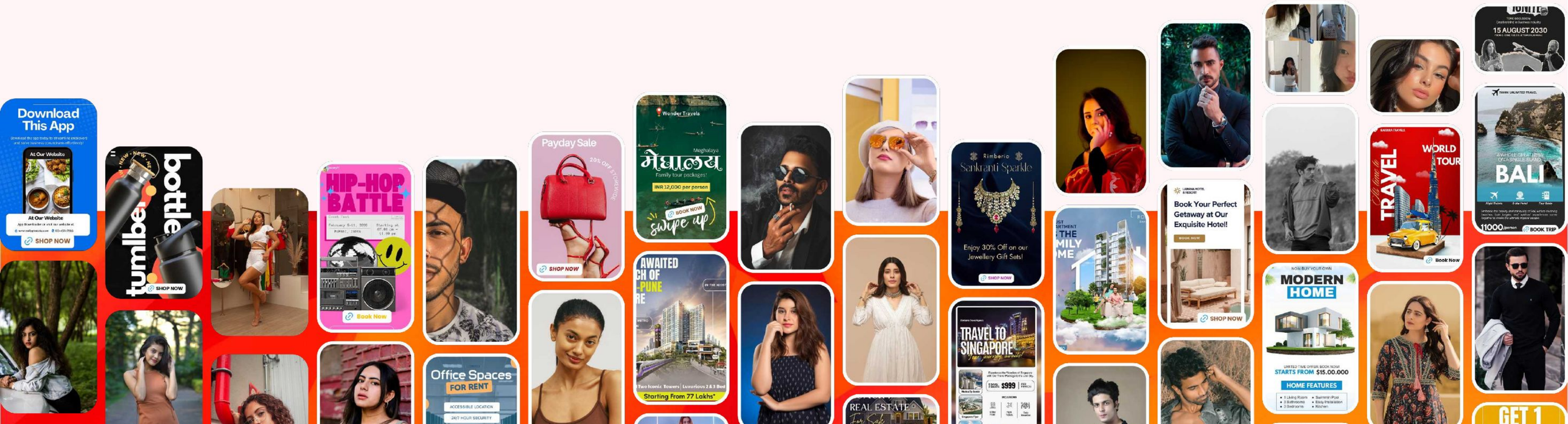
POPBRAIN

Driving High-Intent Users & Scalable ROI via Creator-Led Distribution



CAMPAIGN OBJECTIVE

- **Brand :** Nykka
- **Category :** Skincare + Cosmetics
- **Market :** India Tier 1 + Tier 2
- **Objective :** Drive Sales and Brand Awareness
- **Traffic Source:** Popbrain
- **Duration : 35 days**
- **Tracking :** Voluum



CAMPAIGN GOALS

- **Achieve low CPA** (Cost Per Acquisition)
- Generate **sales** and authentic engagement
- Drive **high intent traffic** for brand awareness
- Build **brand recall** through creators
- **Data Backed** Creator Selection
- Smart Traffic Routing via **Popbrain**
- Authentic Story Telling (not ads)



KEY INSIGHTS

1. **Micro-Creators Outperformed Macro creators**
   - 3X better engagement
   - 40% lower CPA

2. **Native Content worked Best**
   - “Routine, GRWM, Make-up style videos” drove 60% conversions
   - Story Format ads generated highest sales

3. **Tier 2 Audience drove max Sales**
   - Higher engagement
   - Lower CPC
   - Better conversion rates

4. **Video > Static**
   - Reels & Stories generated 75% of total traffic





CAMPAIGN STRATEGY

- Content Creators were selected via **Popbrain algorithm**
- The algorithm selected **micro and mid tier** beauty creators **(10K - 500K followers)**
- **Niche :** Skincare routines, Makeup Tutorials, GRWM
- **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