

# The Loot Box Uses Ad Factory and Content Marketing to Drive Sales

## The Loot Box Background & History

The Loot Box is a successful online subscription box that provides its customers with a variety of goods from collectible figurines, toys and apparel.

While the contents of a typical box are valued at \$15 or more, a monthly subscription only costs \$12.

As subscription boxes became a more competitive space, The Loot Box sought to expand 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 Nelson**  
VP of E-Commerce, The Loot Box



**98+ million**  
impressions in 3 months



**130% increase**  
in traffic in April alone



**18% growth**  
in email subscribers

# The Loot Box Uses Ad Factory and Content Marketing to Drive Sales

## Story Draws in Undiscovered Customers

### A Unique Digital Storytelling Strategy

The Loot Box chose to merge 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 The Loot Box.

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

## Results that Speak Volumes

With a single campaign, The Loot Box saw:

- **98 million impressions**
- **130% increase** in organic social media traffic
- **18% growth** in email subscribers
- **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 Nelson**  
VP of E-Commerce, The Loot Box

# Theme Page Case Study Examples For Remote Workers Step By Step Guide To

**M Carnoy**



**Theme Page Case Study Examples For Remote Workers Step By Step Guide To:**

## Unveiling the Magic of Words: A Report on "**Theme Page Case Study Examples For Remote Workers Step By Step Guide To**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Theme Page Case Study Examples For Remote Workers Step By Step Guide To**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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