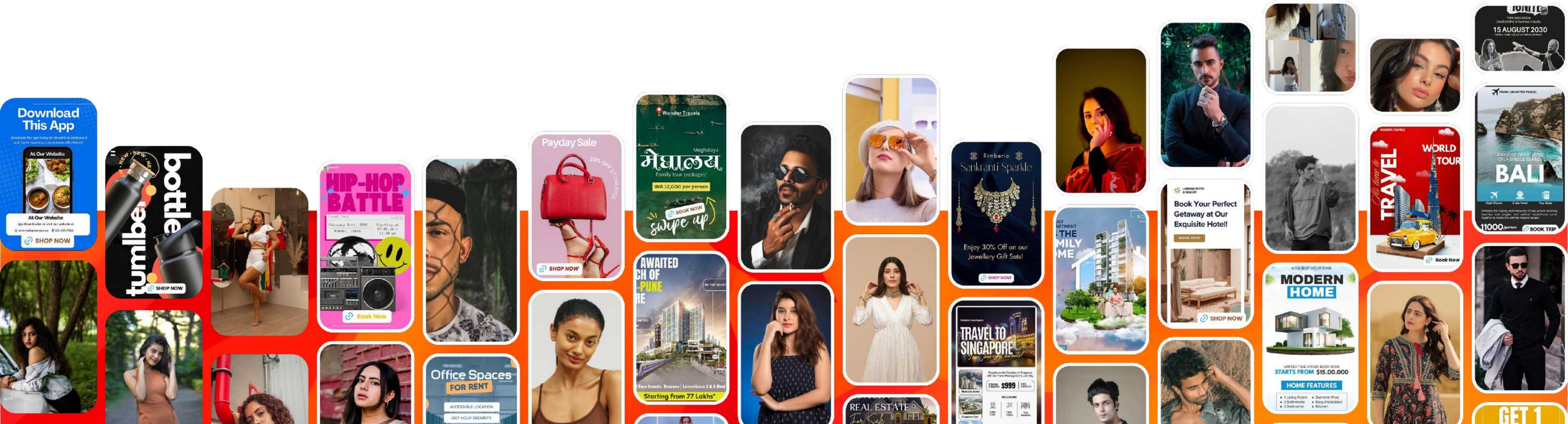
POPBRAIN

Driving High-Quality Users & Financial Conversions for Axis Max



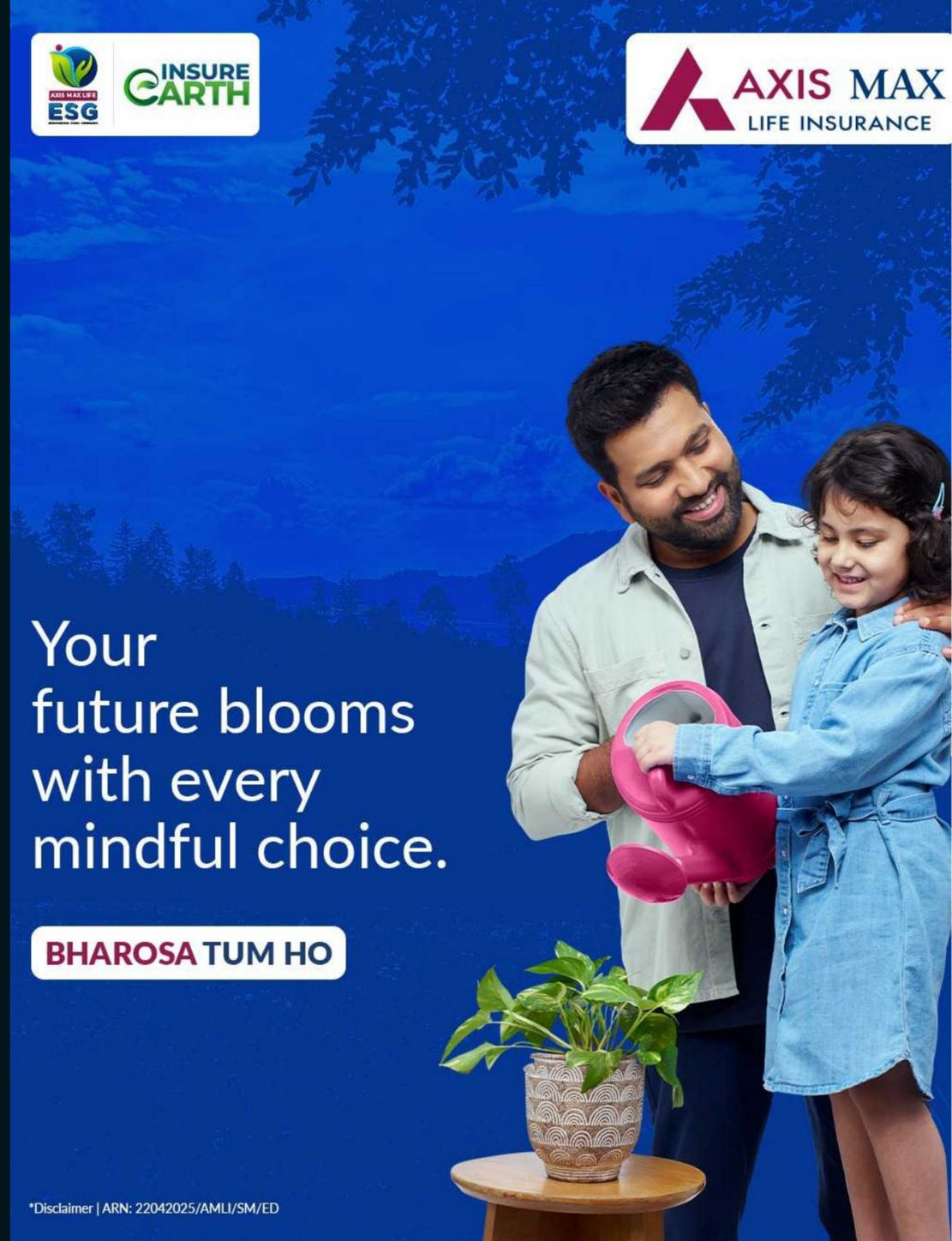
CAMPAIGN OBJECTIVE

- **Brand : Axis Max**
- **Category :** Fintech / Banking
- **Market :** India, Tier 1 + Tier 2 + Tier 3
- **Objective :** Generate Leads for Terms Insurance
- **Traffic Source:** Popbrain
- **Duration : 35 days**
- **Tracking :** Internal Tracking



CAMPAIGN GOALS

- Perform branding for the latest launch of **Axis Max**
- **Generate leads** for their Term Insurance product
- **Increase ROAS & LTV**
- Reduce **CAC**
- Build **brand recall** through creators
- **Data Backed** Creator Selection
- Authentic Story Telling (not ads)



KEY INSIGHTS

1. **Finance Creators Outperformed Traditional Ads (Meta & Google)**
   - 2X higher Lead Generation
   - Lower CAC

2. **Education > Promotion**
   - "How-to" content drove 70% of conversions

3. **Tier 2 Market is High-Potential**
   - Strong adoption of digital banking
   - Lower CPC vs Tier 1
   - Better engagement

4. **Intent-Based CTAs Work Better**
   - "Check Eligibility" → higher conversion vs "Apply Now"



CAMPAIGN STRATEGY

- Content Creators were selected via **Popbrain algorithm**
- The algorithm selected micro and mid tier **fintech creators** (10K - 500K followers)
- **Niche :** Finance, Business and Tech
- Continuous optimization removed low performing creators
- Campaign scaled to 20% top performers

OPTIMIZATION APPROACH

Popbrain continuously improved performance by:

- Scaling top **20% high-converting** creators
- Pausing low **CTR placements**
- Rotating creatives every 4–5 days
- Shifting budget toward **high-retention** creators



Run a Test Campaign for Scalability & Quality

Offer* - Get $1000 Exclusive Ad Credits for your campaigns