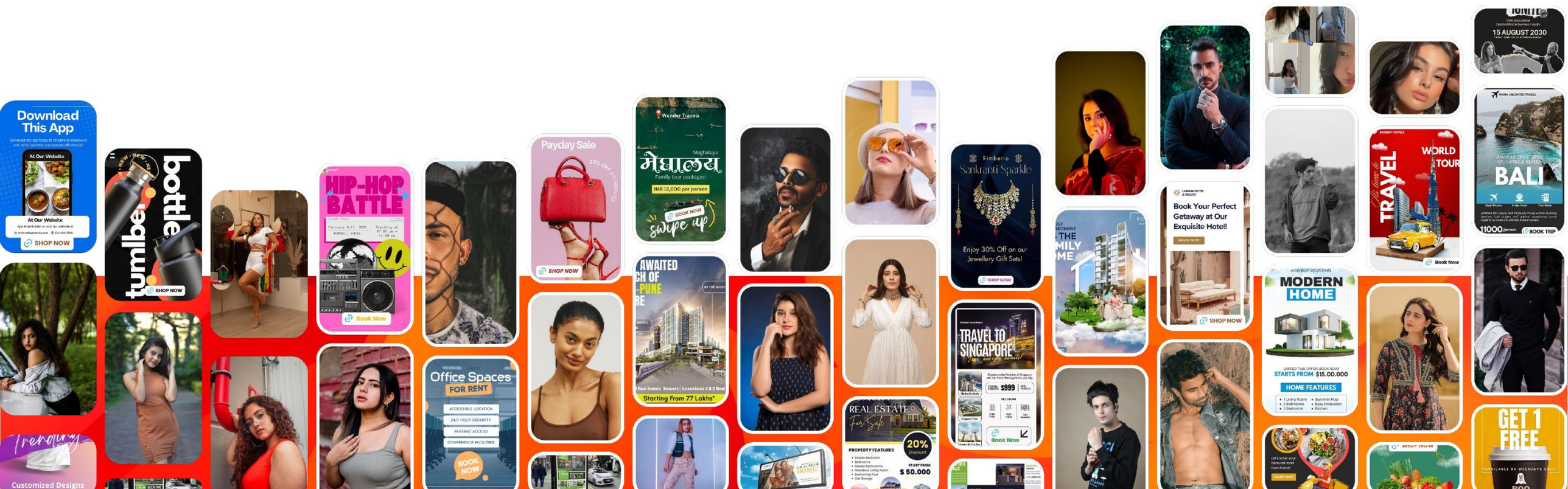
POPBRAIN

Driving Qualified Leads & Property Conversions for Danube



CAMPAIGN OBJECTIVE

- **Brand : Danube Properties**
- **Category :** Real Estate
- **Market :** India Tier 1
- **Objective :** Generate Leads
- **Traffic Source:** Popbrain
- **Duration : 36 days**
- **Tracking :** BeMob



CAMPAIGN GOALS

- **Generate high-quality property leads**
- Drive **site visits** & **WhatsApp** inquiries
- Target NRI investors + Indian UAE residents
- Build **brand recall** through creators
- **Data Backed** Creator Selection
- Smart Traffic Routing via **Popbrain**
- Authentic Story Telling (not ads)



KEY INSIGHTS

1. **ROI-Based Content Converts Best**
   - Investment-focused videos drove 60% of qualified leads

2. **NRI Audience = High Intent**
   - Higher ticket size
   - Faster decision-making
   - Better conversion to site visits

3. **WhatsApp Funnel Works Better Than Forms**
   - 2X higher conversion vs landing pages

4. **EMI Hooks Drive Clicks**
   - “Own in Dubai at ₹XX/month” → highest CTR



CAMPAIGN STRATEGY

- Targeting investment-ready audience
- Blending aspiration + financial logic
- Creator credibility in finance/real estate
- Performance-driven scaling via Popbrain
- Continuous funnel optimization

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