

Wins in Wellness

How a science-backed women's wellness brand scaled awareness and drove high-intent engagement through strategic podcast partnerships

Campaign Summary

Through a strategically diversified podcast approach, the campaign successfully introduced a science-backed women's wellness product to highly engaged female audiences. As the brand's first step into podcast advertising, True Native Media played a dual role as both strategic partner and industry guide, helping shape the campaign from the ground up. By leveraging trusted host-read integrations across complementary genres, the brand drove scalable awareness, qualified site traffic, and meaningful conversion, reinforcing podcasting as a powerful channel for both discovery and long-term growth.



9.7 M
Impressions



12.2K
Web Visitors



OBJECTIVE



As a fast-growing women's wellness brand set out to expand awareness and drive new customer acquisition, it focused on promoting a flagship supplement designed to support hormonal balance and overall well-being. Podcast advertising was a new channel, requiring both thoughtful execution and a clear understanding of how it works. The team immersed themselves in the space through The Podcast Advertising Playbook and partnered with True Native Media in a consultative capacity to understand best practices, competitive activity, and what drives performance. Podcasting provided a natural fit, enabling deeper storytelling through host-read endorsements that resonate with women actively seeking health solutions. Together with True Native Media, the campaign was built to drive awareness, qualified traffic, and meaningful conversion.

FRAMEWORK



True Native Media led a multi-show strategy designed to reach women in high-trust, high-engagement environments where discovery naturally happens. The strategy prioritized audience alignment above all else, ensuring each placement reached listeners who closely matched the brand's target demographic. This audience-first approach expanded beyond traditional wellness content into parenting, true crime, lifestyle, and health, unlocking scale without sacrificing relevance. Shows were selected based on audience composition, engagement, and trust. Through tailored host-read integrations, creators delivered authentic, experience-driven messaging that connected naturally to conversations around health and daily routines. As performance validated the approach, the brand continued to reinvest, renewing quarter over quarter and building long-term partnerships with top-performing shows.

RESULTS



Expanding Reach

The campaign delivered over **9.7 million** impressions and reached more than **2.15 million** households, significantly increasing brand visibility among female audiences.



High-Intent Engagement

Host-read integrations drove meaningful listener action, resulting in over **12K site visitors**. Messaging that focused on real-life benefits and relatable experiences helped turn awareness into clicks.