



HP India

Consumer Tech · Sales · India-wide

86% valid click rate — 19% above the stated competitor-network baseline.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VALID CLICK RATE

86%

vs 72% on competitor networks —
19% better

CLICK QUALITY IMPROVEMENT

↑19%

premium laptop buyer intent
verified

INVALID BUYER CLICKS BILLED

0%

1,410 invalid clicks — never
invoiced

BUYER-INTENT TRACKING

100%

every click attributed to a verified
buyer

— THE CHALLENGE

A premium laptop needs premium buyer intent — not inflated click counts.

HP India's Omnibook X needed genuine laptop buyers curious about AI features. Standard influencer networks delivered click volume but couldn't isolate or verify actual purchase intent.

01

Premium product demands premium audience quality

HP Omnibook X at a premium price point needs buyers actively researching high-performance laptops — not casual tech browsers.

02

AI laptop features need live demonstration

Copilot+ features, on-device AI, and performance claims cannot be communicated in a static ad — they need proof.

03

Tech campaigns attract above-average bot traffic

High-CPC tech keywords draw fraudulent clicks — standard networks bill for all of them with no visibility.

04

Creator endorsement is the premium trust signal

A trusted tech reviewer's recommendation carries more weight than any banner ad for a purchase of this size.

— THE SOLUTION

Tech creators who reviewed the Omnibook live — real performance, real verdict.



Premium tech content creator matching

Creators with audiences researching laptops for work, college, and creative use — pre-qualified purchase intent.



Live performance review content

Creators ran real workloads, tested AI features, and showed battery life — honest, detailed reviews that convert.



86% buyer-intent click validity — above competitor networks

Every invalid and bot click filtered before billing — only verified, engaged tech buyers invoiced.



Per-creator attribution from click to product page

Each creator's contribution tracked to product page visits — performance ranked and optimised in real time.

CAMPAIGN RESULTS

86% verified buyer clicks. Every unverified click removed.

VALID CLICK RATE

↑19% Valid

Clicks

INVALID CLICKS BLOCKED

Clean Buyer-Only

Billing

BUYER-INTENT CLICKS

86% Buyer

Protection

EFFECTIVE CPC

Full Buyer-Click

Visibility

Our Omnibook AI campaign needed buyers, not browsers. Popbrain's tech creators demonstrated the laptop's AI features in real workflows — and the campaign recorded an 86% valid click rate. That's the audience quality we wanted.

Marketing Team | HP India — Omnibook AI Laptops

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@techlogicindia Technology	71K	4.6%
#2	@cooltech_0 Tech Reviews	51K	3.9%
#3	@darkrise.mindset Technology · Entertainment	65K	3.3%