



Woxxin

Women's Health · India-wide

Creator-matched app installs at 2.4× lower CPI — 84% valid click rate, zero unverified billing.

CAMPAIGN PERFORMANCE HIGHLIGHTS

VS PAID SOCIAL CPI

2.4×

same audience, less than half the cost

VALID CLICK RATE

84%

highest in women's health on platform

VERIFIED INSTALLS

100%

every billed install from a real user

WASTED SPEND

0%

3,043 invalid clicks filtered before billing

— THE CHALLENGE

Paid social CPI too high. Installs with no health intent.

A women's health app needed users who would actually engage with the product — not generic installs from broad paid campaigns. High CPI and low post-install retention made the unit economics unsustainable.

01

Meta CPI well above sustainable acquisition cost

Generic paid audiences drove up cost with low purchase intent from women's health seekers.

02

Invalid clicks billed as real engagement

Nearly a third of clicks were bot or low-quality traffic — with no way to filter before billing.

03

Broad targeting missed the actual audience

Health app users need specific lifestyle triggers — generic interest targeting produced low retention.

04

No creator trust in a sensitive category

Women's health needs a trusted voice, not an ad. Standard placements had no authenticity signal.

— THE SOLUTION

Health creators. Verified clicks. Genuine installs.



Matched with women's health content creators

Period tracking, wellness, and self-care creators whose audiences already trust health recommendations.



Authentic app walkthrough content

Creators documented their own app experience — tracking cycles, reading insights — not scripted demos.



Invalid clicks filtered before every billing cycle

Every click verified for bot signals, duplicate devices, and VPN traffic — only genuine health-intent clicks billed.



Install attribution linked to creator performance

Each creator's contribution tracked end-to-end — from click to install to in-app action.

CAMPAIGN RESULTS

2.4× cheaper per install. 84% of every click verified.

COST PER INSTALL

2.4× vs

Paid Social

VALID CLICK RATE

↑29% Valid

Clicks

TOTAL INSTALLS

100% Intent-Matched

Installs

INVALID CLICKS BLOCKED

Zero Unverified

Billing

We were paying ₹28 per install with no visibility into click quality. Popbrain filtered 3,043 invalid clicks before billing and got us to ₹11.5 CPI — that's money we reinvested into scaling.

Growth Team | Woxxin — Women's Health App

TOP CREATORS

#	CREATOR	FOLLOWERS	CTR
#1	@darshana_bulchandani Skin Care · Lifestyle	1M	5.2%
#2	@thekhushimaheshwari Lifestyle	895K	4.1%
#3	@kamleshkumarsirashi Fitness · Photography	601K	3.6%