

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 in 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

Case Study Examples Organically Without Experience Selling Digital

Yi-Tong Ma



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Digital Internationalisation of Firms Marzanna K. Witek-Hajduk, Magda Górska Grginović, Bartosz

Targański, 2025-06-16 Digital Internationalisation of Firms offers a comprehensive examination of the digital outward internationalisation of firms focusing on both Internet based and Internet enabled businesses including SMEs and large enterprises This monograph provides in depth analysis of the processes modes and strategies firms employ to expand internationally in the digital age It also addresses key challenges including legal aspects of cross border e commerce CBEC making it a vital resource for those navigating the complexities of global digital markets This book offers a multifaceted approach to digital internationalisation covering theoretical perspectives practical strategies and empirical evidence It provides valuable insights into e consumer behavior big data and sustainability challenges The inclusion of legal considerations such as consumer rights tax regulations and intellectual property protection distinguishes this work from other publications in the field Readers will gain a holistic understanding of the digital internationalisation process from strategy formulation to navigating legal hurdles and the book is ideal for academics researchers and advanced students in international business marketing and law It also serves as a valuable resource for business managers advisors and policymakers seeking to understand the intricacies of digital internationalisation and the legal frameworks that influence cross border e commerce

The Science of Behavioral Selling

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cuts through the complexity of Meta Ads Manager providing a step by step blueprint tailored to the unique needs of digital entrepreneurs who thrive on niche audiences and compelling storytelling

- 1 Structure Build Your Bulletproof Campaign Foundation Blueprint Clarity Get a clear repeatable campaign framework simplifying the complexity from choosing objectives Lead Generation Conversions to designing multi stage funnels that flawlessly guide prospects from awareness to a high value sale Creative Library Learn to develop a high converting content library of videos Carousels and images with compelling copy like social proof and a testing cadence that ensures your message never loses impact
- 2 Strategy Drive Laser Focused Conversions Precision Targeting Mastery Master Meta s AI to pinpoint high intent buyers using Lookalike Audiences based on your best customers interest targeting e g Mindfulness for a yoga course and retargeting ensuring every pound spent counts Funnel Optimization Discover how to optimize funnels with irresistible lead magnets effective 5 7 email sequences and upsells to drastically maximize Average Order Value AOV and achieve 4x ROAS Return on Ad Spend or higher Cost Control Use smart bidding strategies like Lowest Cost and Cost Cap to control your costs and scale efficiently even if you re starting with just a 100 month budget
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[Leather Marketing Genius](#) Barrett

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converts visitors into loyal customers Harness the undeniable power of social media engage audiences with compelling storytelling and create genuine connections with the influencers who can amplify your brand s message The eBook guides you to leverage e commerce optimize visual marketing and design impactful email campaigns It unveils the vital steps for forging successful retail partnerships maximizing trade show opportunities and effectively measuring your marketing strategies success Stay agile and innovative as you navigate market shifts embracing emerging technologies and trends that will ensure your brand s resilience in the decades to come Leather Marketing Genius is not just a book it s your blueprint for thriving in the leather industry equipping you with the tools you need to adapt innovate and succeed Transform your marketing strategy today and build a brand that s not only seen but remembered Your future in the leather market starts here

International Marketing in Practice Véronique Boulocher-Passet,2025-06-26 International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing Across its four sections the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country through strategic choices around which markets to enter identifying appropriate modes of entry successfully adapting their marketing mix for these markets and leveraging a country of origin strategy The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes operating in a range of industries Each case features a case synopsis learning objectives a concise narrative along with stimulating discussion questions for individual cases as well as each section These compact case studies will enable students to apply concepts to situations in other organizations thus strengthening their understanding and supporting learning This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses For instructors who teach with the cases there are accompanying teaching notes available online

The Nancy Catherine Scammer Playbook Exposed Rae A. Stonehouse,2026-02-04 They Stole 2 180 47 from My Payoneer Account in 60 Days Here s How You Can Stop Them in 90 Seconds Every day thousands of authors receive messages that look legitimate a friendly fellow writer a marketing specialist with proven results a publishing opportunity that seems perfect By the time they realize it s a scam their money is gone and the scammer has vanished Rae A Stonehouse lost over 2 000 to a sophisticated impersonation scheme that started with a fake Sophie Kenna Facebook profile and ended with escalating payments to phantom marketer Nancy Catherine This book is the complete forensic breakdown of that fraud and your systematic defense against the tactics targeting authors right now Inside you ll find the 2 minute profile verification checklist that catches 98% of fakes email header analysis exposing spoofed addresses the 14 psychological hooks scammers use to bypass logic payment processor comparisons showing which methods offer protection step by step recovery tactics for Payoneer PayPal Visa chargebacks real impersonation attempts with line by line analysis platform specific red flags for Gmail Facebook Discord community defense protocols for writing groups and contract frameworks distinguishing

vanity presses from legitimate publishers Every chapter includes actual evidence email exchanges payment records takedown requests plus copy paste scripts bookmarkable tools and 90 second workflows you can deploy immediately to protect your work income and author career

Marketing for Tourism, Hospitality & Events Simon Hudson, Louise Hudson, 2023-12-04 This cutting edge and engaging student textbook now in a second edition provides essential coverage of marketing principles for Tourism Hospitality and Events with a strong focus on the increasing global and digital aspects of these industries The text has been updated to include all the latest industry developments practice and research including the lasting impacts of Covid 19 on consumer behaviour and in turn the tourism hospitality and events industries as well as the accelerated role of digitalization and use of new technologies such as artificial intelligence and the metaverse both of which are changing how people conceive of travel and experiences whilst blurring the boundaries between what is real and virtual Popular chapter features such as Lessons from a Marketing Guru featuring personal insights from real world practitioners and Digital Spotlights which highlight the ways in which technology has transformed tourism hospitality and events and Marketing in Action case studies continue to help bring the text to life through fun and relevant examples from a wide variety of organizations and regions across the globe This textbook is essential reading for any university or college course looking at marketing in relation to tourism hospitality and events Simon Hudson is a tourism and hospitality professor at the University of South Carolina Louise Hudson is a freelance travel journalist writing for a host of newspaper travel sections online tourism sites and her own blog

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The Instant Sunday Times Bestseller Learn how to recognise and resist the daily attempts to control and manipulate your mind
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