

When Curiosity Converts

Helping a leading consumer genomics insights platform reach new audiences

Campaign Summary

Through thoughtful genre alignment and credible host-read integrations, this campaign introduced the platform to audiences naturally inclined toward discovery and personal insight. The result was a balanced blend of scale, engagement, and efficiency, driving website exploration and new user sign-ups while reinforcing the brand's position in a competitive category. TNM's strategic curation ensured that every placement delivered value.



1.3 M

Impressions



3.5K

Web Visitors



OBJECTIVE



When a digital genetics intelligence platform set out to expand brand awareness and drive new user sign-ups, they turned to authentic host-read storytelling to reach curious, research-minded audiences. With a product that blends science, personalization, and discovery, podcast advertising offered an ideal environment to introduce listeners to the value of unlocking deeper insights from their genetic data. Partnering with True Native Media, the brand launched a targeted, multi-show campaign designed to drive qualified website visits and new user sign-ups for the platform while increasing brand visibility among curiosity-driven audiences.

FRAMEWORK



True Native Media matched the brand with 7 podcasts across health and wellness, true crime, and history, each known for attracting audiences who love discovery, problem-solving, and learning something new. These listeners show strong follow-through when introduced to tools that help them explore identity or gain deeper knowledge, making them ideal candidates for the platform's offering. The three-month campaign leveraged host trust and contextual alignment to spark genuine curiosity and website exploration.

RESULTS



Expanding Reach

1

The campaign delivered more than **1.3 million impressions** and reached over **340,000 households**, building strong top-funnel visibility and setting the stage for high-intent traffic and sign-ups.

High-Intent Engagement

2

Host-read messages prompted listeners to explore the website and engage with the platform's genetic insights, signaling strong interest from curiosity-driven audiences.

Efficient Delivery

3

With a **total investment of \$35K** and a **competitive \$25 CPM**, the campaign proved that well-matched podcast placements can drive qualified traffic and sign-ups efficiently while maintaining tight contextual relevance.