

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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