

# Monthly ROI of 425% achieved through tier-1 media coverage

Online independent jewelry retailer

**Location:**

~~Location:~~ New York  
New York, New York

**Market:**

B2B / B2C

**Industry:**

E-commerce

## Challenge

Our client is a curated fine jewelry website that sells new, rare and estate pieces sourced from the vaults of over 18,000 local, independent jewelry stores across the country. Despite being in business for over a year, the e-commerce company came to Interdependence as an unknown brand looking to make a name for itself across the jewelry and e-commerce sectors. They also wanted to generate awareness with consumers interested in purchasing jewelry sold by independent retailers that they normally wouldn't have access to based on their geographic locations.

## Solution

Using a mix of business-centric, consumer-oriented and event-focused media pitches, IDPR was able to establish media focused media pitches, IDPR was able to establish media interest in this up-and-coming startup. The team positioned our client as a leader across the e-commerce, jewelry and retail spaces and leveraged its rolodex of relationships to secure coverage that our client never thought was even possible for them on the local, trade and national levels.

## Results

The IDPR team generated placements with some of the most prestigious industry publications like Internet Retailer, CIO.com, and National Jewelry. These pieces brought instant credibility to our client and the niche market it had created. IDPR also accomplished in getting our client in front of mainstream consumer audiences by getting them featured in some of the most widely read national and international publications like New York Times, MarketWatch and Chicago Tribune, among many others.

Throughout the duration of the campaign, the company achieved an average monthly ROI of 425% based on customer conversions, ad equivalency, and resulting industry partnerships. The press increased website traffic for the jewelry firm by 63% on a monthly basis.

- National media coverage in outlets that include New York Times, MarketWatch, Chicago Tribune, Internet Retailer and many more.
- 63% increase in website traffic
- Press directly converted multiple industry partnerships
- Monthly ROI of 425%