



CreditMantri

FinTech · Traffic · India-wide

95% verified loan-intent leads — 32% higher lead quality than FinTech baseline.

CAMPAIGN PERFORMANCE HIGHLIGHTS

LEAD QUALITY RATE

95%

near-equal to highest FinTech on platform

VERIFIED LOAN INTENT

↑32%

vs 72% baseline for loan applications

UNVERIFIED LOAN LEADS BILLED

0%

190 invalid clicks — never invoiced

CPC TRANSPARENCY

100%

fixed price on verified loan-intent visitors only



— THE CHALLENGE

Loan intent is high. Quality leads are hard to generate.

CreditMantri needed genuine loan applicants — users actively researching credit options, ready to apply. Standard channels generated click volume but couldn't filter for real loan intent or application readiness.

01

Personal loan audiences distrust direct ads

Consumers in the market for loans ignore financial ads — too many bad actors have made the category untrustworthy.

02

A large loan product requires step-by-step education

Users need to understand credit scores, eligibility, and documentation before they're ready to apply — an ad can't do that.

03

Invalid clicks from lead brokers and financial bots

FinTech campaigns attract fake lead traffic — click farms and brokers mimicking genuine applicant intent.

04

"Fast approval" is a claim no one believes in isolation

Every personal loan ad promises speed — differentiation requires a trusted third-party voice, not more claims.



— THE SOLUTION

Finance creators who walked through a real loan application live.



Personal finance creator matching

Creators covering credit scores, loan comparisons, and personal finance — audiences actively researching borrowing options.



Live loan application walkthrough content

Creators submitted their own CreditMantri applications on-camera — showing eligibility check, documentation, and approval speed.



Near-highest FinTech valid click rate on platform

95% click validity — every lead broker bot and fake applicant filtered before billing, protecting the campaign budget.



Loan-intent visitors verified before every invoice

Fixed CPC applied only on confirmed genuine loan-intent sessions — no estimated or bulk billing.



CAMPAIGN RESULTS

95% verified loan leads. 32% higher quality than FinTech baseline.

LEAD QUALITY RATE

↑32% Higher

Lead Quality

UNQUALIFIED LEADS BILLED

Zero Unverified

Loan Leads

VERIFIED LOAN INTENT

95% Genuine

Loan-Intent Leads

LEAD COST TRANSPARENCY

100% Lead

Cost Visibility

Personal loan ads are everywhere — nobody trusts them. Popbrain's finance creators demonstrated the digital process live. The campaign recorded 95% click validity and filtered 190 invalid clicks before billing.

Growth Team | CreditMantri — Personal Loans Platform

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@atharva_sound_4477 Jobs	87K	3.7%
#2	@_cute_._life_ Jobs · Media	78K	3.1%
#3	@daily.current.affairs.in.hindi Jobs · Education	63K	2.6%