



AdSight

HEAD-TO-HEAD · COMPETITIVE AD INTELLIGENCE · INDIA

Flipkart vs Amazon India

Amazon India sells standing offers and membership; Flipkart sells the moment

290

unique creatives
analysed

320

ads captured

2

advertisers
compared

2

channels · Meta and
Google

A NOTE BEFORE YOU START

2 October 2026

Hello,

This report reads every ad Flipkart and Amazon India ran on Meta and Google in India over the period, and turns them into a clear picture of where they advertise, what they sell and what they say. Every number links to the ads behind it.

With best regards,



The AdSight insights team
Competitive ad intelligence · India

IN THIS REPORT

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03 Who runs it, and across channels

04 What they sell

05 How they sell

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07 Who fronts it

08 How it's made

09 What changed

10 The gap

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AT A GLANCE

Amazon India sells standing offers and membership; Flipkart sells the moment

■ Flipkart ■ Amazon India

	■ Flipkart	■ Amazon India
Unique creatives	154 ^{F144}	136 ^{F001}
Ads captured (before deduplication)	160 ^{F145}	160 ^{F002}
Live on the latest snapshot	82% ^{F149}	81% ^{F006}
Share on Meta	36% ^{F159}	41% ^{F015}
Share on Google	64% ^{F151}	59% ^{F008}
Leading message	Sale is live / sale starts · 23% ^{F174}	Big discounts / lowest prices · 30% ^{F024}
Leading offer	No offer · 36% ^{F185}	% off / discount range · 40% ^{F044}
Main language of the copy	English · 95% ^{F169}	English · 100% ^{F023}

AI SUMMARY · KEY FINDINGS

01 Amazon India leads on offers: free delivery shows a 30 pts gap over Flipkart, and big discounts and lowest prices a 21 pts gap. ^{F277 F279}

02 Ads with no offer make up 67% of Flipkart's staying power, while free delivery makes up 59% of Amazon India's. ^{F186 F050}

03 On Google, Flipkart leans on dynamic display (90% of its creatives), while Amazon India leans on text (64%). ^{F154 F009}

04 Flipkart's sale messages are 23% of its creatives but carry just 1% of its staying power, and its fast-delivery messages fade just as quickly. ^{F174 F175 F178}

05 Payments and smart money, safe hassle-free shopping, and trending style and beauty discovery sit at 0% of creatives across both brands. ^{F288 F286 F289}

Flipkart

Flipkart is defined by display and catalogue formats (90% of its Google creatives are dynamic display, and 62% of its Meta creatives target a sales catalogue) and by sale and speed messages that come in bursts. ^{F154 F164 F175 F178}

Amazon India

Amazon India is defined by standing offers and perks (free delivery is 59% of its staying power, and it holds 100% of Prime membership creatives) on a search-led Google presence. ^{F050 F283 F009}

01

Head to head

The measures where these advertisers differ most, side by side: the clearest contrasts in how they advertise.

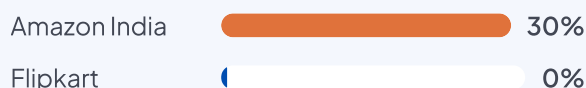
Where they differ most · share of creatives, widest gaps first

■ Flipkart ■ Amazon India

OFFER MECHANIC

Free delivery / no extra fee

30 pts · Amazon India ahead ^{F277}



OFFER MECHANIC

No offer

27 pts · Flipkart ahead ^{F278}



CORE MESSAGE

Big discounts / lowest prices

21 pts · Amazon India ahead ^{F279}



PRODUCT CATEGORY

Watches, jewellery, bags & eyewear

15 pts · Amazon India ahead ^{F280}



Amazon India leads with offers; Flipkart often runs none

Free delivery or no extra fee is the widest offer gap, at 30 pts: Amazon India features it and Flipkart does not. ^{F277}

Flipkart leads on ads with no offer at all, 27 pts ahead of Amazon India. ^{F278}

OUR READ

Interpretation: Amazon India puts a deal in front of shoppers. Flipkart relies more on non-offer messaging.

Amazon India owns the price and discount message

Amazon India leads on 'big discounts / lowest prices' as a core message, 21 pts ahead of Flipkart. ^{F279}

Accessories appear only in Amazon India's ads

Watches, jewellery, bags and eyewear show a 15 pts gap: Amazon India features them and Flipkart does not. ^{F280}

THE ADS BEHIND THIS

amazon India Shop, Pay, miniTV
app installed

Online At Amazon Today - C
reliable Delivery

Members Can Enjoy Unlimited Free Ship
Access To Lightning Deals and More. Cho
Wide Range Of Wraps, Decals & Sticker
e At Great Prices.

or amazon.in Email reply time
★ ★ ★ (1,459) 5 hours

Amazon India

Google · 1596 days live

Affordable Product Range

Amazon Offers an Array Of Unique Products From
Hundreds Of Brands. Prime Members Can Enjoy
Unlimited Free Shipping. Early Access To Lightning...

Rating for amazon.in Email reply time
4.1 ★ ★ ★ ★ (1,479) 5 hours

Indoor Lighting >

Home Furnishing >

Home & Decor >

Kitchen & Home Appliances >

Amazon India

Google · 1596 days live

Amazon Today

Prime Members Can Enjoy Unlimited Free Shipping.
Early Access To Lightning Deals and More. Amazon
Offers an Array Of Unique Products From Hundreds Of
Brands. Huge Selection.

Rating for amazon.in
4.1 ★ ★ ★ ★ (1,482)

Home & Decor >

Home Furnishing >

Indoor Lighting >

Kitchen & Home Appliances >

Amazon India

Google · 1596 days live

amazon.in
www.amazon.in/clothing/fitness

Online At Amazon Today - Qu
reliable Delivery

up to 10% extra off using coupons. Avail pay or
ery & easy returns. Explore trendy styles of t-sh
s, jeans, kurtas & more. available at great price

g for amazon.in Email reply time
★ ★ ★ ★ (1,482) 5 hours

See results in-app

Amazon India

Google · 1251 days live

le

tor.

tor. Please try again la

Flipkart

Google · 555 days live · 2
variants

XSTAR

Effectively whitens
teeth and prevents
tartar buildup

2

Flipkart

Google · 695 days live

art
flipkart.com/

Washing Machines Online a
Prices | Upto 45% Off |

n Washing Machines from Top Bra
LG, IFB Bosch No Cost EMI | Exch
Off on Washing Machines Free...

Flipkart

Google · 555 days live

art
flipkart.com/

Bikes Scooters Online
n India | Flipkart.com

Vs are now affordable. Avail Best I
hbacks, No Cost EMI & more Ope
ry & Installation, No Cost...

Flipkart

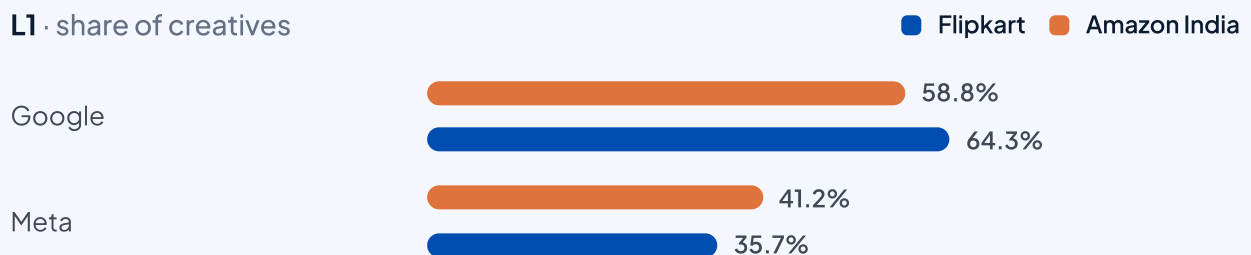
Google · 555 days live

02

Where they advertise

Which channels, formats and objectives carry their advertising, and how much of it is live right now.

L1 · share of creatives



Flipkart uses Google for display; Amazon India uses it for search

Dynamic display makes up 90% of Flipkart's Google creatives. ^{F154}

Text makes up 64% of Amazon India's Google creatives. ^{F009}

OUR READ

Interpretation: On Google, Flipkart builds visibility with banners. Amazon India focuses on capturing search intent.

On Meta, Flipkart pushes catalogue and app installs

Sales catalogue is the objective for 62% of Flipkart's Meta creatives, and app install for 22%. ^{F164 F166}

Amazon India's Meta creatives lean to website traffic / sales at 57%, with app install at only 4%. ^{F020 F022}

Flipkart runs more always-on creative, for longer

72% of Flipkart's creatives ran 60 days or more, against 59% for Amazon India. ^{F146 F003}

Flipkart's earliest ad in the evidence dates from Oct 2020, and Amazon India's from Oct 2021. ^{F150 F007}

THE ADS BEHIND THIS

■ Flipkart

Google · 555 days live · 2 variants

■ Flipkart

Google · 695 days live

■ Flipkart

Google · 555 days live

■ Flipkart

Google · 555 days live

■ Flipkart

Google · 555 days live

■ Flipkart

Google · 548 days live

■ Amazon India

Google · 1802 days live · 14 variants

■ Amazon India

Google · 1802 days live · 4 variants

03

Who runs it, and across channels

Which Pages and Google accounts run the ads, and how much of the work appears on both Meta and Google.

Both brands run Google mostly from one main account

Flipkart Internet Private Limited runs 98% of Flipkart's Google creatives, and Amazon Seller Services Pvt Ltd. runs 94% of Amazon India's. ^{F267 F261}

Partner accounts such as Abbott Healthcare Private Limited and ICPA HEALTH PRODUCTS LIMITED also run a small share of ads for these domains, at 2% and 1%. ^{F262 F268}

Sale announcements live on Meta for both brands

Flipkart's 'sale is live' creatives lean heavily to Meta: Meta 42% vs Google 0% (42 pts). ^{F275}

Amazon India shows the same pattern: Meta 41% vs Google 3% (38 pts). ^{F271}

OUR READ

Interpretation: Both brands treat Meta, not Google, as the channel for sale announcements.

Much of Flipkart's Google creative also appears on Meta

30% of Flipkart's Google creatives also appear on Meta, while only 5% of its Meta creatives also appear on Google. ^{F272 F273}

Flipkart's fast-delivery message appears on Meta only: Meta 25% vs Google 0% (25 pts). ^{F276}



■ Flipkart
Meta · 6 days live



■ Flipkart
Meta · 6 days live



■ Flipkart
Meta · 5 days live



■ Flipkart
Meta · 8 days live



■ Flipkart
Meta · 6 days live



■ Amazon India
Meta · 9 days live



■ Amazon India
Meta · 4 days live



■ Amazon India
Meta · 5 days live

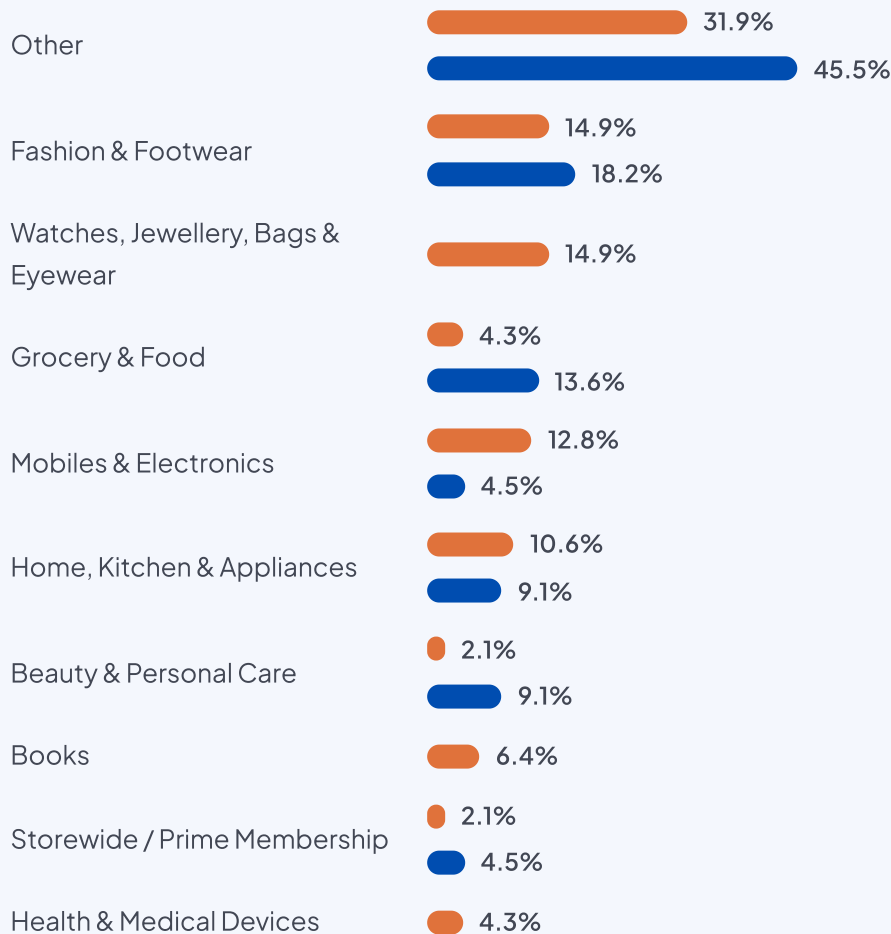
04

What they sell

The product categories their creatives push, and which ones they keep running longest.

Product Category · share of creatives

■ Flipkart ■ Amazon India



Amazon India keeps home and kitchen ads running longest

Home, kitchen and appliances are 11% of Amazon India's tagged creatives but 23% of its staying power. ^{F071 F072}

Accessories run the other way for Amazon India: 15% of creatives but 2% of staying power. ^{F066 F067}

Flipkart's fashion and grocery ads are short-lived

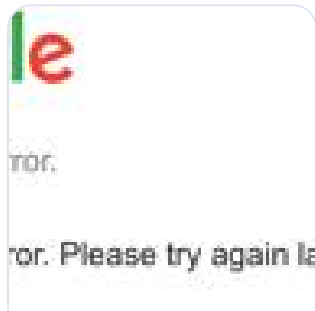
Fashion and footwear are 18% of Flipkart's tagged creatives, a gap of -18 pts against staying power. ^{F201 F202}

Grocery and food are 14% of Flipkart's creatives but 1% of its staying power. ^{F203 F204}

OUR READ

Interpretation: Flipkart appears to use category ads in bursts, while its long-running ads sit outside these categories.

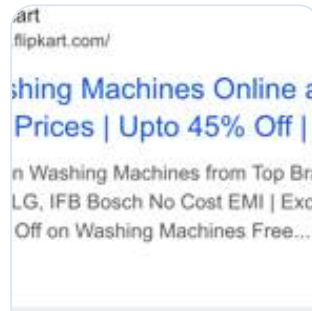
THE ADS BEHIND THIS



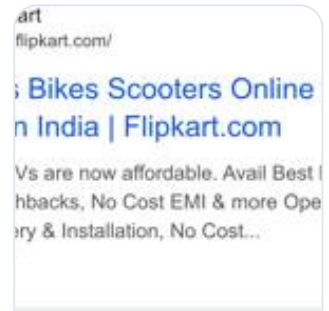
■ **Flipkart**
Google · 555 days live · 2 variants



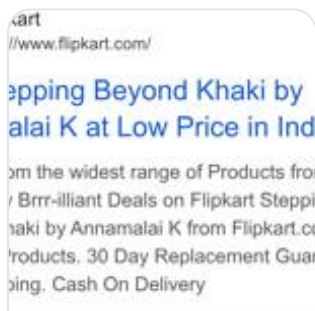
■ **Flipkart**
Google · 695 days live



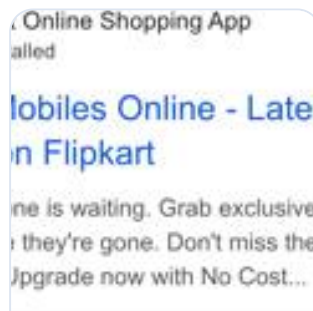
■ **Flipkart**
Google · 555 days live



■ **Flipkart**
Google · 555 days live



■ **Flipkart**
Google · 555 days live



■ **Flipkart**
Google · 539 days live



■ **Amazon India**
Google · 1596 days live



■ **Amazon India**
Google · 835 days live

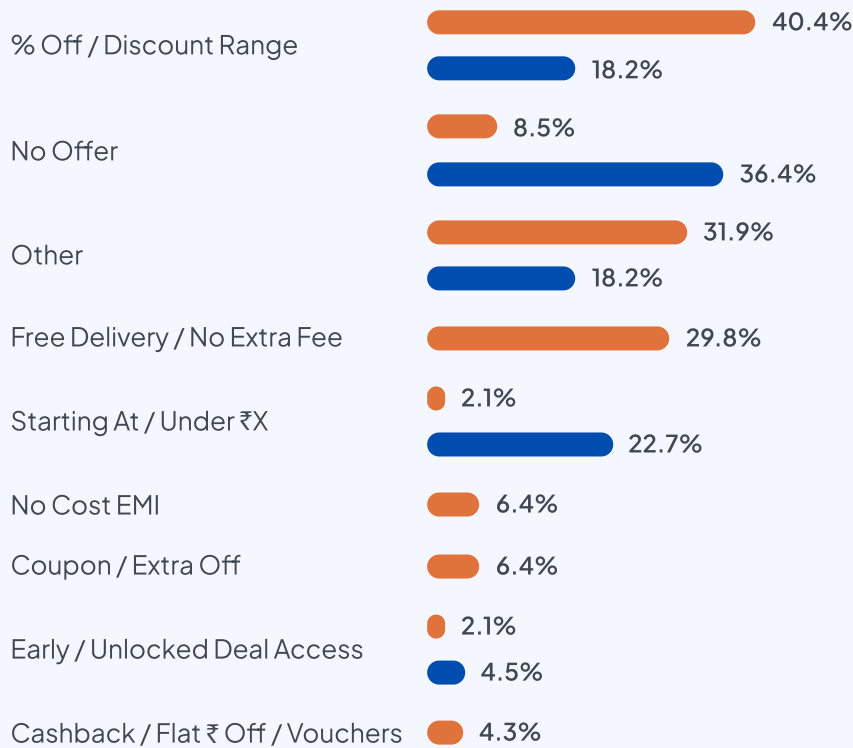
05

How they sell

Price points, discount depth and offer mechanics: the commercial levers in the ads.

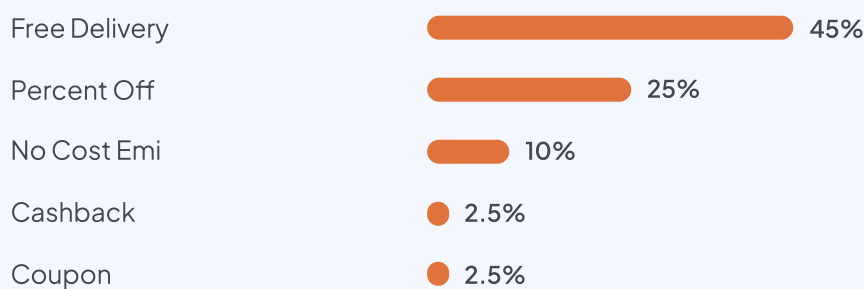
Offer Mechanic · share of creatives

■ Flipkart ■ Amazon India



Offer · share of creatives

■ Flipkart ■ Amazon India



Free delivery is Amazon India's most durable offer

Free delivery is 30% of Amazon India's tagged creatives but 59% of its staying power. ^{F049 F050}

Percent-off offers are 40% of Amazon India's creatives but only 20% of staying power, with a median discount shown of 50%. ^{F044 F045 F125}

OUR READ

Interpretation: Amazon India rotates discounts but keeps free delivery running as its standing offer.

Flipkart's long-running ads carry no offer

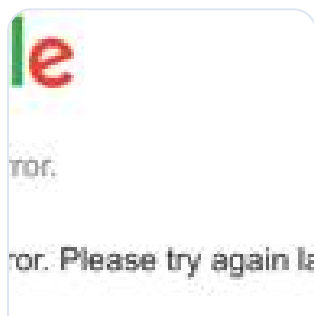
Ads with no offer are 36% of Flipkart's tagged creatives but 67% of its staying power. ^{F185 F186}

'Starting at / under ₹X' offers are 23% of Flipkart's creatives but just 3% of staying power. ^{F188 F189}

OUR READ

Interpretation: Our read: Flipkart's standing ads sell the store, not a deal, while its price offers come and go.

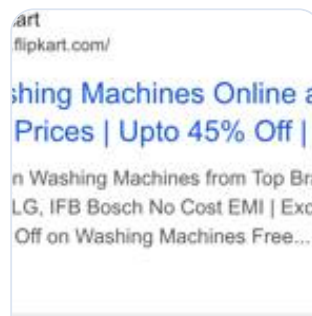
THE ADS BEHIND THIS



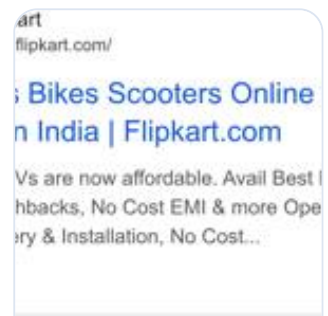
■ **Flipkart**
Google · 555 days live · 2 variants



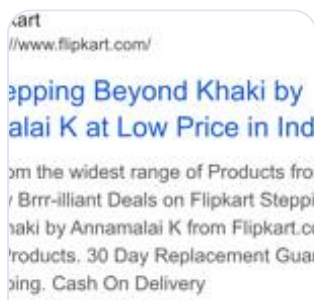
■ **Flipkart**
Google · 695 days live



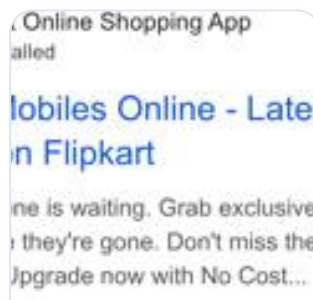
■ **Flipkart**
Google · 555 days live



■ **Flipkart**
Google · 555 days live



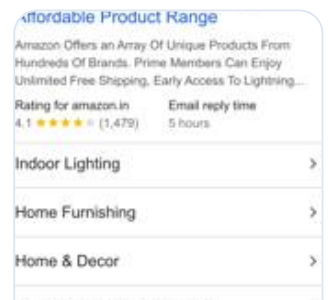
■ **Flipkart**
Google · 555 days live



■ **Flipkart**
Google · 539 days live



■ **Amazon India**
Google · 1596 days live



■ **Amazon India**
Google · 1596 days live

06

What they say

The messages and claims they make, ranked by how long they keep them running.

Message Territory · share of creatives

■ Flipkart ■ Amazon India



Amazon India sustains Prime and range messages

Prime membership perks are 13% of Amazon India's tagged creatives but 22% of its staying power. ^{F033 F034}

'Huge range, top brands' rises from 9% of creatives to 20% of staying power. ^{F036 F037}

Long-running Amazon India creatives claim "Top Brands" and "Best Prices". ^{F132 F133}

OUR READ

Interpretation: Our read: Amazon India's always-on story is membership and range, not just price.

Flipkart's sale and speed messages run in short bursts

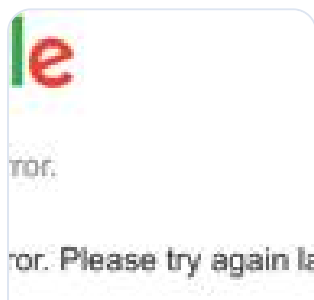
'Sale is live' is 23% of Flipkart's tagged creatives but 1% of its staying power. ^{F174 F175}

Fast delivery is 14% of Flipkart's creatives but also 1% of staying power. ^{F177 F178}

OUR READ

Interpretation: Flipkart ties its sharpest messages to moments rather than running them always-on.

THE ADS BEHIND THIS



...e

...tor.

...or. Please try again le

Flipkart
Google · 555 days live · 2 variants



XTAR

Effectively whitens teeth and prevents tartar buildup

...2

Flipkart
Google · 695 days live

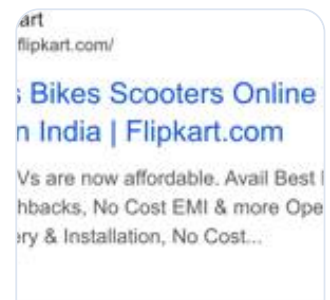


art
flipkart.com/

Washing Machines Online a Bikes Scooters Online
Prices | Upto 45% Off | I n India | Flipkart.com

n Washing Machines from Top Bra
LG, IFB Bosch No Cost EMI | Exch
Off on Washing Machines Free...

Flipkart
Google · 555 days live



art
flipkart.com/

Bikes Scooters Online
Prices | Upto 45% Off | I n India | Flipkart.com

vs are now affordable. Avail Best I
hbacks, No Cost EMI & more Ope
ery & Installation, No Cost...

Flipkart
Google · 555 days live

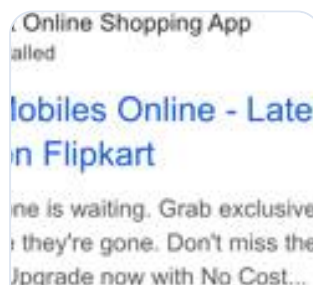


art
//www.flipkart.com/

pping Beyond Khaki by
alai K at Low Price in Ind

om the widest range of Products fro
/ Brrr-illiant Deals on Flipkart Steppi
aki by Annamalai K from Flipkart.c
Products. 30 Day Replacement Guar
ping. Cash On Delivery

Flipkart
Google · 555 days live

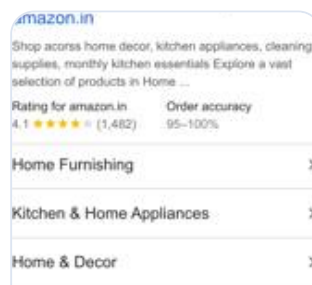


Online Shopping App
alled

obiles Online - Late
n Flipkart

ne is waiting. Grab exclusive
they're gone. Don't miss the
Upgrade now with No Cost...

Flipkart
Google · 539 days live



amazon.in

Shop across home decor, kitchen appliances, cleaning supplies, monthly kitchen essentials Explore a vast selection of products in Home ...

Rating for amazon.in 4.1 ★★★★★ (1,482) Order accuracy 95-100%

Home Furnishing >

Kitchen & Home Appliances >

Home & Decor >

Indoor Lighting >

Amazon India
Google · 1596 days live



amazon.in
www.amazon.in/clothing/woman

t-loved by customers - Women
ing 60-80% off - Great deals

t prices at 50-70% on Biba, Garden Vareli, I
Tokyo Talkies & more. Prime Members can
ed Free Shipping, Early Access To Black Fr
& more. Best Deals. Low Prices. Huge Sele
ands. Great Offers. No Cost EMI Available.

for amazon.in ★★★★★ (1,482) Email reply time 5 hours

Amazon India
Google · 720 days live

07

Who fronts it

Who appears in the ads: celebrities, creators, experts, customers, or no one at all.

Talent · share of creatives

■ Flipkart ■ Amazon India

None

100%

More than half of each brand's ads use no talent

57% of Amazon India's tagged creatives and 55% of Flipkart's use no talent. ^{F085 F212}

Flipkart uses brand characters or comic sketches in 9% of its creatives, and influencers or creators in 5%. ^{F217 F219}

Flipkart's brand characters do not stay live: a -9 pts gap against staying power. ^{F218}

THE ADS BEHIND THIS

on.in
amazon.in/sports-fitness/home

Gear at Amazon - Top
ces

n a vast selection for your gym, t
ting needs and more

■ **Amazon India**
Google · 1802 days live ·
14 variants

on.in
amazon.in/electronics/earphones

arphones at Amazon -
Earphones

on of in-ear, on-ear and over-ear
n best brands. Buy now

■ **Amazon India**
Google · 1802 days live ·
4 variants

n.in/
amazon.in/

ckers at Amazon
st Prices

vast selection for your gym
needs and more

■ **Amazon India**
Google · 1802 days live ·
2 variants

.in
amazon.in/

Product Range

s an Array Of Unique Produ
Brands.

■ **Amazon India**
Google · 1643 days live ·
2 variants

Amazon India

Google · 1594 days live · 2 variants

Amazon India

Google · 1593 days live · 2 variants

Amazon India

Google · 1596 days live

Amazon India

Google · 1596 days live

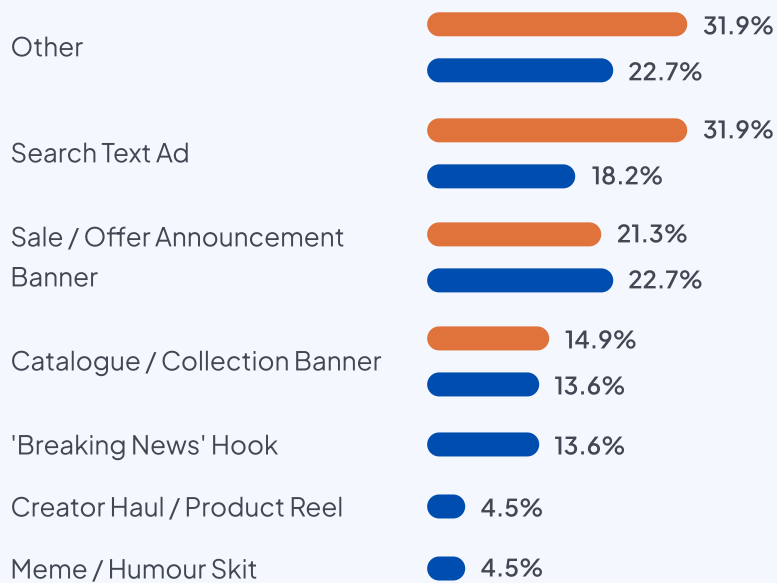
08

How it's made

Formats, execution styles and languages: how the creative is actually built.

Execution Style · share of creatives

■ Flipkart ■ Amazon India



Language · share of creatives

■ Flipkart ■ Amazon India



Search text ads are the backbone for both

Search text ads are 32% of Amazon India's tagged creatives but 73% of its staying power. ^{F093 F094}

For Flipkart, they are 18% of creatives and 39% of staying power. ^{F227 F228}

OUR READ

Interpretation: Our read: Search text is where both brands keep their message running, and Amazon India leans on it more.

Flipkart keeps catalogue banners live; Amazon India does not

Catalogue banners are 14% of Flipkart's creatives but 28% of its staying power. ^{F230 F231}

Amazon India's catalogue banners are 15% of creatives, a gap of -15 pts against staying power. ^{F098 F099}

Flipkart experiments with hooks that do not last

'Breaking news' hooks are 14% of Flipkart's creatives but 1% of staying power. ^{F233 F234}

Flipkart also runs creator hauls and meme skits, each at 5%. ^{F236 F237}

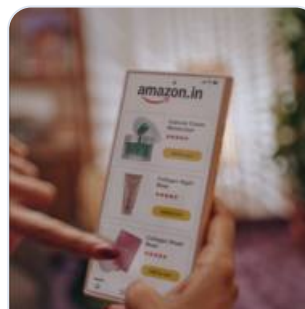
THE ADS BEHIND THIS



Amazon India
Meta · 39 days live · 3 variants



Amazon India
Meta · 60 days live



Amazon India
Meta · 24 days live · 3 variants



Amazon India
Meta · 31 days live



Amazon India
Meta · 31 days live



Amazon India
Meta · 31 days live



Flipkart
Meta · 85 days live · 2 variants



Flipkart
Meta · 60 days live · 2 variants

09

What changed

What's new in the last 30 days compared with the 30 before.

Sale messaging moved in opposite directions this month

Flipkart's share of live 'sale is live' creatives changed by +14 pts in the last 30 days. ^{F256}

Amazon India's share in the same territory changed by -14 pts. ^{F142}

Flipkart also added discount messaging, a change of +7 pts. ^{F257}

OUR READ

Interpretation: Our read: Flipkart is stepping up its sale messaging just as Amazon India steps back from it.

Both brands have more creatives live than a month ago

Flipkart had 129 creatives live in the last 30 days, up from 105. ^{F254 F255}

Amazon India had 112, up from 96. ^{F139 F140}

THE ADS BEHIND THIS



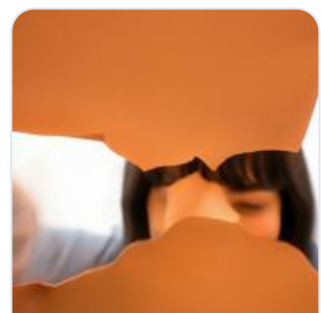
Amazon India
Meta · 9 days live



Amazon India
Meta · 4 days live



Amazon India
Meta · 24 days live · 3 variants



Amazon India
Meta · 5 days live



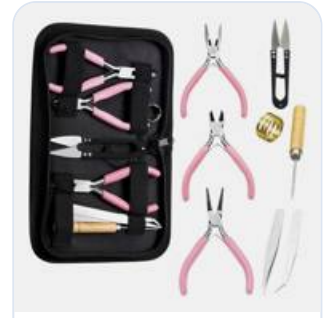
Amazon India
Meta · 60 days live



Amazon India
Meta · 17 days live



Amazon India
Meta · 30 days live



Amazon India
Meta · 16 days live

10

The gap

Messages no one in the set owns yet: the space a challenger could take.

Amazon India owns Prime and price; Flipkart owns speed

Amazon India holds 100% of creatives in Prime membership perks and 88% in big discounts / lowest prices.^{F283 F281}

Flipkart holds 60% of creatives about fast delivery.^{F284}

OUR READ

Interpretation: Our read: Amazon India owns Prime outright and dominates price, while Flipkart holds the larger share of speed messaging.

Payments, safe shopping and style discovery are empty

Neither brand runs creatives on payments and smart money, safe hassle-free shopping or trending style and beauty discovery, each at 0%.^{F288 F286 F289}

Hero product benefits, at 4% of creatives, and budget finds under ₹X, at 1%, are also rare.^{F287 F285}

OUR READ

Interpretation: These are open message territories in this category's advertising.

THE ADS BEHIND THIS

Prime Members Can Enjoy Unlimited Free Shipping, Early Access To Lightning Deals and More. Amazon Offers an Array Of Unique Products From Hundreds Of Brands. Huge Selection.

Rating for amazon.in 4.1 ★★★★★ (1,482)

- Home & Decor
- Home Furnishing
- Indoor Lighting

Amazon India
Google · 1596 days live

Prime Members Can Enjoy Unlimited Free Shipping, Early Access To Lightning Deals and More. Amazon Offers an Array Of Unique Products From Hundreds Of Brands. Huge Selection.

Rating for amazon.in 4.1 ★★★★★ (1,482)

Order accuracy 95-100%

Amazon India
Google · 1235 days live

Prime Members Can Enjoy Unlimited Free Shipping, Early Access To Lightning Deals and More. Amazon Offers an Array Of Unique Products From Hundreds Of Brands. Huge Selection.

Rating for amazon.in 4.1 ★★★★★ (1,468)

Average delivery time 1-2 days

Amazon India
Google · 835 days live

Prime Members Can Enjoy Unlimited Free Shipping, Early Access To Lightning Deals and More. Amazon Offers an Array Of Unique Products From Hundreds Of Brands. Huge Selection.

Rating for amazon.in 4.7 ★★★★★ (1,523)

On-time delivery 95%+

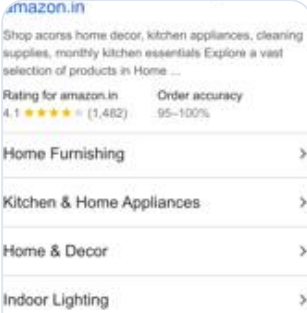
Amazon India
Google · 835 days live



Amazon India
Meta · 17 days live



Amazon India
Meta · 7 days live



Amazon India
Google · 1596 days live



Amazon India
Google · 720 days live

EVIDENCE

Facts cited

Every number in this report is one of these facts, computed from the ads, never written by a model.

F001	Amazon India: unique creatives captured	136
F002	Amazon India: ads captured (before deduplication)	160
F003	Amazon India: share of creatives live 60 days or more (always-on)	59%
F006	Amazon India: share of creatives live on the latest snapshot	81%
F007	Amazon India: earliest ad start date in the evidence	Oct 2021
F008	Amazon India: share of creatives on Google	59%
F009	Amazon India: share of Google creatives — media type Text	64%
F015	Amazon India: share of creatives on Meta	41%
F020	Amazon India: share of Meta creatives — objective Website traffic / sales	57%
F022	Amazon India: share of Meta creatives — objective App install	4%
F023	Amazon India: share of creatives with readable copy in English	100%
F024	Amazon India: share of tagged creatives — Core message: Big discounts / lowest prices	30%
F033	Amazon India: share of tagged creatives — Core message: Prime membership perks	13%
F034	Amazon India: share of staying power (kept live longer, in more versions) — Core message: Prime membership perks	22%
F035	Amazon India: Core message: Prime membership perks is 13% of its tagged creatives but 22% of its staying power	+9 pts
F036	Amazon India: share of tagged creatives — Core message: Huge range, top brands	9%
F037	Amazon India: share of staying power (kept live longer, in more versions) — Core message: Huge range, top brands	20%
F038	Amazon India: Core message: Huge range, top brands is 9% of its tagged creatives but 20% of its staying power	+11 pts
F044	Amazon India: share of tagged creatives — Offer mechanic: % off / discount range	40%
F045	Amazon India: share of staying power (kept live longer, in more versions) — Offer mechanic: % off / discount range	20%

F046	Amazon India: Offer mechanic: % off / discount range is 40% of its tagged creatives but 20% of its staying power	-20 pts
F049	Amazon India: share of tagged creatives — Offer mechanic: Free delivery / no extra fee	30%
F050	Amazon India: share of staying power (kept live longer, in more versions) — Offer mechanic: Free delivery / no extra fee	59%
F051	Amazon India: Offer mechanic: Free delivery / no extra fee is 30% of its tagged creatives but 59% of its staying power	+29 pts
F064	Amazon India: share of tagged creatives — Product category: Fashion & footwear	15%
F066	Amazon India: share of tagged creatives — Product category: Watches, jewellery, bags & eyewear	15%
F067	Amazon India: share of staying power (kept live longer, in more versions) — Product category: Watches, jewellery, bags & eyewear	2%
F071	Amazon India: share of tagged creatives — Product category: Home, kitchen & appliances	11%
F072	Amazon India: share of staying power (kept live longer, in more versions) — Product category: Home, kitchen & appliances	23%
F085	Amazon India: share of tagged creatives — Talent: No talent	57%
F093	Amazon India: share of tagged creatives — Execution style: Search text ad	32%
F094	Amazon India: share of staying power (kept live longer, in more versions) — Execution style: Search text ad	73%
F095	Amazon India: Execution style: Search text ad is 32% of its tagged creatives but 73% of its staying power	+41 pts
F098	Amazon India: share of tagged creatives — Execution style: Catalogue / collection banner	15%
F099	Amazon India: Execution style: Catalogue / collection banner is 15% of its tagged creatives but 0% of its staying power	-15 pts
F125	Amazon India: median discount shown	50%
F132	Amazon India: claim made in a long-running creative	“Top Brands”
F133	Amazon India: claim made in a long-running creative	“Best Prices”
F137	Amazon India: share of creatives first seen in the last 30 days	18%
F139	Amazon India: creatives live in the last 30 days (2026-09-03 to 2026-10-02)	112
F140	Amazon India: creatives live in the 30 days before that	96

F141	Amazon India: creatives that stopped in the earlier 30 days and did not return	9
F142	Amazon India: change in share of live creatives in the territory Sale is live / sale starts, last 30 days vs the 30 before (17% → 3%)	-14 pts
F144	Flipkart: unique creatives captured	154
F145	Flipkart: ads captured (before deduplication)	160
F146	Flipkart: share of creatives live 60 days or more (always-on)	72%
F149	Flipkart: share of creatives live on the latest snapshot	82%
F150	Flipkart: earliest ad start date in the evidence	Oct 2020
F151	Flipkart: share of creatives on Google	64%
F154	Flipkart: share of Google creatives — media type Dynamic display (script-rendered)	90%
F159	Flipkart: share of creatives on Meta	36%
F164	Flipkart: share of Meta creatives — objective Sales catalogue	62%
F166	Flipkart: share of Meta creatives — objective App install	22%
F169	Flipkart: share of creatives with readable copy in English	95%
F174	Flipkart: share of tagged creatives — Core message: Sale is live / sale starts	23%
F175	Flipkart: share of staying power (kept live longer, in more versions) — Core message: Sale is live / sale starts	1%
F176	Flipkart: Core message: Sale is live / sale starts is 23% of its tagged creatives but 1% of its staying power	-22 pts
F177	Flipkart: share of tagged creatives — Core message: Delivery in minutes / fast delivery	14%
F178	Flipkart: share of staying power (kept live longer, in more versions) — Core message: Delivery in minutes / fast delivery	1%
F179	Flipkart: Core message: Delivery in minutes / fast delivery is 14% of its tagged creatives but 1% of its staying power	-13 pts
F183	Flipkart: share of staying power (kept live longer, in more versions) — Core message: Budget finds under ₹X	2%
F185	Flipkart: share of tagged creatives — Offer mechanic: No offer	36%
F186	Flipkart: share of staying power (kept live longer, in more versions) — Offer mechanic: No offer	67%
F187	Flipkart: Offer mechanic: No offer is 36% of its tagged creatives but 67% of its staying power	+31 pts

F188	Flipkart: share of tagged creatives — Offer mechanic: Starting at / under ₹X	23%
F189	Flipkart: share of staying power (kept live longer, in more versions) — Offer mechanic: Starting at / under ₹X	3%
F190	Flipkart: Offer mechanic: Starting at / under ₹X is 23% of its tagged creatives but 3% of its staying power	-20 pts
F199	Flipkart: share of staying power (kept live longer, in more versions) — Product category: Other	96%
F201	Flipkart: share of tagged creatives — Product category: Fashion & footwear	18%
F202	Flipkart: Product category: Fashion & footwear is 18% of its tagged creatives but 0% of its staying power	-18 pts
F203	Flipkart: share of tagged creatives — Product category: Grocery & food	14%
F204	Flipkart: share of staying power (kept live longer, in more versions) — Product category: Grocery & food	1%
F205	Flipkart: Product category: Grocery & food is 14% of its tagged creatives but 1% of its staying power	-13 pts
F212	Flipkart: share of tagged creatives — Talent: No talent	55%
F217	Flipkart: share of tagged creatives — Talent: Brand characters / comic sketch	9%
F218	Flipkart: Talent: Brand characters / comic sketch is 9% of its tagged creatives but 0% of its staying power	-9 pts
F219	Flipkart: share of tagged creatives — Talent: Influencer / creator	5%
F227	Flipkart: share of tagged creatives — Execution style: Search text ad	18%
F228	Flipkart: share of staying power (kept live longer, in more versions) — Execution style: Search text ad	39%
F229	Flipkart: Execution style: Search text ad is 18% of its tagged creatives but 39% of its staying power	+21 pts
F230	Flipkart: share of tagged creatives — Execution style: Catalogue / collection banner	14%
F231	Flipkart: share of staying power (kept live longer, in more versions) — Execution style: Catalogue / collection banner	28%
F233	Flipkart: share of tagged creatives — Execution style: 'Breaking news' hook	14%
F234	Flipkart: share of staying power (kept live longer, in more versions) — Execution style: 'Breaking news' hook	1%

F236	Flipkart: share of tagged creatives — Execution style: Creator haul / product reel	5%
F237	Flipkart: share of tagged creatives — Execution style: Meme / humour skit	5%
F252	Flipkart: share of creatives first seen in the last 30 days	16%
F254	Flipkart: creatives live in the last 30 days (2026-09-03 to 2026-10-02)	129
F255	Flipkart: creatives live in the 30 days before that	105
F256	Flipkart: change in share of live creatives in the territory Sale is live / sale starts, last 30 days vs the 30 before (0% → 14%)	+14 pts
F257	Flipkart: change in share of live creatives in the territory Big discounts / lowest prices, last 30 days vs the 30 before (0% → 7%)	+7 pts
F261	Amazon India: share of Google creatives run by its main account Amazon Seller Services Pvt Ltd.	94%
F262	Amazon India: share of Google creatives run by the partner account Abbott Healthcare Private Limited	2%
F267	Flipkart: share of Google creatives run by its main account Flipkart Internet Private Limited	98%
F268	Flipkart: share of Google creatives run by the partner account ICPA HEALTH PRODUCTS LIMITED	1%
F271	Amazon India: the territory Sale is live / sale starts leans to Meta (share of tagged creatives, Meta vs Google)	Meta 41% vs Google 3% (38 pts)
F272	Flipkart: share of Google creatives that also run on Meta	30%
F273	Flipkart: share of Meta creatives that also run on Google	5%
F275	Flipkart: the territory Sale is live / sale starts leans to Meta (share of tagged creatives, Meta vs Google)	Meta 42% vs Google 0% (42 pts)
F276	Flipkart: the territory Delivery in minutes / fast delivery leans to Meta (share of tagged creatives, Meta vs Google)	Meta 25% vs Google 0% (25 pts)
F277	Head-to-head — Offer mechanic: Free delivery / no extra fee: Amazon India 30%, Flipkart 0% (gap between highest and lowest, in percentage points)	30 pts
F278	Head-to-head — Offer mechanic: No offer: Flipkart 36%, Amazon India 9% (gap between highest and lowest, in percentage points)	27 pts
F279	Head-to-head — Core message: Big discounts / lowest prices: Amazon India 30%, Flipkart 9% (gap between highest and lowest, in percentage points)	21 pts
F280	Head-to-head — Product category: Watches, jewellery, bags & eyewear: Amazon India 15%, Flipkart 0% (gap between highest and lowest, in percentage points)	15 pts

F281	Amazon India: share of all creatives in the territory Big discounts / lowest prices that are theirs	88%
F283	Amazon India: share of all creatives in the territory Prime membership perks that are theirs	100%
F284	Flipkart: share of all creatives in the territory Delivery in minutes / fast delivery that are theirs	60%
F285	All advertisers: share of creatives in the territory Budget finds under ₹X	1%
F286	All advertisers: share of creatives in the territory Safe, hassle-free shopping	0%
F287	All advertisers: share of creatives in the territory Hero product benefits	4%
F288	All advertisers: share of creatives in the territory Payments & smart money	0%
F289	All advertisers: share of creatives in the territory Trending style & beauty discovery	0%

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Shares are shares of ads captured, never of spend. Sources: Meta Ad Library and Google Ads Transparency Center.