

Strategic Storytelling, Dazzling Results

How a Premium Jewelry Brand Scaled Awareness Through Podcasts

Campaign Summary

An ethically sourced fine jewelry brand turned to True Native Media to expand its reach and deepen connection with conscious listeners. By aligning premium podcasts with the brand's values of sustainability and individuality, the campaign delivered impressive visibility, high-intent engagement, and conversion efficiency across top-tier and niche audiences alike.



4.84M
Impressions



19.5K
Web Visitors



OBJECTIVE



A global fine jewelry brand known for its ethical sourcing and craftsmanship set out to build greater awareness within the podcast space. The campaign aimed to educate listeners, strengthen brand consideration, and drive high-quality web traffic that translated into measurable, revenue-generating conversions.

FRAMEWORK



The campaign set out to elevate brand visibility among women aged 20-40 by aligning with audiences who value sustainability, transparency, and individuality. Over a five-month period, authentic host-read podcast ads were strategically placed across curated genres to maximize awareness, engagement, and conversion. With advanced pixel-based attribution and real-time reporting, performance was continuously optimized to drive measurable results and meaningful connections with the target audience.



**Engaged
Audiences**



**Tailored
Support**



**Optimized
Delivery**

RESULTS



1

Awareness at Scale

Delivered over **4.8 million impressions** and reached more than **600,000 households**, amplifying brand visibility among highly engaged, value-driven listeners.

2

High-Intent Traffic

Generated **19.5K site visitors** through authentic host-read messaging, driving real action from audiences aligned with the brand's sustainability mission.

3

Efficient Conversions

Achieved a **3.23% conversion rate** at a **\$26.16 CPM** on a **\$130K total investment**, proving that premium, contextual podcast placements can deliver both performance and efficiency.