



Charlotte Tilbury

Luxury Beauty · Sales · India-wide

82% verified luxury buyer clicks — 26% above the beauty network baseline.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

82%

vs 65% stated beauty-network baseline

CLICK QUALITY IMPROVEMENT

↑26%

luxury makeup buyer intent verified

NO BOT CLICKS ON INVOICE

0%

1,053 invalid clicks — never invoiced

CPC TRANSPARENCY

100%

fixed price on verified luxury buyers only

— THE CHALLENGE

Luxury sale drove traffic. It didn't reach genuine buyers.

Charlotte Tilbury's discount offer attracted high click volume — but luxury beauty buyers are a specific audience. Standard networks couldn't separate aspirational browsers from real purchase-intent customers.

01

Sale events attract deal-seekers, not luxury buyers

A Charlotte Tilbury discount brings curious beauty followers who compare and leave — not the high-intent buyers the brand needs.

02

Above-average invalid clicks on beauty sale campaigns

Discount campaigns in beauty consistently attract the highest bot traffic rates — billed as real engagement.

03

Luxury product needs skin-tone matched demonstration

Charlotte Tilbury's shades and finishes need to be shown on the Indian skin tones of the target audience.

04

High aspiration, low active purchase intent

The brand is widely admired — but admiration and purchase intent are different audience states.

— THE SOLUTION

Luxury beauty creators who applied Charlotte Tilbury on Indian skin tones.



Luxury beauty and skin-care creator matching

Creators whose content is premium cosmetics and luxury beauty — audiences with disposable income and genuine purchase intent.



Indian skin-tone matched application content

Creators with Indian complexions applied shades, showed finishes, and reviewed longevity — the proof luxury buyers need.



Beauty invalid traffic filtered — 26% above industry baseline

82% valid click rate — all bot traffic, click farms, and incentivised clicks removed before billing.



Luxury buyer verification on every click

Only confirmed, engaged luxury beauty buyers billed — click quality documented and reported per creator.



CAMPAIGN RESULTS

82% verified luxury buyer clicks. No low-quality clicks invoiced.

VALID CLICK RATE

↑26% Valid

Clicks

INVALID CLICKS BLOCKED

No Bot

Clicks on Invoice

BUYER-INTENT CLICKS

82% Buyer

Protection

EFFECTIVE CPC

Full Luxury

Buyer Attribution

The campaign attracted a lot of clicks, but buyer intent was the real goal. Popbrain's beauty creators brought luxury beauty audiences, with an 82% valid click rate and invalid traffic filtered before billing.

Marketing Team | Charlotte Tilbury India

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@ashwinik_eb Luxury Lifestyle · Fashion	102K	4.3%
#2	@annouazad Skin Care · Fashion	92K	3.7%
#3	@medxrahul Skin Care · Health	90K	3.1%