

Putting an AI Productivity Tool in Front of the Right Audiences

Campaign Summary

A leading AI productivity brand partnered with True Native Media to reach professionals looking for smarter ways to manage meetings, conversations, and everyday workflows. Through strategic placements across business and finance podcasts, the campaign connected with audiences whose interests naturally aligned with the brand's offering, generating meaningful reach, qualified website traffic, and measurable consumer action.



1.1 M
Impressions



438K
Households Reached



OBJECTIVE



A leading AI productivity brand sought to build awareness and drive consideration among busy professionals who could benefit from tools designed to simplify note-taking, transcription, and follow-up. The brand turned to podcast advertising to reach highly engaged consumers in trusted environments where conversations around business, finance, productivity, and professional growth were already taking place.

FRAMEWORK



True Native Media developed a podcast strategy centered on reaching professionally minded audiences with a strong natural fit for the brand's offering. By prioritizing business and finance shows, the campaign connected the brand with listeners likely to spend significant time in meetings, manage complex workflows, and value tools that help them work more efficiently. Host-read messaging gave creators the flexibility to introduce the product through relatable, real-world use cases, making the advertising feel relevant and useful to their audiences.

The strategy included:

- Strategic placements across business and finance podcasts
- Audience alignment around productivity, professional growth, and financial interests
- Host-read messaging centered on relatable, real-world use cases
- Timely messaging around a seasonal promotional period
- Attribution reporting to measure reach, website visitation, and campaign performance

RESULTS



Reached a High-Value Professional Audience

The campaign generated more than **1.1 million impressions** and reached over **438,000 households**, creating significant exposure among business- and finance-minded podcast audiences.



Turned Awareness Into Action

Podcast exposure generated **2,346 attributed website visitors** and a **0.54% attributed household** conversion rate, demonstrating measurable consumer action beyond campaign reach.