



CYBX

Cybersecurity · ApplInstall · India-wide

93% valid click rate — every invalid click removed before billing.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

93%

highest in cybersecurity category
on platform

MORE VALID CLICKS

37%

vs industry average of ~68%
validity

CLICK TRANSPARENCY

100%

full cost visibility — nothing billed
blind

ZERO INVALID CLICKS ON INVOICE

0%

every fraudulent click blocked
before invoice

— THE CHALLENGE

Security-conscious users are hard to reach. Bot clicks filled the gap.

CybX needed IT professionals and privacy-aware users who would actually install and use a security app. Standard networks delivered click volume with no install quality or intent verification.

01

Cybersecurity audience won't click on generic ads

Privacy-conscious users actively block trackers and ignore display ads — standard paid channels barely reach them.

02

High bot contamination in the security vertical

Security app keywords attract competitor bots and click farms — inflating costs with zero purchase intent.

03

Zero-to-trusted brand needs a credible introduction

A new security product can't win trust via ad copy alone — the threat and the solution both need demonstration.

04

Complex product requires a live explainer

VPN and cybersecurity features need context — screenshots and taglines don't communicate real value.

— THE SOLUTION

Tech creators who demonstrated the threat — and the solution — live.



Security and tech content creator matching

Creators covering data privacy, digital safety, and online threats — audiences already alert to cyber risk.



Live threat demonstration content

Creators showed real hacking risks on public Wi-Fi and how CybX blocked them — education that converts.



Bot and invalid click elimination before billing

93% click validity achieved — every fraudulent and duplicate click filtered before the invoice was raised.



Full cost transparency on verified clicks only

Every rupee tracked to a confirmed, real, security-interested user — no estimated or bulk billing.

— CAMPAIGN RESULTS

93% valid installs. Zero unverified clicks billed.

VALID CLICK RATE

↑37% Valid

Clicks

INVALID CLICKS BLOCKED

Zero Wasted

Spend

TOTAL VALID CLICKS

94.3% Click

Quality Protection

EFFECTIVE CPC

100% Click

Transparency

Security app audiences are sceptical of ads — they need proof, not a claim. Popbrain's tech creators demonstrated the exact threat we protect against. 93% click validity was a bonus we didn't expect.

Growth Team | CYBX — Cybersecurity App

— TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@tech_rohini Tech Reviews	210K	5.7%
#2	@sntxabhi Gaming Technology · Gaming	142K	4.9%
#3	@decoding_tech_ Tech Reviews · Technology	80K	4.2%