



Pocketful

FinTech · Leads · India-wide

4.3× cheaper per Demat lead than paid search — 95% verified sign-up intent.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VS PAID SEARCH CPL

4.3×

Demat leads at a fraction of search cost

VERIFIED LEAD INTENT

95%

95% verified lead intent

CLICK QUALITY IMPROVEMENT

↑36%

vs 70% industry baseline for FinTech

UNVERIFIED LEADS BILLED

0%

1,040 invalid clicks — never invoiced



— THE CHALLENGE

Paid search cost per lead too high to scale Demat acquisition.

Pocketful needed first-time investors ready to open a Demat account. Search networks charge premium CPL for financial intent — creator channels reached the same audience at a fraction of the lead cost.

01

Search CPL too high to scale Demat acquisition

Google Search delivered intent but at a cost that made unit economics unsustainable for a free-to-open account.

02

New investors don't trust new platforms

First-time traders need peer reassurance — an ad from an unknown brand doesn't move them to open an account.

03

Demat product requires step-by-step education

The concept of a free Demat account, live prices, and zero brokerage needs explanation, not just a headline.

04

FinTech category has high invalid click rate

Lead brokers and competitor bots inflate click counts on financial keywords — wasting budget with fake intent.



— THE SOLUTION

Finance creators who opened their own account on camera.



First-investor finance creator matching

Creators documenting their own investment journey — audiences at exactly the moment of considering a Demat account.



Account opening walkthrough content

Creators opened their own Pocketful account on camera — demystifying the process and proving the zero-cost claim.



Highest FinTech click validity on the network

95% valid click rate — every fraudulent click from lead brokers and bot networks blocked before billing.



Cost per Demat intent — fraction of search rates

4.3× cheaper than Google Search for the same financial intent audience — proven across the campaign.



CAMPAIGN RESULTS

4.3× cheaper per Demat lead. 95% verified sign-up intent.

COST PER LEAD

4.3× vs

Paid Search CPL

LEAD QUALITY RATE

↑36% Higher

Lead Quality

VERIFIED SIGN-UP INTENT

Verified sign-up

intent

UNVERIFIED LEADS BILLED

Zero Unqualified

Leads Billed

Google Search was giving us clicks from people comparing every Demat platform. Popbrain's finance creators gave us leads who already understood our product — and at ₹1.40 CPL, we scaled immediately.

Marketing Team | Pocketful — Free Demat & Trading

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@noxico.5n Finance · Business	85K	4.8%
#2	@tradingmoods Finance · Investments	36K	4.1%
#3	@maamta_kothari Personal Finance · Lifestyle	53K	3.5%