



CARS24

Automotive · Sales · Bangalore & Delhi

74.8% of clicks were invalid — caught and removed. CARS24 paid only for real visitors.

CAMPAIGN PERFORMANCE HIGHLIGHTS

INVALID TRAFFIC
BLOCKED

74.8%

every invalid click intercepted,
nothing billed

VS UNVERIFIED
NETWORKS

4×

vs equivalent campaign on
standard networks

INVALID CLICKS BILLED

0%

only verified clicks were invoiced

AD SPEND SAVED

75%

budget protected from fraudulent
traffic

— THE CHALLENGE

Nearly three-quarters of clicks were invalid. All would have been billed.

CARS24's influencer campaign attracted high click volume — but Popbrain's verification identified most as low-quality or bot traffic. On a standard network, every click would have been invoiced at full rate.

01

Used car category is a top target for invalid traffic

High intent signals attract bots — automotive campaigns consistently see above-average invalid traffic rates.

02

Standard networks bill per click regardless of quality

Without verification, every bot click would have been invoiced at full CPC — real budget, zero real reach.

03

Metro campaign required stronger invalid-traffic filtering

Additional verification was applied to the Bangalore and Delhi campaign traffic.

04

Influencer campaigns lack post-click accountability

Most influencer networks stop at the click — no verification of who actually visited or took action.

— THE SOLUTION

Pay only for verified visitors. Remove everything else.



Automotive intent creator matching

Creators covering used car buying, ownership tips, and auto finance — audiences actively in the car market.



Real-time invalid clicks blocking at every touchpoint

Device fingerprinting, VPN detection, bot signatures, and duplicate session filtering — all before billing.



Billing locked to verified valid clicks only

Only clicks that passed all verification checks were invoiced — no exceptions, no estimates.



Geographic bot filtering for metro markets

Additional invalid-traffic filtering was applied to campaign traffic from Bangalore and Delhi.



CAMPAIGN RESULTS

74.8% invalid clicks removed. Real visitors only billed.

RAW CLICKS

74.8% Invalid

Traffic Blocked

AMOUNT SAVED

4x vs

Unverified Networks

INVALID TRAFFIC CLICK RATE

100% Verified

Billing

BILLING MODEL

Zero Unverified

on Invoice

41,000 clicks sounds like a great campaign. But 30,000 of them were bots. Popbrain was the only network that showed us the real number — and billed us only for what was real. That's ₹61,000 we didn't waste.

Performance Marketing Team | CARS24 — Used Cars Platform

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@scorpio_lovers_558 Car Reviews	119K	4.3%
#2	@viresh_panchalx Automobiles & Vehicles · Car Reviews	85K	3.8%
#3	@motivationalreact Lifestyle · Motivational Pages	252K	3.1%