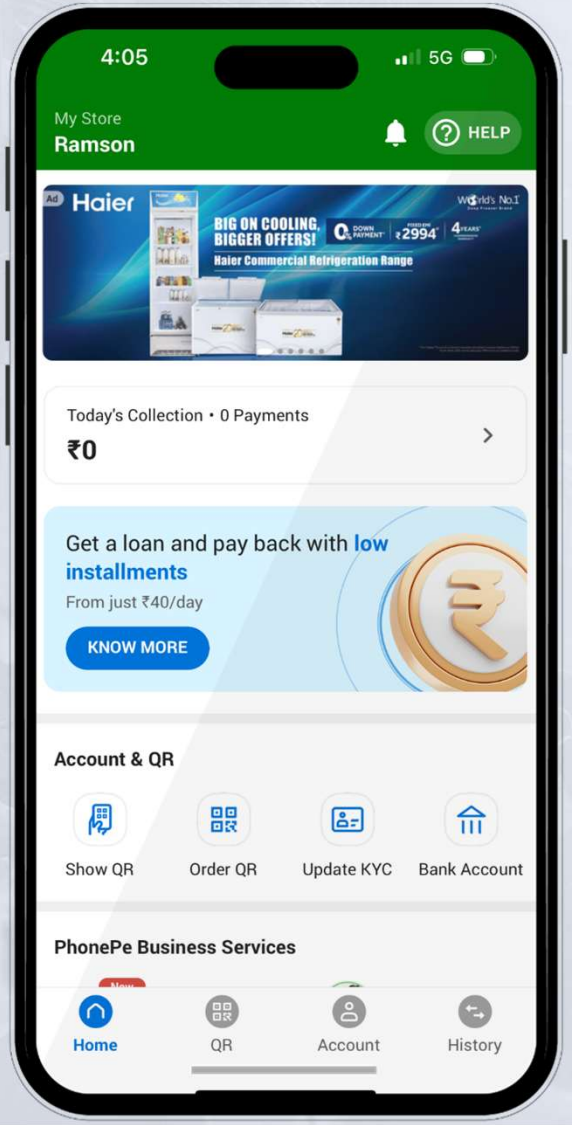
Strategy

- Timed **reward coupon distributions** with **salary cycles** to tap peak purchase intent
- **Leveraged 1P data + PhonePe audience signals** for sharper end-funnel targeting



Results

- **Drive 3-4x ROI** for New User acquisition
- **30k new users** acquired every year
- **Drive 10-15x ROI** for Dormant user reactivation
- **15k Dormant users** reactivated every year



PhonePe Business App

Powering India's Merchant Network

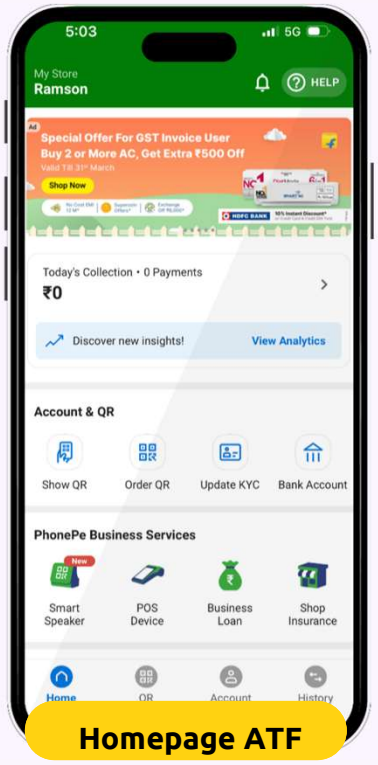
Access to 40Mn+ Merchants who use the app for end-to-end financial management

Penetrates Tier 2,3 and rural India, **giving unmatched reach among SMBs**

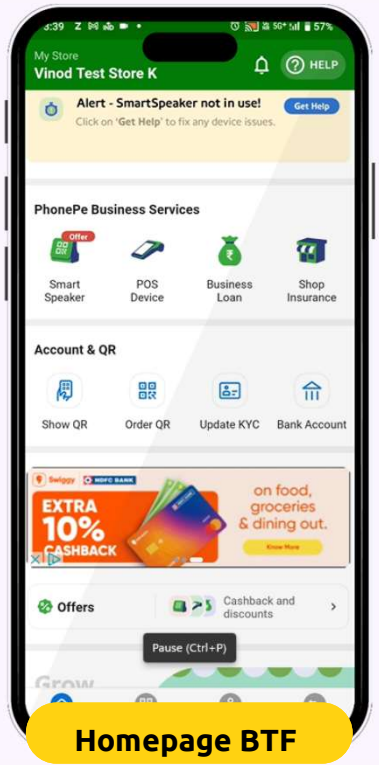
Key Ad placements: Homepage ATF & BTF

PhonePe Business App: Opportunities

Prime Visibility Assets



Homepage ATF

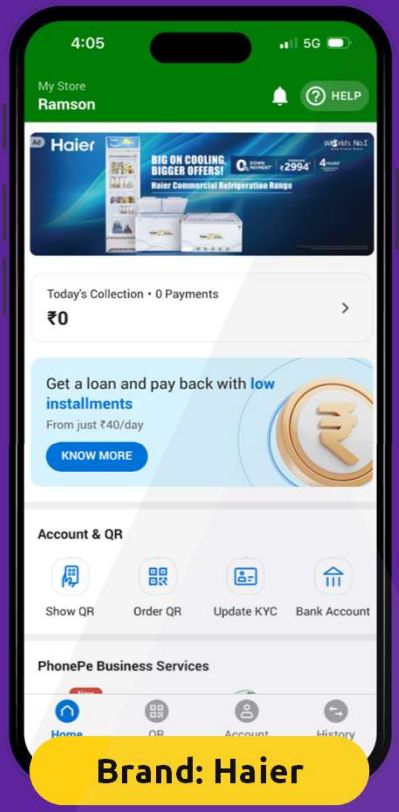


Homepage BTF

Targeting Capabilities

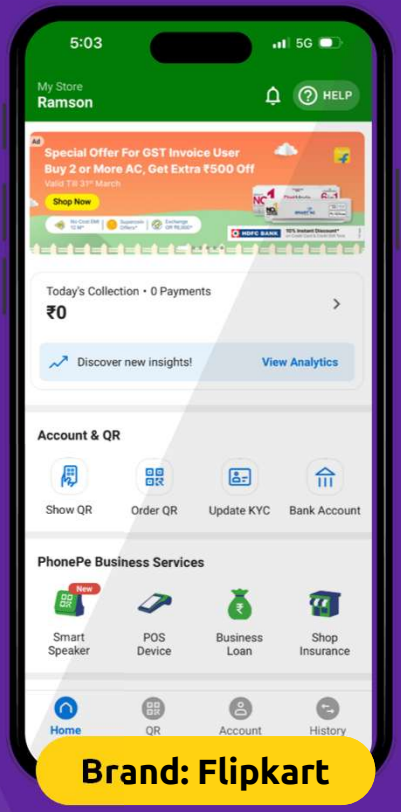
- **Location:** State, City, PIN Code
- **Time:** Day & Time
- **Merchant Category:**
  Super Category: F&B, Grocery, Healthcare
  Category: Restaurants, Cafes, Pubs
- **Merchant Attributes:**
  GST Registration
  Total Payment Value

Driving Results at Scale for Brands



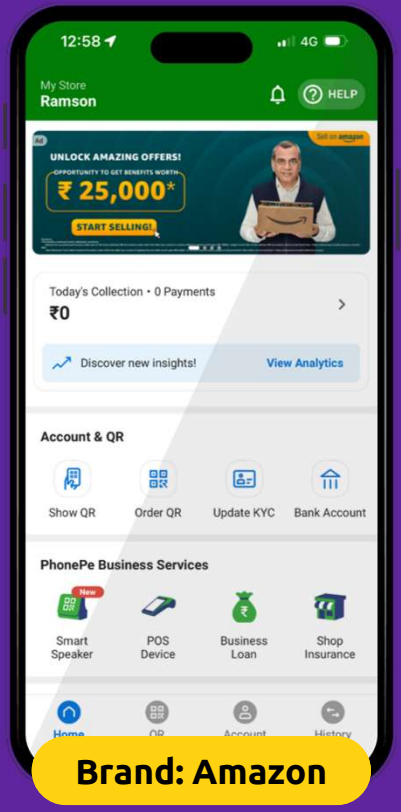
Brand: Haier

Objective: Drive awareness for commercial range
Impact: 0.5% CTR



Brand: Flipkart

Objective: Drive bulk discounts on AC buying
Impact: 0.35% CTR

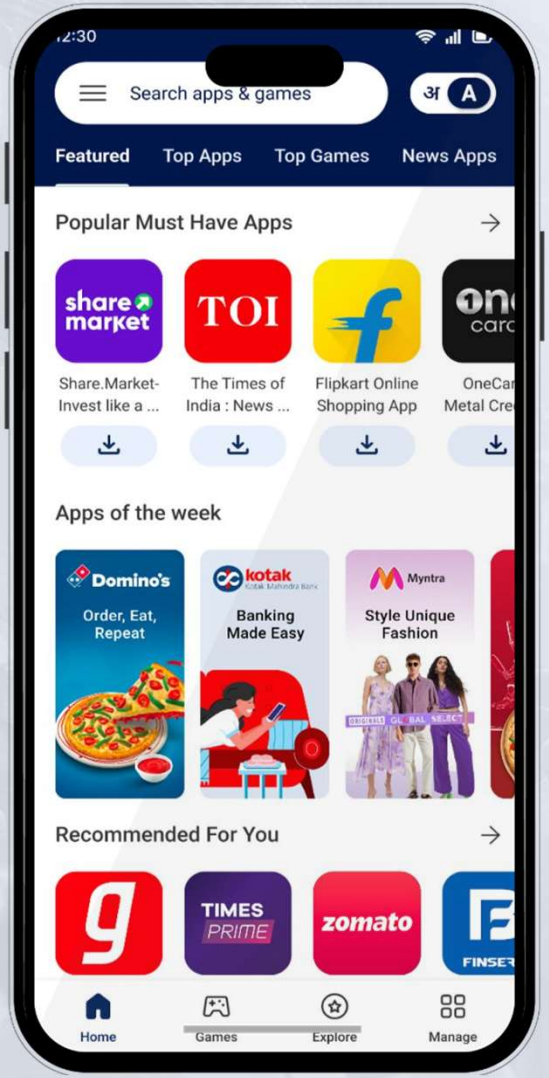


Brand: Amazon

Objective: Onboard Sellers onto the Amazon Seller network
Impact: 0.3% CTR

And more:

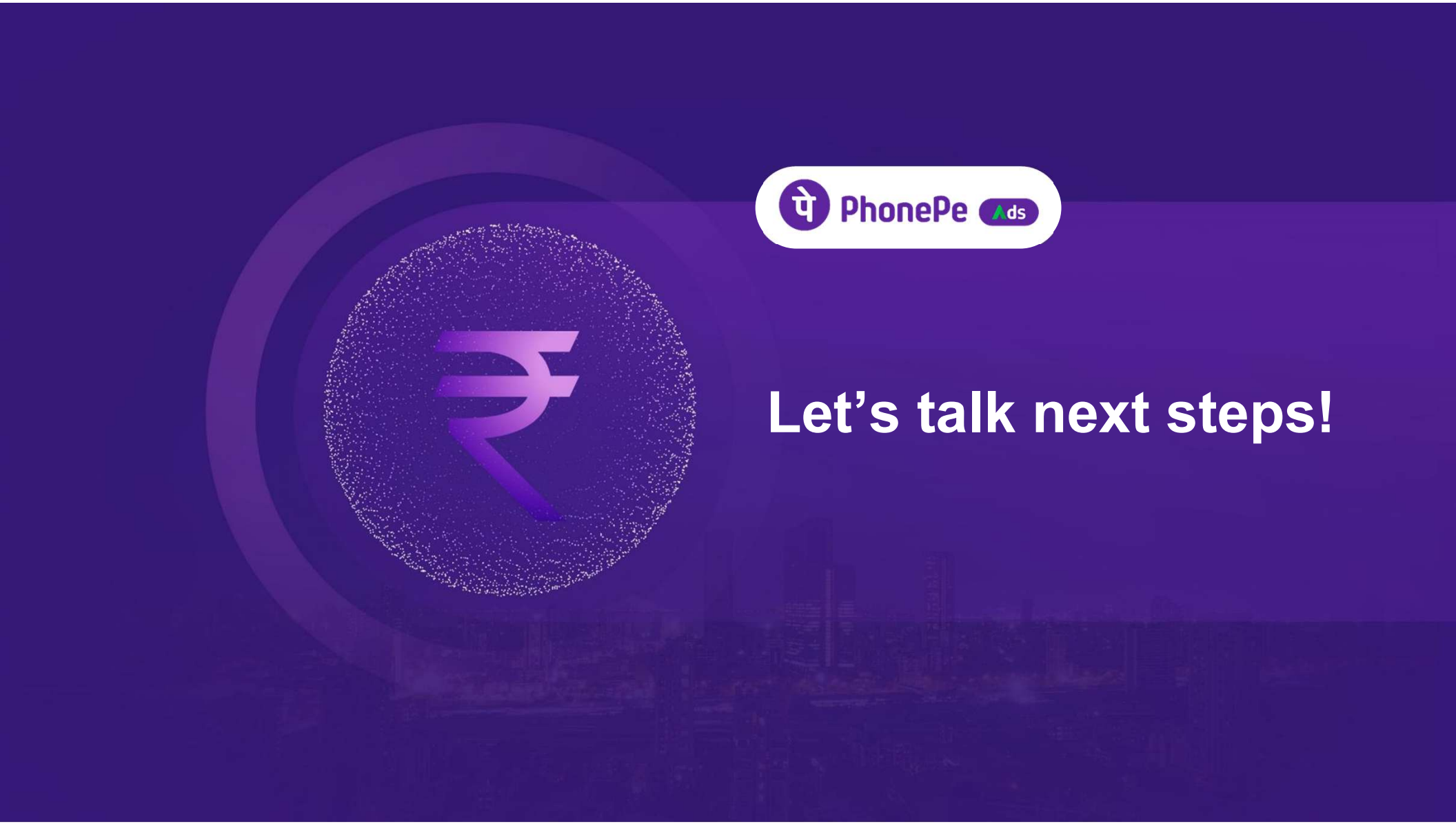
amazon
Flipkart
KINETIC
PORTER
AXIS BANK
Shiprocket
IndusInd Bank
Haier
RummyCircle.com
elynker



Indus App Store

India ka App Store

TBA


PhonePe Ads
Let’s talk next steps!