

Flipkart and Criteo Empower Motorola's Successful Brand Engagement in India

~Criteo Retail Media Offsite and Flipkart Ads Help Motorola to Drive a Full-Funnel Marketing Strategy Targeting High-Intent Audiences

India – August 6, 2025 – [Criteo](#) (Nasdaq: CRTO), the global platform connecting the commerce ecosystem, announced the success of its collaboration with Flipkart to boost the brand visibility of Motorola smartphones in India, marking a strong presence within the budget smartphones category. Over a 13-month period, Criteo deployed its Retail Media Offsite Solution in tandem with Flipkart Ads, also known as Product Performance Ads to deliver targeted display ads beyond the Flipkart platform. This offsite approach led to a notable increase in brand recall for Motorola, driving an 18% rise in Share of Voice (SOV) in product page views and contributing to a surge in overall product searches for Motorola smartphones.

The campaigns reached **110 million unique users** and achieved a strong **engagement rate of 34%**, delivering over **1.1 billion ad impressions**. These results underscore the effectiveness of data-driven, performance-led advertising in engaging consumers with relevant messaging across multiple digital touchpoints—successfully driving shoppers back to Flipkart's website and app.

By leveraging data analytics, Criteo and Flipkart enabled Motorola to reach high-intent audiences actively searching for similar products, resulting in full-funnel marketing outcomes beyond the Flipkart platform. Additionally, Criteo's advanced audience tools, along with Flipkart's analytics data, played a crucial role in driving higher conversions and elevating the overall consumer experience.

The dynamic approach not only ensured Motorola's messaging reached a **maximum of 86%** of relevant audiences but also significantly improved campaign efficiency, demonstrating the power of personalization and data analytics in digital marketing today.

Commenting on the collaboration, **Shivam Ranjan, Marketing Head, APAC at Motorola**, said, *"Our strategic collaboration with Flipkart Ads and Criteo has been an important initiative for Motorola in India's competitive smartphone market. By leveraging their advanced retail media capabilities and Flipkart's rich data analytics, we've not only elevated our brand visibility and share of voice within key product categories but also established a stronger, more direct connection with over 110 million high-intent consumers. This success validates our commitment to innovative, data-driven marketing that truly resonates with our audience and drives tangible business growth."*

Speaking on the collaborative effort, **Vijay Iyer, Vice President and General Manager, Flipkart Ads**, said, *"At Flipkart Ads, we are focused on enabling brands to drive business growth through advanced advertising solutions. Leveraging audience intelligence, regional behavioral signals, and real-time performance data, Flipkart Ads enable brands to test localized assortments and identify micro-trends. This allows them to develop strategies to effectively reach their customers and drive business growth. Our collaboration with Criteo demonstrates the impact of combining Flipkart's ad insights with programmatic off-site*

delivery. Through Product Performance Ads, we helped Motorola, expand reach, deepen engagement, and drive measurable business results by activating high-intent audiences across the open internet and re-engaging them on-platform. This campaign reflects the strength of our data-driven approach, robust audience segmentation capabilities, and closed-loop measurement in delivering superior outcomes.”

Medhavi Singh, Country Head, Criteo India, added, *“As the retail and e-commerce sectors continue to expand in India, the competition to capture consumer attention has become more intense than ever. The challenge for brands today isn’t just about creating awareness—it’s about staying relevant and top-of-mind in an increasingly crowded digital space. At Criteo, we empower brands to cut through the noise by reaching the right audience at the right time on the right platform. Our deep integration with retail partners enables us to harness real-time intelligence and actionable insights, allowing us to deliver highly personalized, data-driven marketing that enhances visibility, drives engagement, and delivers measurable outcomes across the commerce journey”.*

The success of Motorola’s campaign highlights the increasing importance of retail media in helping brands and retailers deliver a full-funnel marketing strategy. With its end-to-end retail media platform, Criteo empowers brands to connect with shoppers at every stage of the journey—both on-site and offsite—enabling measurable impact, greater visibility, and superior audience targeting in a rapidly evolving digital commerce landscape.

About Criteo

Criteo (NASDAQ: CRTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth.

For more information, please visit criteo.com.

About the Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India’s digital commerce revolution. With a registered user base of more than 500 million, Flipkart’s marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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