

## 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 quality 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, 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**

# Ads Proven Strategy For Home Workout Routine Case Study Examples For

**Yicheng Fang**



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## **Table of Contents Ads Proven Strategy For Home Workout Routine Case Study Examples For**

1. Understanding the eBook Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - The Rise of Digital Reading Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Advantages of eBooks Over Traditional Books
2. Identifying Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - 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 Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - User-Friendly Interface
4. Exploring eBook Recommendations from Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Personalized Recommendations
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For User Reviews and Ratings
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For and Bestseller Lists
5. Accessing Ads Proven Strategy For Home Workout Routine Case Study Examples For Free and Paid eBooks
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For Public Domain eBooks
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For eBook Subscription Services
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For Budget-Friendly Options

6. Navigating Ads Proven Strategy For Home Workout Routine Case Study Examples For eBook Formats
  - ePub, PDF, MOBI, and More
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For Compatibility with Devices
  - Ads Proven Strategy For Home Workout Routine Case Study Examples For Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Highlighting and Note-Taking Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Interactive Elements Ads Proven Strategy For Home Workout Routine Case Study Examples For
8. Staying Engaged with Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Ads Proven Strategy For Home Workout Routine Case Study Examples For
9. Balancing eBooks and Physical Books Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Ads Proven Strategy For Home Workout Routine Case Study Examples For
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Setting Reading Goals Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - Fact-Checking eBook Content of Ads Proven Strategy For Home Workout Routine Case Study Examples For
  - 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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