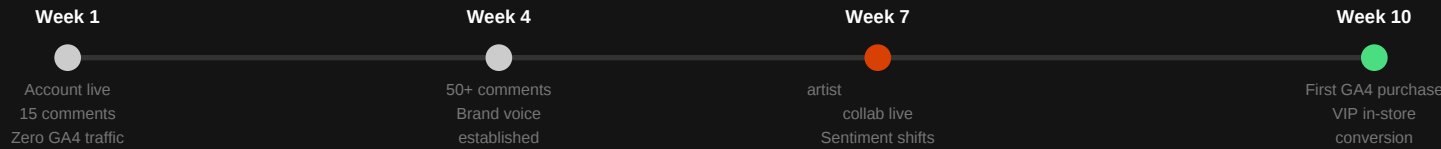


From Zero Reddit Presence to Engaged Jewelry Shoppers.

How RECHO built brand authority for a jewelry brand and drove measurable revenue · zero ad spend.



RAMP-UP TIMELINE



THE CHALLENGE

The brand had zero Reddit presence in a space where buyers actively research fine jewelry — r/jewelry, r/finejewelry, r/weddingplanning. Competitors filled the gap. Negative sentiment and unanswered questions were shaping Google and AI search results with the brand absent.

THE ARTIST COLLABORATION

When the brand launched the artist charm collection, RECHO seeded organic posts across r/jewelry and r/femalefashionadvice. Posts generated genuine purchase-intent conversations and direct VIP activation — no paid amplification, zero ad spend.

WHAT RECHO BUILT

- Weekly Brand Monitoring

YouScan — sentiment alerts, competitor tracking
- Organic Reply Program

Brand replies across 5 subreddits
- Cultural Amplification

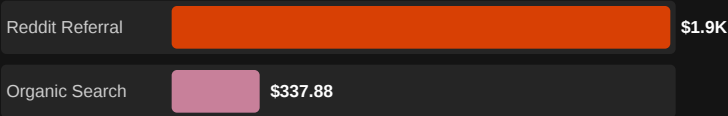
artist collab — charm collection posts
- Reputation Management

Negative threads flagged and countered in real time

OUTCOME HIGHLIGHTS

- 8 direct GA4 purchases attributed last-click
- E. Hardy (VIP) converted to in-store visit
- 42,273 events across Reddit referral sessions
- 73.5% session engagement rate
- 100% organic — zero paid amplification
- YouScan flagged 3 negative threads weekly
- Competitor mentions countered same day

GA4 REVENUE ATTRIBUTION



GA4: Reddit referral and organic-search revenue are separate channels.
Last-click revenue is observed attribution, not incremental revenue or ROI.

"I shared this with our leadership team and they were very excited!"
Client marketing team

HOW TO READ THE RESULTS

Shoppers may read Reddit, then return through Google. GA4 can assign these purchases to another channel. Engagement rate describes sessions, not purchase rate. No incremental revenue or ROI is claimed.