

How Toy Crates Used Ad Factory & Content Marketing to Drive Sales

About Toy Crates

Toy Crates is a successful online subscription box that provides its customers with a variety of geeky 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, Toy Crates 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, Toy Crates



98+ million
impressions in 2 months



130% increase
in traffic in April alone



18% growth
in email subscribers

How Toy Crates Used Ad Factory & Content Marketing to Drive Sales

Story Draws in Undiscovered Customers

A Unique Digital Storytelling Strategy

Toy Crates 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 paths to the overall story that was Toy Crates.

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

Results that Speak Volumes

With a single campaign, Toy Crates saw:

- 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, Toy Crates

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Xiaolong Qi



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Table of Contents Strategy For AI Content Creation Case Study Examples Organically Proven

1. Understanding the eBook Strategy For AI Content Creation Case Study Examples Organically Proven
 - The Rise of Digital Reading Strategy For AI Content Creation Case Study Examples Organically Proven
 - Advantages of eBooks Over Traditional Books
2. Identifying Strategy For AI Content Creation Case Study Examples Organically Proven
 - 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 Strategy For AI Content Creation Case Study Examples Organically Proven
 - User-Friendly Interface

4. Exploring eBook Recommendations from Strategy For AI Content Creation Case Study Examples Organically Proven
 - Personalized Recommendations
 - Strategy For AI Content Creation Case Study Examples Organically Proven User Reviews and Ratings
 - Strategy For AI Content Creation Case Study Examples Organically Proven and Bestseller Lists
5. Accessing Strategy For AI Content Creation Case Study Examples Organically Proven Free and Paid eBooks
 - Strategy For AI Content Creation Case Study Examples Organically Proven Public Domain eBooks
 - Strategy For AI Content Creation Case Study Examples Organically Proven eBook Subscription Services
 - Strategy For AI Content Creation Case Study Examples Organically Proven Budget-Friendly Options
6. Navigating Strategy For AI Content Creation Case Study Examples Organically Proven eBook Formats
 - ePub, PDF, MOBI, and More
 - Strategy For AI Content Creation Case Study Examples Organically Proven Compatibility with Devices
 - Strategy For AI Content Creation Case Study Examples Organically Proven Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Strategy For AI Content Creation Case Study Examples Organically Proven
 - Highlighting and Note-Taking Strategy For AI Content Creation Case Study Examples Organically Proven
 - Interactive Elements Strategy For AI Content Creation Case Study Examples Organically Proven
8. Staying Engaged with Strategy For AI Content Creation Case Study Examples Organically Proven
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Strategy For AI Content Creation Case Study Examples Organically Proven
9. Balancing eBooks and Physical Books Strategy For AI Content Creation Case Study Examples Organically Proven
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Strategy For AI Content Creation Case Study Examples Organically Proven
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Strategy For AI Content Creation Case Study Examples Organically Proven
 - Setting Reading Goals Strategy For AI Content Creation Case Study Examples Organically Proven
 - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Strategy For AI Content Creation Case Study Examples Organically Proven
 - Fact-Checking eBook Content of Strategy For AI Content Creation Case Study Examples Organically Proven
 - 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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