Precision Targeting for Niche Impact

How a Diamond Supply Chain Platform Reached the Right Buyers

OVERVIEW

A leading provider of digital supply chain solutions for the diamond industry partnered with Postmedia to raise brand awareness and generate qualified leads. The goal was to engage a niche audience of buyers and suppliers through a highly targeted, full-funnel campaign that would drive meaningful conversions.

APPROACH

Postmedia built a full-funnel strategy focused on performance and precision. A geo-targeted programmatic display campaign was designed to boost awareness and drive qualified traffic to the client's digital touchpoints. In parallel, a LinkedIn campaign leveraged advanced targeting—by company name, industry, and interests—to reach the exact stakeholders the client needed to influence. Website visitors were then retargeted to reinforce messaging and maximize conversion potential. The programmatic display campaign delivered more 19M+ impressions with a 1.03% click-through rate—10x higher than the industry benchmark. On LinkedIn, the lead generation component achieved a 0.68% CTR, also beating standard performance benchmarks and resulting in 81 qualified leads.

CONCLUSION

The campaign successfully blended broad reach with niche precision, delivering results that exceeded industry standards across both awareness and lead generation. Postmedia's strategic optimization ensured strong engagement, while the quality of leads helped the client make meaningful connections within their highly specialized market.

19M+

DIGITAL IMPRESSIONS
10x above benchmark (1.03%)*

81

QUALIFIED LEADS

0.68%

LINKEDIN CTR
1.2x industry benchmark*

*Benchmarks are industry averages

POSTMEDIA

© Postmedia Network Inc. All rights reserved. Unauthorized distribution, transmission or republication strictly prohibited.