

Diamond Supply Chain

CASE STUDY

A well-established brand providing a digital supply chain platform for the diamond industry sought to raise awareness and generate leads among a targeted group of buyers and suppliers. They partnered with Postmedia to develop a strategic campaign aimed at engaging this niche audience and driving meaningful conversions.



STRATEGY

The Postmedia team developed a comprehensive full-funnel strategy. The approach combined a Programmatic Display campaign to enhance brand visibility, and a targeted LinkedIn campaign aimed at lead generation. These efforts focused on reaching key decision-makers and stakeholders within the diamond industry.

Programmatic Display Campaign

- Geo-targeted to maximize relevance and reach.
- Designed to drive qualified traffic and elevate brand awareness.

LinkedIn Campaign

- Precision targeting of buyers and suppliers by company name, industry, and relevant professional or personal interests.
- Retargeting website visitors to reinforce messaging and encourage conversions.

RESULTS

The campaign delivered solid results, with over 19M impressions and a CTR of 1.03%, significantly surpassing the industry benchmark. The lead generation efforts resulted in 81 qualified leads, with a CTR of 0.68%, also exceeding the benchmark. Continuous optimization of the campaign ensured strong engagement and valuable lead capture.

19M+

IMPRESSIONS
*CTR: 10x industry benchmark
(1.03% vs 0.10%)

81

LEADS
*CTR: 1.2x industry benchmark
(0.68% vs 0.55%)