

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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Case Study Examples For Creators And Bloggers Proven Strategy For:

Unveiling the Power of Verbal Beauty: An Mental Sojourn through **Case Study Examples For Creators And Bloggers Proven Strategy For**

In a world inundated with displays and the cacophony of fast transmission, the profound power and mental resonance of verbal art often disappear in to obscurity, eclipsed by the regular onslaught of sound and distractions. However, located within the musical pages of **Case Study Examples For Creators And Bloggers Proven Strategy For**, a fascinating function of literary splendor that impulses with natural thoughts, lies an memorable trip waiting to be embarked upon. Written with a virtuoso wordsmith, this mesmerizing opus instructions readers on a psychological odyssey, delicately revealing the latent potential and profound impact embedded within the intricate web of language. Within the heart-wrenching expanse of this evocative examination, we can embark upon an introspective exploration of the book is main subjects, dissect their interesting publishing design, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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Table of Contents Case Study Examples For Creators And Bloggers Proven Strategy For

1. Understanding the eBook Case Study Examples For Creators And Bloggers Proven Strategy For
 - The Rise of Digital Reading Case Study Examples For Creators And Bloggers Proven Strategy For
 - Advantages of eBooks Over Traditional Books
2. Identifying Case Study Examples For Creators And Bloggers Proven Strategy 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 Case Study Examples For Creators And Bloggers Proven Strategy For
 - User-Friendly Interface

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

12. Sourcing Reliable Information of Case Study Examples For Creators And Bloggers Proven Strategy For
 - Fact-Checking eBook Content of Case Study Examples For Creators And Bloggers Proven Strategy 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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