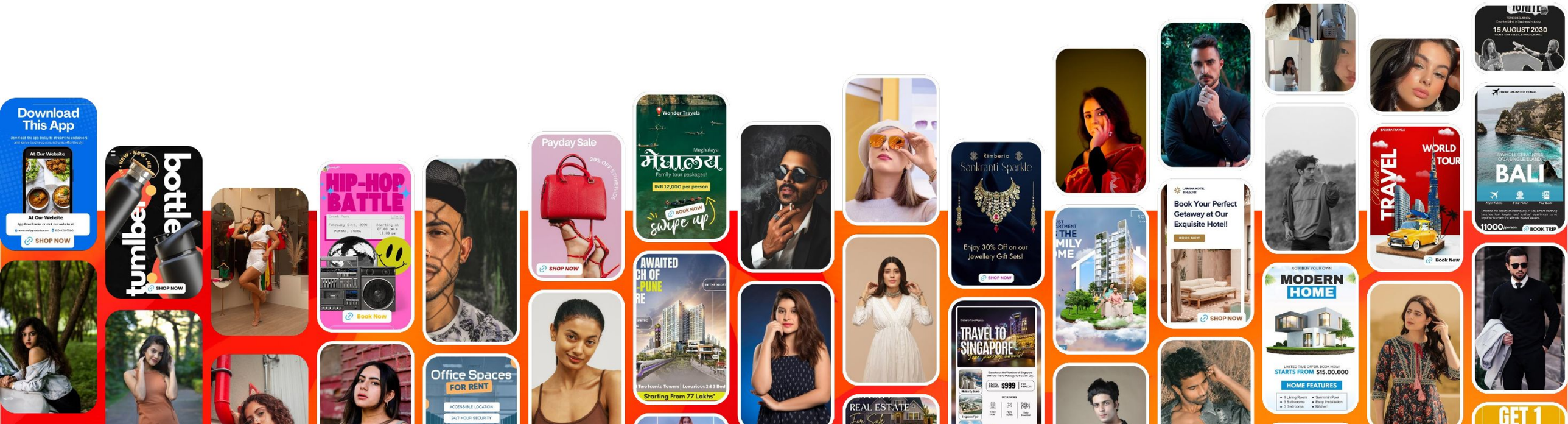
POPBRAIN

Driving High-Quality Users & Conversions for Portronics



CAMPAIGN OBJECTIVE

- **Brand : Portronics**
- **Category :** Tech, Lifestyle
- **Market :** India, Tier 1 + Tier 2 + Tier 3
- **Objective :** Sales
- **Traffic Source:** Popbrain
- **Duration : 36 days**
- **Tracking :** Internal Tracking



CAMPAIGN GOALS

- Perform Sales campaign for **Portronics** Headphones
- **Increase ROAS & Sales**
- Reduce **CAC**
- Build **Brand recall** through creators
- **Data Backed** Creator Selection
- Authentic Story Telling (not ads)



KEY INSIGHTS

1. **Tech & Lifestyle Creators Outperformed Traditional Ads (Meta & Google)**
   - 3X higher Conversions
   - Lower CAC

2. **Under Rs 1000 Hook Worked Best**
   - Price based hooks drove higher CTR and Faster Conversions

3. **Tier 2 Market is High-Potential**
   - Lower CPC vs Tier 1
   - Better engagement

4. **Intent-Based CTAs Work Better**
   - “Sale upto 50% Off” → higher conversion vs “Buy Now”

CAMPAIGN STRATEGY

- Content Creators were selected via **Popbrain algorithm**
- The algorithm selected micro and mid tier **Tech & Lifestyle creators** (10K - 500K followers)
- **Niche :** Tech 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