



Dyson

Premium Appliances · Sales · India-wide

92.7% verified buyer clicks — based on 1,129 verified clicks and 89 invalid clicks filtered.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

92.7%

calculated from 1,129 verified and 89 invalid clicks

CLICK QUALITY IMPROVEMENT

↑19%

vs 78% on competitor networks

UNVERIFIED BUYER CLICKS

0%

89 invalid clicks — never charged

BUYER-INTENT TRACKING

100%

every Airwrap click attributed and verified

— THE CHALLENGE

A premium styling tool needs buyers — not beauty browsers.

Dyson Airwrap's premium price demands genuine buyer intent. Standard influencer networks delivered clicks from beauty audiences — but couldn't separate aspirational followers from active purchasers.

01

Premium price needs verified high-income intent

Airwrap buyers are a specific segment — standard targeting reaches beauty audiences broadly, not purchasers specifically.

02

Styling results have to be seen to be believed

The Airwrap's value is its finish — curls, volume, and smoothness can only be proven with before-and-after video.

03

Premium brand trust requires creator credibility

An Airwrap recommendation from a creator with 50K genuine beauty followers converts better than a mega-influencer post.

04

Bot traffic filtered — premium budget protected

A small percentage of clicks were invalid — caught and removed before billing, protecting the premium campaign spend.

— THE SOLUTION

Hair care creators who styled with Airwrap on-camera — real results.



Indian hair type creator matching

Creators with Indian hair textures demonstrating Airwrap results on the actual hair types of the target audience.



Live styling transformation content

Before-and-after styling sessions filmed in real conditions — the proof format that drives premium purchase decisions.



Highest click validity in premium appliance category

94.2% valid click rate — every fraudulent click filtered before billing, best in the premium home segment.



Full buyer attribution from creator to product page

Every click tracked from creator content to Dyson product page — verified buyer intent, not estimated reach.

— CAMPAIGN RESULTS

94.2% verified buyer clicks. Highest in premium appliance category.

VALID CLICK RATE

↑19% Quality

Advantage

INVALID CLICKS BLOCKED

Zero Invalid

Buyer Clicks

VERIFIED BUYER CLICKS

94.2% Buyer

Protection

EFFECTIVE CPC

92.7% Buyer

Protection

Airwrap is a ₹30,000 product. Every click has to be a serious buyer. Popbrain's hair creators demonstrated results on Indian hair types — and 92.7% of every click was real. That's the audience quality we paid for.

Marketing Team | Dyson India — Premium Appliances

— TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@bhavya_321 Makeup · Fashion	111K	4.9%
#2	@_punam_das_munu Skin Care · Lifestyle	106K	4.2%
#3	@active_akankshaa Hair Care · Makeup	100K	3.6%