



GETTING STARTED WITH BLINKIT ADS

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Getting Started with Blinkit Ads

Description

In the dynamic landscape of Quick Commerce, where speed is the name of the game, Blinkit Ads emerges as the turbo boost for your brand's visibility and growth. **According to Statista, India's Quick Commerce sector is set to skyrocket to a staggering revenue of US\$3,349 million by 2024, with user penetration expected to surge from 1.8% to 3.8% by 2028.**

Just as consumers crave the swift delivery of their purchases, businesses are racing to meet this demand head-on. It's a fast-paced arena where every brand vies to capture the attention of an ever-expanding audience. Think of it as a high-speed expressway, with Blinkit paving the way to your brand's success.

Formerly known as Grofers, Blinkit has evolved from a grocery delivery service into a multifaceted platform catering to diverse categories, from everyday essentials to luxury items. Boasting over 13 million monthly active users across 28 cities, Blinkit has mastered the art of instant commerce, delivering unparalleled convenience to its customers in mere minutes.

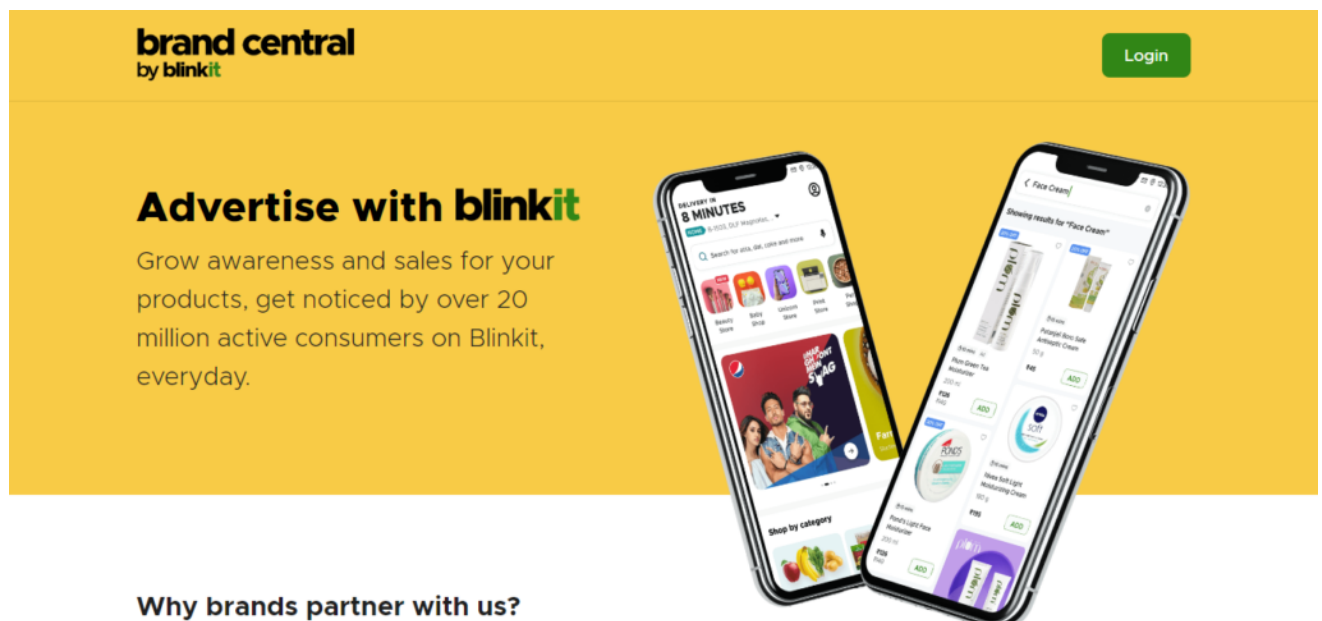
During this rapid expansion, Blinkit's ad revenue soared threefold in the third quarter of 2023, underscoring the burgeoning opportunities in Quick Commerce. With Blinkit Ads, your brand can tap into this momentum, leveraging the power of targeted advertising to connect with over one million

potential customers each month.

Picture this: effortlessly reaching and converting a vast customer base into loyal patrons, all with the click of a button. That's the promise of Blinkit Ads—your ticket to accelerating growth and seizing the fast lane of [Quick Commerce](#).

This blog will briefly overview how to get started with Blinkit Ads through SearchSenze, a search bidding platform.

Ads establish a win-win opportunity for advertisers and customers, as 55% of eCommerce users shop via search. C.P.M. allows the brand to exercise its potential, resulting in brands yielding maximum results and customers getting what they want all at once at the right time.

The image is a promotional banner for 'brand central by blinkit'. It features a bright yellow background. In the top left corner, the text 'brand central by blinkit' is displayed in black and green. In the top right corner, there is a green 'Login' button. The main text in the center reads 'Advertise with blinkit' in bold black and green, followed by a paragraph: 'Grow awareness and sales for your products, get noticed by over 20 million active consumers on Blinkit, everyday.' Below this text, two smartphones are shown. The left phone displays the Blinkit app's home screen with various category icons and a 'DELIVERY IN 8 MINUTES' banner. The right phone shows search results for 'Face Cream', listing several products with their prices and 'ADD' buttons. At the bottom of the banner, the text 'Why brands partner with us?' is visible.

Blinkit's Brand Central

Login Link: <https://brands.blinkit.com/>

Let's dive into different types of Blinkit Ads and their requirements

Blinkit has bifurcated its ad assets into reach and performance campaigns. Reach campaigns develop brand awareness and drive more viewers to the product or brand by sharing its USPs in attractive formats. The brand builds a share of voice (SOV). Meanwhile, the **performance campaign will** drive sales, acquire a new audience, and leverage customers' intent to purchase through direct-to-cart and before-you-checkout nudges on conversion pages.

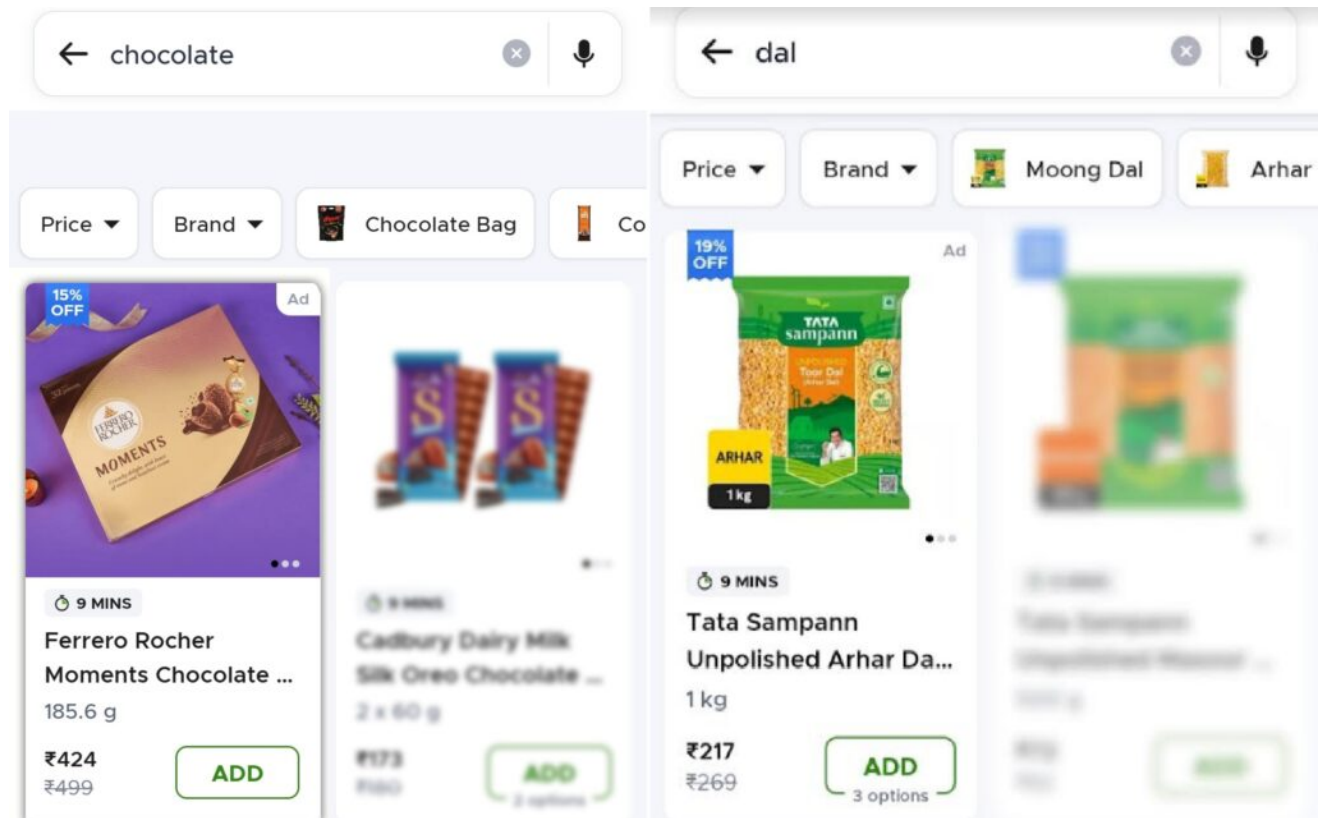
Product Booster Ads

Blinkit's product booster ads allow businesses to advertise their desired products and reach out to the right customers. They are similar to Google's shopping and pay-per-view ads and help businesses advertise their products within a specific category, targeting relevant customers in an ad format that is

not intrusive.

Product booster ads are carried out in keyword-based or category-based targeting formats. If you are running a product booster campaign for “Masoor Dal” by brand X, you can bid on keywords like “Dal,” “Masoor Dal,” “Daal,” etc.

However, if you want to target a category, then it can be “pulses.” Blinkit allows you to club products and run campaigns, so if the primary product goes out of stock, the algorithm will automatically display the backup product or products.



Source: Blinkit

Listed below are metrics that aid in driving sales through performance campaigns

- **Direct-to-Cart Shelf:** The product is visible on the homepage with a direct add-to-cart button.

Search for atta, dal, coke and m...



Print
Store



Toy
Store



Book
Store



Pet
Store



Beauty
Store



Electronics
Store



Stationery
Store



Kids
Store

Moisturize your skin

[see all](#)

Up to 50% off

40%
OFF



10 MINS

Dove Body Love
Supple Bounce ...
400 ml

₹279

[ADD](#)

61%
OFF



10 MINS

Boroplus Doodh
Kesar Body Loti...
400 ml

₹152

[ADD](#)

59%
OFF



10 MINS

Wow Skin Scie
Shea Butter wi
400 ml

₹180

[ADD](#)

Oral care range by Dabur

Sponsored




Direct-to-cart option on the homepage. Source: Blinkit

Image not found or type unknown




- **Brand Shelf:** Compelling story-telling and product catalogue under one section on the homepage help with stronger brand share and presence.


SPONSORED




Odonil

For a clean & fragrant home!





24% OFF



10 MINS

Odonil Lavender Mist Room Fresh...


220 ml ▾

₹127

₹169

ADD

24% OFF



10 MINS

Odonil Citrus Fresh Room Fres...


220 ml ▾

₹127

₹169

ADD

24% OFF



10 MINS

Odo...

Fres...

220...

₹127

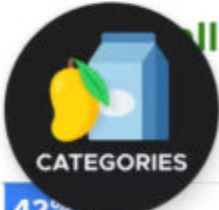
₹169

See all Odonil products


→

Kills 99.99% germs

Sponsored



CATEGORIES



Get FREE delivery

on shopping products worth ₹299

14% OFF

42% OFF

Brand Shelf, Source: Blinkit

- **Cart Injection:** Visible on the checkout page with recommended products to increase conversion.

Your total savings

Shop for ₹173 more to get free delivery

₹56



Delivery in 9 minutes

Shipment of 1 item



**Odonil Citrus Fresh
Room Freshener**

220 ml

₹127 ~~₹169~~

− 1 +

Before you checkout

6%
OFF



**Godrej Aer Power
Pocket Air Freshe...**

1 set (3 pieces)

₹168

~~₹180~~

ADD

9%
OFF



Ad

**Mortein
Odour-Less Mosq...**

600 ml

₹225

~~₹249~~

ADD

63%
OFF



**Nurturing
Jade in**

1 unit

₹129

~~₹349~~

An example of Cart Injection. Source: Blinkit

Listing Spotlight Ads

Price ▼

Brand ▼

Chocolate Bag

Co

1 pack (10 x 12 g)

₹80

₹159

ADD

38.5 g

₹18

₹20

ADD



9 MINS

Cadbury Gems Duo
Pack Chocolate

25.28 g

₹20

ADD

2 options

You might also like



Chips



Biscuit



Soft Drink



Get **FREE** delivery

on shopping products worth ₹299

Pintola's listing spotlight ad. Source: Blinkit

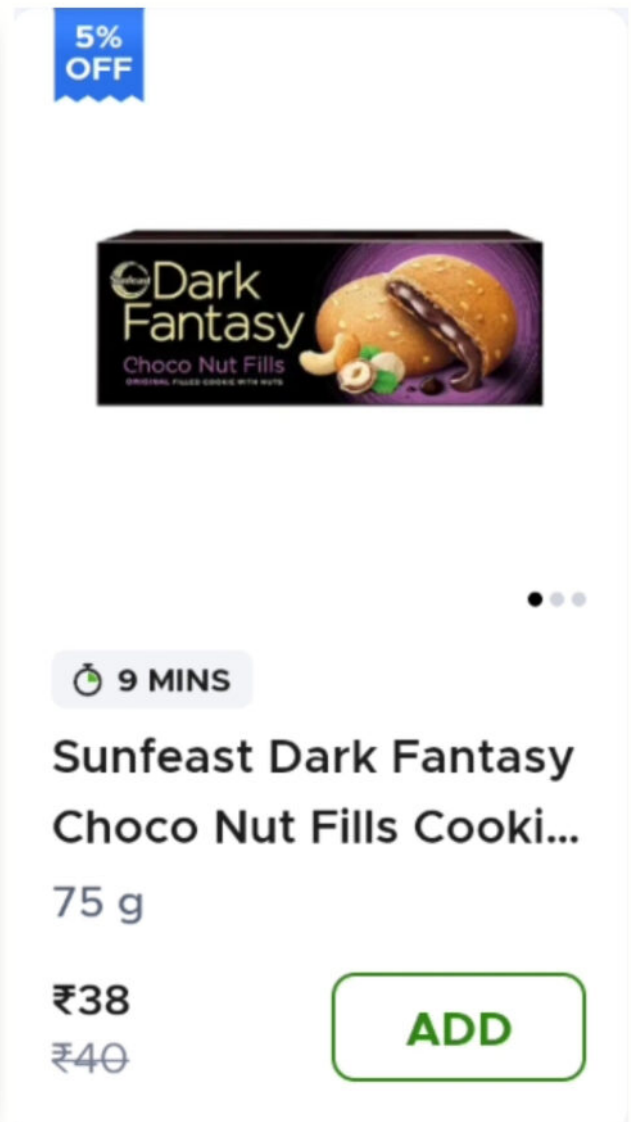
Blinkit's listing spotlight ads let brands promote their portfolio of products in a single carousel format. The platform helps you seamlessly reach Blinkit's shoppers and drive targeted brand awareness, product discovery, and purchase intent throughout the customer journey.

This unique carousel (also known as a collection) format of these ads enables the brand to showcase multiple products in one place while also displaying products from its parent company, and users can click on 'See All' to explore all products in detail. Additionally, you can promote your products across multiple categories with PLP.

Brands can create customised creatives with attractive messaging of up to 30 characters and can also create a GIF along with their logo to attract customers to visit their page. The banner appears, and landing pages can display multiple products or the entire catalogue.

Over time, Blinkit has made minor alterations to the creative's size and requirements for listing spotlight ads. The requirements are as follows:

1. Creative Dimension: **208 px (length) x 530 px (height)**
2. Primary content must be placed within a safe content space, i.e., **160 px x 362 px**.
3. Plain background colours or textures should be used in the padding area.
4. Font size should be above 12 pixels for readability.
5. Avoid using pricing in the creatives and infographics, as the pricing is dynamic and it fluctuates multiple times.
6. Refrain from using terms and conditions on banners.



A snapshot of ITC's Listing Spotlight ad, Source: Blinkit

Listed below are metrics that drive awareness through reach campaigns.

- **Push Notifications:** Quirky texts and personalised messages push customers to engage with the brand, resulting in better clicks and impressions.

Lucrative Offers: The audience loves to get spoilt; promotional offers and discounts help the brand stand out.

Trending offers



Source: Blinkit

- Brand Spotlight: Highlights the brand in the niche category, differentiating it from the rest, widening the brand dynamics, and acquiring new customers.

Brand spotlight

NIVEA



GARNIER



L'ORÉAL
PARIS



BIOTIQUE
ADVANCED AYURVEDA



LACTO
CALAMINE



Pedigree



Gala



UNIBIC



SINCE 1930



Source: Blinkit

Display Ads

Blinkit's sponsored display ads allow brands to cross-merchandize their products with other affinity keywords. For example, if you want to display your mustard oil ad on search and keywords like "brand name," "mustard," "oil," etc., then you can do so by buying this product.

This ad can be run solely by Blinkit. We will reach out to Blinkit's SPOC on your behalf and get it done.

Sponsored display ads boost the campaign's performance on an overall basis, resulting in improved reach.



How do I bid for your ad placement on Blinkit?

Bidding on Grofers Ads: The SearchSenze platform is auction-based, which means that the ads are placed for bidding, and the highest winning bidder's ads will get the ad placement on the Blinkit app:

- Spending is calculated by the CPM (Cost per Mille Impressions) each time your ad is displayed.

Reach Campaign: listing spotlight ads

- Keyword Targeting: Blinkit suggests keywords and an average bid price. Its smart match bidding type boosts your product to a wider audience. Blinkit allows you to target negative keywords as well.
- There is a concept of minimum bid, i.e., cost per mille impressions.

Performance Campaign: Product Booster Ads

- Category targeting helps with ad placement and allows greater control over the campaign.
- Bidding is done through product booster ads and recommended product ads.
- Blinkit allows you to keep track of the ad spend.

Budget: The budget is flexible. Overall Budget (fixed), Daily Budget (varies as per the brand)

Blinkit has recently introduced “Bid Booster” for the brands to automate the campaigns’ performance. Have a look at how you can utilise this feature for good.

Enable Bid Booster to automatically increase your bids if the competition tries to outbid you. The minimum limit varies as per the keyword, while the maximum boost allowed is up to 50%. The feature is available under product booster for **Keyword Targeting**.

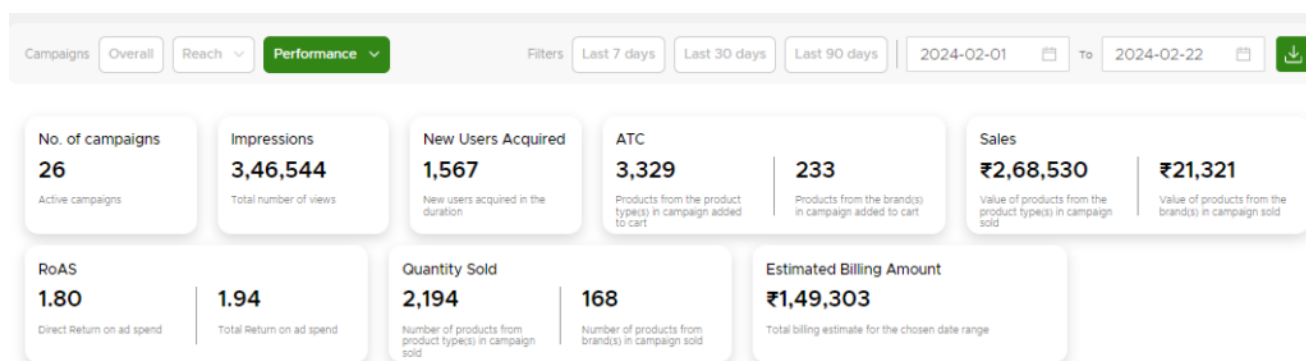
The bid is automatically adjusted to maintain the campaign’s position at the top. It is believed that the highest possible bid will secure the top spot if your competition and you have bid for the same keyword. Boosted bids are only applicable when the campaign is ranked at the top; otherwise, the campaign will be priced at the exact match bid.

Blinkit Brand Reports

The Self Serve platform allows you to track the campaign's performance and gain a more insightful understanding of how ads work and strategies better suited for your brand. A reach campaign report comprises metrics such as impressions, add-to-cart, and campaign cost. Meanwhile, performance campaigns’ reports consist of metrics like impressions, add-to-carts, sales, return on ad spend, and new user acquisition.

These comprehensive reports enable brands to decide about forthcoming campaigns and budget allocations.

Blinkit’s Advertising Summary



Source: Blinkit Brand Central

Advertising on Blinkit: Challenges & Best Practices

Challenges Faced While Advertising On Blinkit:

1. **Fierce Competition:** Since Blinkit is a popular platform for quick commerce, the competition among brands for visibility is intense, leading to higher ad costs.
2. **Ad Fatigue:** Frequent exposure to the same ads can lead to customers getting disinterested, which leads to reduced engagement rates and effectiveness.
3. **Targeting Precision:** Achieving precise targeting can be difficult due to limited user behaviour data compared to larger platforms like Google or Facebook.
4. **Measurement of ROI:** Tracking the exact ROI from Blinkit ads can be challenging due to the platform's unique user journey and limited integration with external [analytics tools](#).
5. **Creative Constraints:** Blinkit has specific creative guidelines as compared to other platforms, which sometimes limit the flexibility to experiment with different ad formats and designs.

Best Practices for Advertising on Blinkit:

1. **Leverage data-driven targeting:** Use any available data to create segmented campaigns, targeting users based on their purchase behaviour and preferences.
2. **Optimise Ad Creative Regularly:** Regularly update ad creatives to avoid ad fatigue. A/B test different formats and messaging to determine what resonates best with the audience.
3. **Focus on Localised Content:** Since Blinkit serves hyperlocal markets, tailor your ads to reflect local culture, preferences, and needs.
4. **Monitor and Adjust Budgets:** Keep a close eye on ad performance and be ready to adjust budgets quickly to allocate more spend to high-performing campaigns.
5. **Utilise Promotions and Discounts:** Given the competitive nature of Blinkit, using special promotions or discounts can help drive immediate action from users.

These strategies can assist you in navigating the challenges and increasing the effectiveness of your Blinkit advertising campaigns.

Paxcom's contribution to brands' success on Blinkit

Our team of experts helps you cater to AtoZ brand goals for all platforms, from content creation to executing campaigns and forecasting trends for enhanced results aligning with the brand's objectives. Understand consumer demands better with our on-shelf analytics tool and deploy power-packed strategies to gain a competitive edge in the instant commerce landscape.

Our experts can assist you with the following aspects regarding your Blinkit ads:

- We manage all of your [advertising campaigns](#) and bidding processes to help you get the most out of your budget.
- Planning, executing, analyzing, and optimizing visibility campaigns to your brand's objectives.
- Media buying for brands across channels to ensure maximum ROI.
- Customized advertisement banners that increase your click-through rate will be created with the assistance of our designers.

My Cart

8 MINS

Ad

Dehaat Honest Farms Pesticide-Free Arhar...

1 kg

₹278

₹280

ADD

8 MINS

Dehaat Honest Farms Pesticide-Free Arhar Dal...

500 g

₹139

₹140

ADD

8 MINS

Dehaat Honest Farms Pesticide-Free Kala Chana...

500 g

₹85

₹90

ADD

10% OFF

8 MINS

Dehaat Honest Farms Pesticide-Free Chana Dal...

500 g

₹81

₹90

ADD

8 MINS

Ad

Dehaat Honest Farms Biryani Pesticide-Free Basmati Rice

1 kg

₹224

₹235

ADD

8 MINS

Dehaat Honest Farms Raw Pesticide-Free Peanuts - Ra...

500 g

9% OFF

8 MINS

Dehaat Honest Farms Pesticide-Free Moong Dal...

500 g

7% OFF

8 MINS

Dehaat Honest Farms Pesticide-Free Moong Dal...

500 g

8 MINS

Dehaat Honest Farms Pesticide-Free Moong Dal...

500 g

7% OFF

8 MINS

Dehaat Honest Farms Unpolished Pesticide-Free...

500 g

[Sneak-a-peak at how Paxcom helped Dehaat, an FMCG brand, increase its ROAS by 1.75x.](#)

Contact us at info@paxcom.net or fill out the form [here](#), and one of our experts will connect with you for a detailed analysis of how the collaboration will benefit your brand in the long run.