



AmericanRoute

Travel · Traffic · India-wide

83% of clicks were genuine travel-intent visitors — 28% above the network average.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

83%

vs 65% industry average — 28% better

MORE VALID TRAFFIC

↑28%

above industry average click validity

WASTED SPEND

0%

2,565 fraudulent clicks filtered before billing

CPC TRANSPARENCY

100%

fixed price on verified travel-intent visitors only

— THE CHALLENGE

Travel clicks are easy to buy. Travel-intent visitors are not.

American Route needed people actively planning international trips — not casual browsers. Standard networks delivered click volume but couldn't distinguish aspiration from real travel intent.

01

Travel ads reach browsers, not bookers

Generic travel interest targeting fills clicks with people dreaming of trips — not people about to plan one.

02

Above-average invalid clicks in the travel category

Travel keywords attract deal-seeking bots and click farms — competitor networks billed for all of it.

03

A complex itinerary offer needs a storyteller

Luxury budget travel on a real route needs proof — a creator who's done the journey, not a banner.

04

India-wide reach with local credibility needed

A premium travel product needs local voices audiences trust — national ads feel impersonal and unverified.

— THE SOLUTION

Travel creators who've done the route — showing real proof.



Route-matched travel creator selection

Creators who had personally travelled similar international routes — showing their own footage, costs, and tips.



Authentic journey documentation content

Real trip content: flights booked, hotels shown, itineraries revealed — proof that the route works at the price.



Above-average invalid traffic protection for travel category

83% valid click rate reported for the campaign, with invalid and incentive traffic filtered before billing.



Every visitor session verified before invoice

Fixed CPC applied only on confirmed valid traffic — no bulk estimates, no rounded billing.



CAMPAIGN RESULTS

83% genuine travel-intent visitors. Clean billing on every session.

VALID CLICK RATE

↑28% Valid

Clicks

INVALID CLICKS BLOCKED

Every Visit

Verified

VERIFIED VISITS

83% Click

Quality Protection

COST PER VALID CLICK

Verified-Visit
CPC

Only

Travel ads get clicked by everyone curious. Popbrain's travel creators got us clicks from people who actually want to book. 83% valid rate, ₹2 CPC — that's a channel we're scaling.

Founder | AmericanRoute — Luxury Travel on Budget

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@thegulabigirl Luxury Travel Experiences · Fashion	364K	3.9%
#2	@yesiamkuki Vlogs · Lifestyle	322K	3.4%
#3	@ankit_0007_a Vlogs · Art	194K	2.8%