

CASE STUDY:

NATIVE'S DATA-DRIVEN PODCAST ADVERTISING STRATEGY EXPANDS REACH

An ingredient-conscious personal care company reaches more of its audience and decreases CPAs with better targeting



Native encourages people to take a closer look at what goes into their personal care products. From soap and body wash to deodorant and toothpaste, Native offers products that are effective, clean, and cruelty-free.



THE PROBLEM

Native had initially focused on digital marketing platforms such as Facebook, Instagram, and Google but knew it could widen its reach with additional channels.

Native wanted to jump into advertising on podcasts but worried that podcasts are harder to track and see results from your spend. It needed to be able to test its efforts and ensure it was reaching its primary audience of women ages 25 to 54 willing to spend a bit more on clean products as well as its secondary target, men ages 25 to 54.

THE SOLUTION

With a combination of decades of performance data analyzed in the Veritone One Performance Index (VPI) and Nielsen's Podcast Buying Power Service, which links podcast listener behavior with demographics and allows brands to match up listening habits with retail behavior, Native can strategically target its ideal customers on the podcasts to which they're listening.

"When we have data like this, we feel a lot more confident in what we are doing," said Rachel Roberts, senior marketing manager for Native. "We can make sure that we are testing in a smart way."

Native has now been working with Veritone One for more than a year and a half and was able to increase podcast advertising investment by 15 percent while we decreased their cost per acquisition by 9 percent.



Podcasts have been super effective for us. We're seeing decreasing CPAs and consistent return on ad spend, and we've built up this roster of shows that we know that we can rely on, drop after drop."

— **Rachel Roberts**
Senior Marketing Manager, Native



WHY NATIVE CHOSE VERITONE ONE

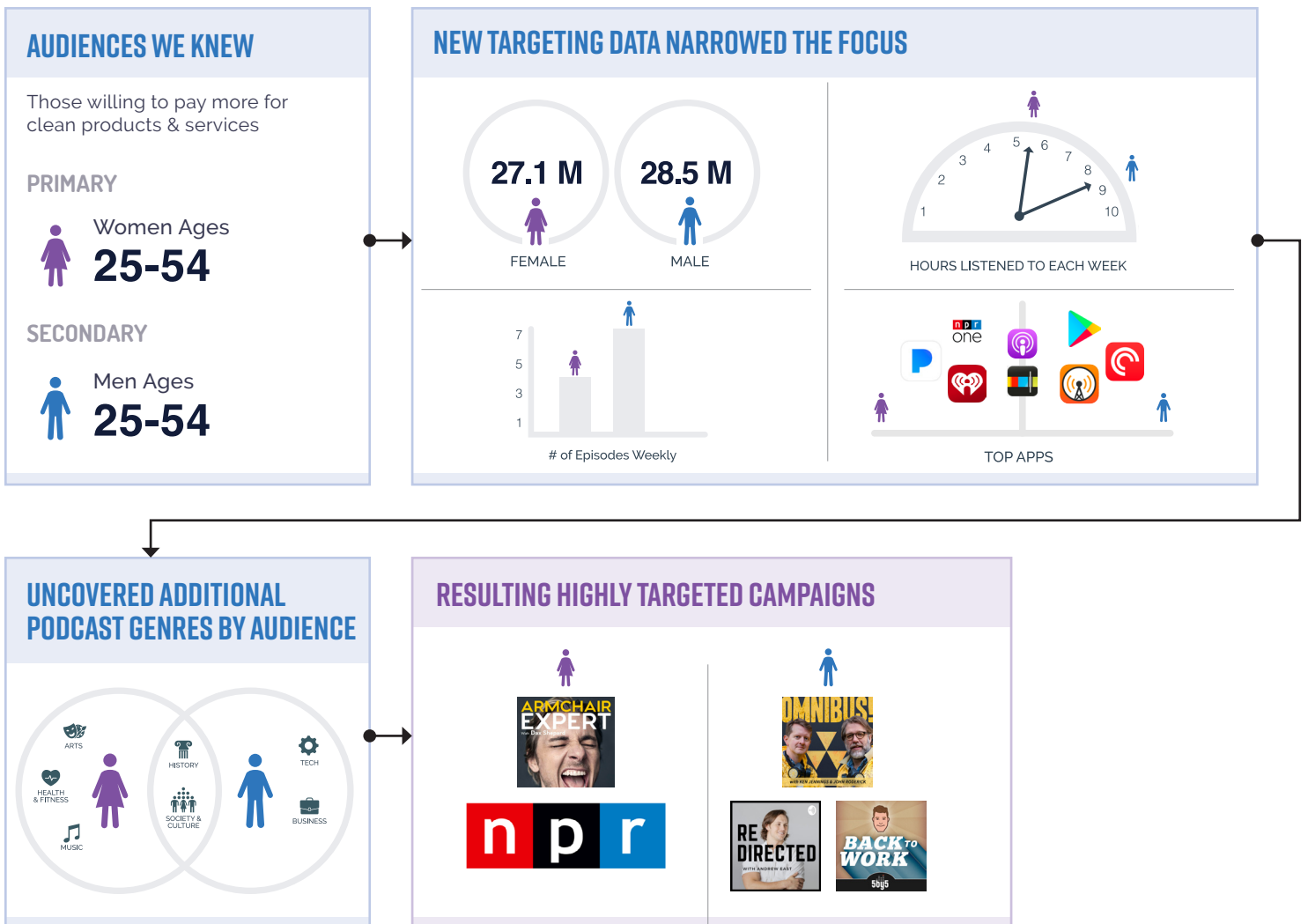
By working with an agency that is a world leader in podcast advertising and that leverages Nielsen's powerful podcast tool, Native sees many benefits.

✓ Seize the market opportunity in podcasting
We were able to project audience size based on target audiences. Native has seen terrific results with regard to reach and reduced cost per acquisition thanks to these highly-targeted campaigns.

✓ Refine and optimize podcast campaigns
With the help of AI-powered Discovery, we can see how campaigns are performing in near real-time and quickly optimize to focus on the shows and scripts that are working best.

✓ Learn more about how their addressable target consumes podcasts
Going beyond health and wellness podcasts, Veritone One helped Native see that their audience over-indexes in arts and music podcasts and can target those shows.

✓ Identify new areas of opportunity that might have otherwise been missed
Using the Nielsen tool and Veritone One's expertise has helped them find more of their male audience and refine their male-centric ads on podcasts such as "Armchair Expert With Dax Shepard."



Interested in taking advantage of the opportunity to reach targeted, highly engaged audiences through podcasts? **Get in touch at [VeritoneOne.com](https://www.veritoneone.com).**