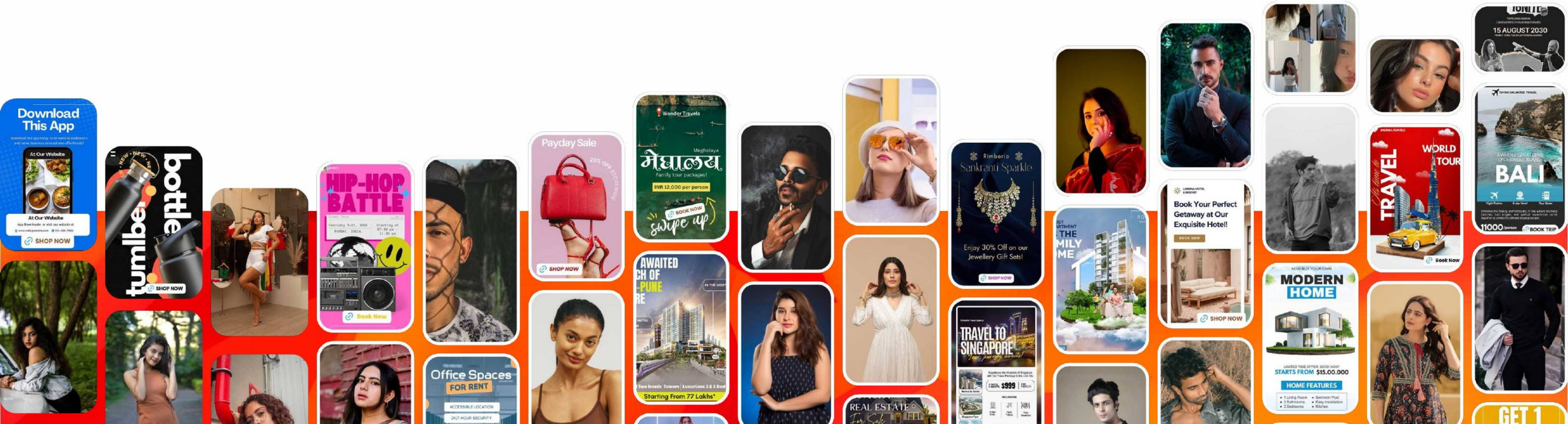
# POPBRAIN

## Scaling Performance Marketing for Man Matters via Creator-Led Acquisition



# CAMPAIGN OBJECTIVE

- **Brand : Man Matters**
- **Category :** Men’s Grooming and Wellness
- **Market :** India, Tier 1 + Tier 2
- **Objective :** Drive App Installs and Conversions
- **Traffic Source:** Popbrain
- **Duration : 47 days**
- **Tracking :** Singular



# CAMPAIGN GOALS

- Achieve low CPI (Cost Per Installs)
- Increase **product purchases** (hair, beard, skincare)
- Acquire **high-intent** male users (18–40)
- Optimize Cost Per Acquisition (CPA)
- **Data Backed** Creator Selection
- Authentic Story Telling (not ads)



# KEY INSIGHTS

1. **Problem-Based Content Wins Big**
   - "Hair fall" & "beard growth" hooks drove 65% of conversions

2. **UGC > Polished Ads**
   - Raw, relatable videos performed 2X better

3. **Tier 2 + Tier 3 = High Volume + Low Cost**
   - Lower CPC
   - Higher engagement
   - Strong purchase intent

4. **Hook  that worked**
   - "Hair fall at 25? I fixed this in 30 days..." content → **Higher retention & clicks**






# CAMPAIGN STRATEGY

- Content Creators were selected via **Popbrain algorithm**
- The algorithm selected **micro and mid tier** Male Fashion, Lifestyle creators
- Niche : Fashion, Grooming and Lifestyle
- 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