



# FLIPKART CAMPAIGN



No. of Vouchers Downloaded	94,000
No. of Vouchers Redeemed	6,000
No. of Laptops Sold	6,000
No. of Colleges Reached	300
Campaign Impressions	5,00,000

During the overall campaign outreach, Flipkart wanted to reach colleges having more than 10,000 footfall with the motive of collecting genuine feedback on Flipkart app consumption and spreading digital learning to college students.

Thus, over 300 colleges were reached and 6,000 vouchers were released with exclusive discounts. Students participation in sharing their shopping experiences were encouraging enough to the Flipkart team.

Flipkart picked more user loyalty among GenZ crowd - helping them gain the core choices of college students and their shopping behaviour.