



Mobuzy

Gaming · Traffic · India-wide

₹0.50 CPC — 86% valid click rate, zero low-quality billing.

CAMPAIGN PERFORMANCE HIGHLIGHTS

CHEAPER CPC

4×

vs ₹2–4 quoted by other networks

VALID CLICK RATE

86%

in high-invalid traffic gaming category

CLICK QUALITY IMPROVEMENT

↑43%

vs 60% industry baseline for gaming

CLEAN INVOICE — VERIFIED ONLY

0%

3,451 invalid clicks — never charged

— THE CHALLENGE

Every other network refused the CPC. Mobuzy needed proof it could work.

Mobuzy's required cost per click was below what major ad networks would accept. They needed a channel that would verify quality first and bill only for genuine visits — not charge for every raw click.

01

Target CPC rejected by every major ad network

The required cost per click was below standard network floors — no established platform would take the campaign.

02

Gaming category has above-average bot traffic rate

Quiz and reward apps attract click farms that mimic engagement — without verification, budget evaporates.

03

Earning proof is the only conversion trigger

Users in this category have been burned by fake earn-money apps — only real withdrawal proof builds trust.

04

Tier-2 and tier-3 cities needed — not just metros

Mobuzy's core audience is outside metro India — standard networks struggle with genuine Tier-2 reach.

— THE SOLUTION

Quiz creators from Mobuzy's own user demographic.



Gaming and quiz creator matching

Micro-creators from Tier-2 cities who played Mobuzy on-camera — their withdrawal proofs were the creative.



Real withdrawal proof content

Creators showed their actual in-app balance and withdrawal — the only content format this audience trusts.



Industry-leading invalid traffic protection in gaming

86% click validity in a category averaging 60% — every bot and incentive click blocked before billing.



Tier-2 city audience delivery — verified

Campaign reach confirmed outside metro areas — the specific geography Mobuzy needed to prove the model.

CAMPAIGN RESULTS

4× lower CPC. 86% of every visit verified.

COST PER CLICK

₹0.50 CPC

on verified clicks

VALID CLICK RATE

↑43% Valid

Clicks

VERIFIED VISITS

86% Click

Quality Protection

INVALID CLICKS BLOCKED

Clean Invoice

— Verified Only

Every other network quoted ₹2+ CPC and still billed for bots. Popbrain delivered verified visits at ₹0.50 CPC — and 86% of the campaign traffic was valid. That's what we needed to prove the model works.

Growth Team | Mobuzy — Quiz & Earn App

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@aiwithyadav Entertainment · Art	203K	7.2%
#2	@snapfoxmovies Entertainment	288K	6.5%
#3	@beautifulmayuri Entertainment · Videos	258K	5.8%