

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 gently-used vintage 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

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Lei Shi



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Table of Contents Email List Case Study Examples For Creators And Bloggers How To Improve

1. Understanding the eBook Email List Case Study Examples For Creators And Bloggers How To Improve
 - The Rise of Digital Reading Email List Case Study Examples For Creators And Bloggers How To Improve
 - Advantages of eBooks Over Traditional Books
2. Identifying Email List Case Study Examples For Creators And Bloggers How To Improve
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Email List Case Study Examples For Creators And Bloggers How To Improve
 - User-Friendly Interface
4. Exploring eBook Recommendations from Email List Case Study Examples For Creators And Bloggers How To Improve
 - Personalized Recommendations
 - Email List Case Study Examples For Creators And Bloggers How To Improve User Reviews and Ratings
 - Email List Case Study Examples For Creators And Bloggers How To Improve and Bestseller Lists
5. Accessing Email List Case Study Examples For Creators And Bloggers How To Improve Free and Paid eBooks
 - Email List Case Study Examples For Creators And Bloggers How To Improve Public Domain eBooks
 - Email List Case Study Examples For Creators And Bloggers How To Improve eBook Subscription Services

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- Email List Case Study Examples For Creators And Bloggers How To Improve Budget-Friendly Options
- 6. Navigating Email List Case Study Examples For Creators And Bloggers How To Improve eBook Formats
 - ePub, PDF, MOBI, and More
 - Email List Case Study Examples For Creators And Bloggers How To Improve Compatibility with Devices
 - Email List Case Study Examples For Creators And Bloggers How To Improve Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Email List Case Study Examples For Creators And Bloggers How To Improve
 - Highlighting and Note-Taking Email List Case Study Examples For Creators And Bloggers How To Improve
 - Interactive Elements Email List Case Study Examples For Creators And Bloggers How To Improve
- 8. Staying Engaged with Email List Case Study Examples For Creators And Bloggers How To Improve
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Email List Case Study Examples For Creators And Bloggers How To Improve
- 9. Balancing eBooks and Physical Books Email List Case Study Examples For Creators And Bloggers How To Improve
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Email List Case Study Examples For Creators And Bloggers How To Improve
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Email List Case Study Examples For Creators And Bloggers How To Improve
 - Setting Reading Goals Email List Case Study Examples For Creators And Bloggers How To Improve
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Email List Case Study Examples For Creators And Bloggers How To Improve
 - Fact-Checking eBook Content of Email List Case Study Examples For Creators And Bloggers How To Improve
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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