



# Maybelline

Beauty · Sales · India-wide

*76% verified beauty buyer clicks — 17% above the beauty network baseline.*

## CAMPAIGN PERFORMANCE HIGHLIGHTS

### VALID CLICK RATE

# 76%

vs 65% baseline — 17% better for beauty

### CLICK QUALITY IMPROVEMENT

# ↑17%

beauty purchase intent verified

### NO INVALID CLICKS INVOICED

# 0%

1,351 invalid clicks — never invoiced

### CPC TRANSPARENCY

# 100%

fixed price on verified beauty buyers only

## — THE CHALLENGE

# Beauty clicks are cheap. Genuine lip-gloss buyers are not.

Maybelline's Lifter Gloss campaign needed women with genuine purchase intent — not beauty browsers clicking sale banners. Beauty has the highest low-quality click rate of any consumer vertical.

# 01

## Beauty category leads all verticals in invalid clicks

Cosmetics campaigns attract the highest bot click rates — standard networks bill without filtering any of it.

# 02

## Sale offers attract low-intent window shoppers

A discounted lip gloss brings curious clickers, not buyers — volume goes up, conversion stays flat.

# 03

## Texture and finish cannot be communicated in an ad

Lip gloss purchase is driven by seeing the product on lips, in motion, in real lighting — not a product shot.

# 04

## High brand awareness didn't translate to active purchase

Maybelline is known — but awareness doesn't convert. Active purchase intent needed a different trigger.

## — THE SOLUTION

# Beauty creators who applied and reviewed Lifter Gloss on camera.



### Lip beauty and make-up creator matching

Creators whose content is specifically lip looks, gloss reviews, and everyday makeup — audiences actively buying cosmetics.



### Application and finish review content

Creators applied Lifter Gloss on-camera — showing the texture, hydration, and finish in natural and studio light.



### Beauty invalid traffic filtered — all invalid clicks blocked

76% valid click rate — 17% above the beauty network baseline — every bot and incentive click removed.



### Verified beauty buyer reach — not estimated

Only confirmed, engaged beauty buyers billed — click quality tracked and reported per creator.

## CAMPAIGN RESULTS

# 76% verified beauty buyer clicks. No invalid clicks invoiced.

## VALID CLICK RATE

## ↑17% Valid

Clicks

## INVALID CLICKS BLOCKED

## No Invalid

Clicks Invoiced

## BUYER-INTENT CLICKS

## 76% Buyer

Protection

## COST PER VALID CLICK

## 100% CPC

Transparency

*Beauty is a high-volume category, so click quality matters. Popbrain blocked 1,351 invalid clicks and recorded 4,263 buyer-intent clicks in the campaign. That gave us much cleaner billing.*

Digital Marketing Team | Maybelline New York India

## TOP CREATORS

| #  | CREATOR                                     | FOLLOWERS | CTR  |
|----|---------------------------------------------|-----------|------|
| #1 | @sreeleela_gouda_8055<br>Makeup · Skin Care | 63K       | 5.4% |
| #2 | @iamtithisarkar<br>Skin Care · Hair Care    | 156K      | 4.6% |
| #3 | @sonal_island_vibes<br>Skin Care · Makeup   | 113K      | 3.9% |