

Wellness Audiences in Action

Fueling CBD Adoption Through Trusted Wellness Voices

Campaign Summary

A sustained host-read podcast strategy can consistently drive conversions while building long-term customer loyalty. Across multiple campaigns, True Native Media paired a leading CBD and CBDA wellness brand with trusted creators and tightly aligned messaging, turning listener trust into repeatable, revenue-driving performance over time.



262 K
Impressions



1.05%
Conversion Rate



OBJECTIVE



A leading hemp extract brand specializing in CBD and CBDA wellness products partnered with True Native Media to expand its reach among health-minded consumers. Across multiple host-read podcast campaigns, the brand aimed to drive near-term purchases while nurturing listeners into ongoing subscription users, creating a sustainable and repeatable revenue stream.

FRAMEWORK



True Native Media identified wellness-focused podcasts whose audiences were already engaging in routines around recovery, stress support, and holistic health. These listeners were naturally primed for high-quality CBD and CBDA products, making them ideal for both immediate conversions and long-term subscription potential.

Across 7 campaigns, True Native Media paired the brand with hosts whose voices carried real influence in the wellness space, ensured delivery felt authentic and informed, and provided hands-on guidance to maintain consistency as campaigns scaled over time. This approach translated listener trust into measurable purchasing behavior across repeated flights.

RESULTS



1

Targeted Reach

Across multiple campaigns, the organization averaged approximately **262,000 impressions** and reached **57,600 households per campaign**, delivering meaningful visibility within high-intent wellness audiences while maintaining an average frequency of nearly 4x.

2

Proven Impact

With an average **1.05 percent conversion rate**, host-read endorsements consistently moved listeners from awareness to action, reinforcing the role of trusted creator voices in driving trial for wellness products.

3

Efficient Performance

Supported by a total spend of roughly **\$58K** and an average **\$28.34 CPM**, the program demonstrated cost-efficient delivery and reliable ROI, validating podcasting as a scalable and repeatable growth channel for the brand.