Driving Measurable Revenue Through Podcast Sponsorship

How a 90-day strategic partnership delivered attributable revenue, compounding month-over-month growth, and a full-year sponsorship commitment from PAX.

$50K+ ATTRIBUTED REVENUE IN FIRST 60 DAYS	**~5X** ROAS — PAX'S PAID MEDIA BENCHMARK
220+ VERIFIED ORDERS VIA DEDICATED PROMO CODE	**1 yr** SPONSORSHIP RENEWED AFTER CAMPAIGN CLOSED

Executive Summary

Podcast sponsorship is widely treated as a brand awareness channel — effective at reach, difficult to attribute. This case study documents a different outcome.

Through a 90-day partnership with PAX, *Planted with Sara Payan* generated over $50,000 in directly attributed revenue within the first 60 days, compounding nearly 3X from month one to month two, and converting the campaign into a full-year sponsorship commitment.

Performance was measured exclusively through a dedicated promo code — no modeled attribution, no blended data. Every dollar reported is a verified sale. The result: PAX's own paid media ROAS benchmark, met inside a podcast channel, before the campaign had even ended.

> "We have a 5X ROAS target for advertising in general. Podcasting is typically lower, but this is incredible performance. It has already paid for itself."
>
> — PAX, ON CAMPAIGN PERFORMANCE

About the Partnership

Planted with Sara Payan is a cannabis-focused podcast hosted by Sara Payan — a trusted voice in cannabis education and product guidance. Its audience is informed, engaged, and actively seeking product recommendations from a credible source.

PAX, a leading cannabis vaporizer brand, partnered with *Planted* for a 90-day integrated sponsorship. PAX was woven naturally into episode content rather than delivered as a standard ad read.

CAMPAIGN PARAMETERS

- **Duration:** 90 days (Jan – Apr)
- **Measured:** First 60 days
- **Attribution:** Dedicated promo code
- **Data:** Verified sales only
- **Excludes:** Halo effects, retail lift, indirect conversions

Campaign Results

The following figures reflect the first 60 days of the campaign, measured exclusively through dedicated promo code attribution.

$50K+	220+	~5X
TOTAL ATTRIBUTED REVENUE (60 DAYS)	VERIFIED ORDERS VIA PROMO CODE	ROAS — PAX'S PAID MEDIA BENCHMARK

Month-Over-Month Growth

The most significant finding is not the 60-day total — it is the acceleration. January established a baseline. February compounded it nearly threefold, without a new product launch, a promotion, or any change in strategy.

PERIOD	ATTRIBUTED REVENUE	ORDERS	NOTES
January (launch)	$8,940.27	57	Baseline established
February	$25,697.32	163	+187% revenue month-over-month
60-day total	**$50,000+**	**220+**	Benchmark exceeded

Key finding: February's growth was driven by compounding trust — the audience hearing a credible voice, repeatedly, about a product that fit their life. Not a promotion. Not a launch. Familiarity, converted to action.

Why Q1 makes this more significant.

January and February are the softest months for consumer device sales. Post-holiday demand drops and paid media efficiency typically declines. This campaign accelerated directly into that headwind.

How PAX Measures Performance

PAX maintains distinct ROAS benchmarks by channel. This campaign was measured against both — and met or exceeded each.

PODCAST SPONSORSHIP

3X ROAS

✓ **Exceeded**

PAID MEDIA (GENERAL)

5X ROAS

✓ **Met by day 60**

Bottom line: This podcast campaign reached PAX's paid media benchmark — a channel typically expected to outperform podcast sponsorship — with 30 days of campaign still remaining.

Attribution Methodology

All reported figures are deterministic — derived solely from purchases made using the dedicated promo code. This is a deliberately conservative approach: the true campaign impact is almost certainly larger than what is reported here.

WHAT IS COUNTED

- Code-attributed purchases only
- Verified against PAX sales records
- No modeled or estimated figures
- No blended attribution

WHAT IS EXCLUDED

- Brand halo and awareness lift
- Retail channel influence
- Listeners who purchased without code
- Long-tail conversions beyond 60 days

Listeners who heard the sponsorship and purchased without using the promo code are not counted. Neither is any downstream brand awareness or retail lift. The reported figures represent a floor, not a ceiling.

Why This Campaign Worked

Strong numbers explain *what* happened. The following explains *why* — and why it is repeatable.

01

A HIGH-TRUST HOST IN A HIGH-TRUST NICHE

Sara Payan is a cannabis educator whose audience comes specifically for her product knowledge and real-world guidance. This is not a general lifestyle audience — it is a community of informed buyers who trust her recommendations. PAX stepped directly into that trust.

02

INTEGRATION, NOT INTERRUPTION

PAX was woven into episode content — not delivered as a pre-roll or mid-roll break. Listeners encountered the brand mid-conversation, in a context they were already engaged with. The integration felt like a recommendation, not an ad.

03

PRODUCT-AUDIENCE FIT

The *Planted* audience actively researches cannabis products. PAX — a premium vaporizer — is exactly the category they consider. There was no gap between what the audience wanted and what the brand offered; the connection was immediate and natural.

04

REPETITION BUILT MOMENTUM

January was solid. February was nearly three times larger. The audience did not convert in month one — they converted after hearing the message enough times to act on it. Podcast sponsorship rewards patience in a way that paid media does not.

05

CANNABIS AD RESTRICTIONS CREATE THE OPENING

PAX operates in a category with significant paid media restrictions. Integrated podcast sponsorship with a category-native host fills a gap that most channels in this space simply cannot address — making it both a performance channel and a strategic necessity.

From Campaign to Long-Term Partnership

The strongest validation of campaign performance is not a ROAS number — it is what the sponsor decided to do next.

January 2026 — Campaign Launch

PAX enters a 90-day integrated partnership with *Planted with Sara Payan*. A dedicated promo code is deployed for direct attribution from day one.

February 2026 — Performance Accelerates

Month two delivers $25,697 in attributed revenue and 163 orders — nearly 3X January's output. The campaign reaches PAX's paid media ROAS benchmark with 30 days still remaining.

60-Day Mark — Both Benchmarks Met or Exceeded

The measurement window closes at $50,000+ attributed revenue and ~5X ROAS, surpassing the podcast benchmark (3X) and meeting the paid media target (5X).

Campaign Close — Full-Year Renewal

PAX converts the campaign into a full-year podcast sponsorship, extending the partnership well beyond the original 90-day scope.

Expansion — PAX International Sessions: Europe Tour

The partnership grows into an international content series covering global cannabis conversations, policy developments, and industry leaders across Europe.

Retention is the real proof.

A brand that saw weak results does not renew for a full year and expand into international content. PAX's continued investment is the most credible validation this case study can offer.

What This Means for Prospective Partners

The PAX campaign demonstrates what becomes possible when the right brand meets the right audience through a host they already trust.

01
MEASURABLE REVENUE

Dedicated promo codes deliver the same verifiable attribution as paid search — without the platform restrictions that constrain cannabis brands.

02
PERFORMANCE THAT COMPOUNDS

Unlike paid media, podcast sponsorship builds on itself. Audience trust deepens episode by episode; conversion grows with familiarity.

03
A CHANNEL WITHOUT RESTRICTIONS

Cannabis brands cannot run Google or Meta campaigns. Integrated podcast sponsorship is one of the few high-trust, high-reach channels open to them.

Ideal Partner Profile

The strongest results come from brands with genuine relevance to the *Planted* audience. Best-fit partners share most of these characteristics:

- Cannabis or cannabis-adjacent products
- Premium or education-forward positioning
- A product the host can speak to authentically
- Commitment to a 90-day minimum arc
- Preference for integrated content over ad reads
- Focus on audience trust, not just impressions

Closing

Within 60 days of a 90-day campaign, *Planted with Sara Payan* delivered $50,000+ in verified revenue, ~5X ROAS, and 220+ orders for PAX — meeting their paid media benchmark inside a podcast channel, during the softest consumer spending quarter of the year.

PAX responded by renewing for a full year and expanding into international content. That decision is the most credible data point in this document.

If your brand needs a channel that is measurable, trust-driven, and built for an audience that is already shopping — this is it.

5X
ROAS
ACHIEVED

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