

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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Building Email List Case Study Examples For Creators And Bloggers Best:

Unveiling the Energy of Verbal Art: An Psychological Sojourn through **Building Email List Case Study Examples For Creators And Bloggers Best**

In a world inundated with displays and the cacophony of immediate transmission, the profound energy and emotional resonance of verbal art usually fade in to obscurity, eclipsed by the regular barrage of noise and distractions. Yet, set within the lyrical pages of **Building Email List Case Study Examples For Creators And Bloggers Best**, a interesting function of fictional splendor that impulses with raw feelings, lies an remarkable journey waiting to be embarked upon. Written by a virtuoso wordsmith, this mesmerizing opus guides viewers on an emotional odyssey, delicately exposing the latent possible and profound influence embedded within the complicated internet of language. Within the heart-wrenching expanse with this evocative evaluation, we will embark upon an introspective exploration of the book is central styles, dissect its fascinating publishing style, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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Table of Contents Building Email List Case Study Examples For Creators And Bloggers Best

1. Understanding the eBook Building Email List Case Study Examples For Creators And Bloggers Best
 - The Rise of Digital Reading Building Email List Case Study Examples For Creators And Bloggers Best
 - Advantages of eBooks Over Traditional Books
2. Identifying Building Email List Case Study Examples For Creators And Bloggers Best
 - 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 Building Email List Case Study Examples For Creators And Bloggers Best
 - User-Friendly Interface
4. Exploring eBook Recommendations from Building Email List Case Study Examples For Creators And Bloggers Best

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

- Fact-Checking eBook Content of Building Email List Case Study Examples For Creators And Bloggers Best
 - 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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