

Pop Swagz Increased Sales with the Ad Factory & Content Marketing

About Pop Swagz

Pop Swagz is a successful online subscription box that provides its customers with a variety of quality pop-culture trinkets, toys and apparel.

While the contents of a typical box are valued at \$65 or more, a monthly subscription only costs \$22.

As subscription boxes became a more competitive space, Pop Swagz sought to amplify its online visibility. It reached out to Ad Factory.

"Ad Factory has been one of the most effective ways of bringing first-time visitors to the site compared to any other medium we've tried. Ad Factory has been invaluable to our growth and continued success!"

Emily Nakano
VP of E-Commerce, Pop Swagz

Growth & Impact



Over 98 million
impressions in 3 months



130% increase
in traffic in April alone



18% growth
in email subscriptions

Pop Swagz Increased Sales with the Ad Factory & Content Marketing

Story Draws in Undiscovered Customers

A Unique Digital Storytelling Strategy

Pop Swagz chose to weave traditional storytelling techniques into their content and even went so far as to create "chapters" as a way to reach their audience and offer products for consideration. Each chapter appealed to a highly-specified target audience, and suggested there were many parts to the overall story that was Pop Swagz.

These stories were crafted to match the brand's existing voice, and serve as the essence behind Pop Swagz' content marketing strategy to engage potential customers.

Results that Speak Volumes

With a single campaign, Pop Swagz saw the following results:

- 98 million impressions
- 130% increase in organic social media traffic
- 18% growth in email subscriptions
- 27% increase to quarterly revenue

"Before Ad Factory, getting people on our website as a first-time visitor who would actually engage was a head-scratching challenge."

Emily Nakano, VP of E-Commerce, Pop Swagz

Case Study Examples For Remote Workers Without Experience Selling

OECD



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Invisible Income Streams Hassan Rahman,2026-01-26 This book explores how ordinary people around the world build sustainable online income without relying on personal branding social media fame or showing their face Instead of hype or unrealistic promises the book focuses on understanding real digital income systems skill based opportunities and practical frameworks that work over time Inside readers will learn How faceless online income systems work Why most beginners fail and how to avoid common mistakes Legitimate low cost ways people build digital income Tools platforms and skills that matter in 2025 and beyond How to approach online income ethically and realistically This book is written for beginners with no technical background It does not promise financial results or guaranteed income The goal is education clarity and long term thinking If you are looking for an honest practical guide to understanding online income systems without hype this book provides a clear starting point

OECD Reviews on Local Job Creation Preparing for the Future of Work Across Australia OECD,2021-09-24 COVID 19 is likely to leave long lasting effects on local labour markets It is accelerating a pre existing trend towards automation as firms look even more to new technologies to pandemic proof their operations

Business □□□□□□□□□□,2003 Law Firm Development Geertje Tutschka,2024-03-04 Due to digitalization the pandemic and several economic crises as well as the new demands on the world of work and the responsibility for sustainable business the legal market and the ways lawyers work are changing Law firms are facing entirely new and more complex challenges than before This book provides answers to all questions related to law firm formation law firm management employee leadership and law firm marketing It highlights all aspects of modern strategic law firm development including related business models such as legal tech The clear and didactically prepared structure with chapter breakdowns working examples expert statements and summaries also facilitates selective reference to specific topics

Case Studies in Information and Computer Ethics Richard A. Spinello,1997 Addressing salient ethical issues of the information age this study offers a broad collection of case studies on information and computer ethics The work addresses issues involved in the acquisition access and stewardship of information resources

Case Studies in Industrial Relations Kevin H. Hawkins,1982 Management development guide on labour relations problems in the UK presents and discusses case studies based on actual labour disputes or other labour relations situations covering the establishment of collective bargaining negotiating and implementing change grievances discipline dismissal sex discrimination and racial discrimination etc

The New Employment Contract Patricia Leighton,Aidan O'Donnell,1995 This ground breaking text for managers personnel professionals and students is the first to bring together the creative detail of employment contract law with the wider agendas of modern management and EU influences Contracts in their various forms are the key item that underpins all employment relationships and the capability to anticipate and endure change as well as avoiding disputes If disputes arise the well crafted and well managed contract might itself provide the solution The book analyses the way contracts are drafted

and managed It explores the way in which contracts can be used effectively to translate and reflect organizational policies and respond to external imperatives especially often fast moving employment law itself It deals with many of the practical issues facing managers flexible contracts managing employee performance dealing with misconduct and ending contracts effectively

American Review of Shoes and Leather ,1920 Iron & Coal Trades Review ,1928 Vol 115 includes Diamond jubilee issue 1867 1927 **Practical Druggist and Pharmaceutical Review of Reviews** ,1916 The Federal Employee ,1927 *Farmers' Review* ,1896 Collier's ,1913 **British Food Journal and Hygienic Review** ,1903

Russian Information and Review ,1921 *The Sample Case* ,1923 Reliable Poultry Journal ,1921 The Metal Worker, Plumber, and Steam Fitter ,1912 **Ward's Automobile Topics** ,1922 **The World's Carriers and Carrying Trades' Review** ,1925

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