



Ajio

Fashion · Sales · India-wide

86% verified fashion buyer clicks — 19% above the standard network baseline.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

86%

vs 72% on standard networks —
19% better

CLICK QUALITY IMPROVEMENT

↑19%

ethnic fashion buyer intent verified

LOW-QUALITY CLICKS BILLED

0%

932 invalid clicks — never
invoiced

CPC TRANSPARENCY

100%

fixed price on verified fashion
buyers only

— THE CHALLENGE

Ethnic fashion sales attract browsers. Buyers are harder to reach.

Ajio's ethnic wear campaign needed audiences with genuine purchase intent — not discount browsers who compare and leave. Standard networks drove traffic volume but couldn't filter for buying behaviour.

01

Sale campaigns attract deal-seekers who don't convert

Discount events bring high click volume from non-buyers who compare prices and leave — inflating costs with zero return.

02

Ethnic fashion content needs visual creator match

A salwar campaign needs a creator who actually wears and styles the category — not a generic fashion account.

03

Above-average invalid click rate on fashion networks

Fashion sale campaigns are a target for invalid clicks — competitor networks billed without filtering.

04

Styling context drives purchase intent

Ethnic wear purchase is driven by seeing the outfit worn and styled — not product page images alone.

— THE SOLUTION

Fashion creators who styled Ajio ethnic wear — outfits that convert.



Ethnic wear and fashion creator matching

Creators whose content is ethnic styling, traditional fashion, and festival dressing — audiences already in the buying mindset.



Outfit reveal and styling content

Creators built full ethnic looks from the Ajio range — showing styling versatility and occasion-matching.



Fashion invalid traffic protection — above network benchmark

86% valid click rate, beating the standard network average by 19% — every bot click blocked before billing.



Creator-level conversion attribution

Each creator's click tracked to product page visit — buy intent measured per creator, not per campaign.

CAMPAIGN RESULTS

86% verified buyer clicks. Every low-quality click removed.

VALID CLICK RATE

↑19% vs

Industry Baseline

INVALID CLICKS BLOCKED

Buyer-Only Invoice

Invalid Clicks Blocked

BUYER-INTENT CLICKS

86% Buyer-Intent

Verified

COST PER VALID CLICK

Verified-Click-Only Billing

Cost per Valid Click

The campaign needed people interested in buying ethnic fashion, not just clicking a discount. Popbrain's fashion creators brought buyer-intent traffic, with an 86% valid click rate.

Performance Marketing Team | Ajio — Fashion & Lifestyle

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@kumari_suman_001 Fashion · Clothing	300K	5.1%
#2	@dr_adesh_maurya Fashion · Entertainment	198K	4.4%
#3	@harshitarajput____ Fashion · Makeup	180K	3.7%