



Estée Lauder

Luxury Fragrance · Sales · India-wide

87.7% verified luxury buyer clicks — 25% above the stated luxury beauty baseline.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

87.7%

verified from campaign click totals

CLICK QUALITY IMPROVEMENT

↑25%

vs 70% baseline for luxury beauty

INVALID LUXURY CLICKS BILLED

0%

526 invalid clicks — never
invoiced

CPC TRANSPARENCY

100%

every rupee tracked to a verified
buyer

— THE CHALLENGE

Fragrance can't be shown. It has to be felt through a creator.

Estée Lauder's Magnolia Bloom needed aspirational buyers who trusted a creator's sensory recommendation. A BOGO offer attracted bargain-seekers; the brand needed genuine fragrance purchase intent.

01

Fragrance is a sensory product — impossible to show in an ad

No display ad or product image can communicate how a fragrance smells — creator emotion and storytelling is the only substitute.

02

BOGO offer drew deal-seekers, not fragrance buyers

A two-for-one promotion attracts bargain chasers who compare and abandon — not the luxury purchase intent needed.

03

Luxury beauty campaigns have above-average invalid traffic rates

High-value product keywords attract bots and click farms — standard networks bill for the full click volume.

04

Luxury brand needs aspirational framing — not discount

Estée Lauder's equity is aspiration. Discount-first messaging undermines brand perception even when it drives traffic.

— THE SOLUTION

Fragrance creators who made Magnolia Bloom a mood — not a product.



Lifestyle and fragrance storytelling creator matching

Creators whose content evokes sensory experience — morning routines, mood boards, luxury lifestyle moments.



Mood-first fragrance content — not product features

Creators described the Magnolia Bloom experience: the occasion, the feeling, the compliments received — not ingredients.



Luxury buyer protection — invalid traffic filtered before billing

89.5% valid click rate — 25% above the luxury beauty baseline — all bot and deal-seeker clicks removed.



Fragrance buyer intent verified on every click

Fixed CPC applied only on confirmed, engaged luxury beauty visitors — no bulk or estimated billing.

CAMPAIGN RESULTS

89.5% verified luxury buyer clicks. Billing on real buyers only.

VALID CLICK RATE

↑25% Valid

Clicks

INVALID CLICKS BLOCKED

No Unverified

Buyers Billed

BUYER-INTENT CLICKS

87.7% Buyer

Protection

EFFECTIVE CPC

Full Cost-per-Buyer

Tracking

Fragrance can't be sold with a banner. Popbrain's lifestyle creators made Beautiful Magnolia a mood — and 87.7% of every click was a genuine luxury buyer. The BOGO actually drove gifting intent.

Marketing Team | Estée Lauder India

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@fashionable_kirti Makeup · Skin Care	90K	4.1%
#2	@pritzjazz Luxury Lifestyle · Skin Care	89K	3.5%
#3	@akansharmaofficial Cosmetics · Skin Care	68K	2.9%