

# 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

# Marketing Case Study Examples In 2026 Complete Beginner Guide To

**Karna Raju**



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*Digital Marketing Mastery* Waqar Ahmad,2026-03-19 Digital marketing has become the backbone of modern business growth Whether you are an entrepreneur marketer startup founder or business owner understanding how to attract customers online is essential in today s competitive landscape *Digital Marketing Mastery* is a practical step by step guide designed to help you master the strategies that drive real results in the digital world This comprehensive book covers every major area of digital marketing from strategy development and search engine optimization to social media marketing content creation paid advertising email marketing automation analytics and growth strategies Inside this guide you will discover Proven marketing frameworks used by successful brands Step by step strategies to build traffic leads and sales Real case studies from companies that achieved digital success Practical templates checklists and campaign frameworks The latest trends shaping the future of digital marketing Whether you are starting from scratch or scaling an established business this book will help you build a complete marketing system that drives long term growth If you want to turn digital marketing into a powerful engine for business success this blueprint will show you how

Subject Guide to Children's Books in Print 1997 Bowker Editorial Staff,R R Bowker Publishing,1996-09

**Documentation Abstracts** ,1996 *Marketing* Karl Moore,Niketh Pareek,Marie Parent,Misako Furuya,2026-02-11

Fully updated for today's rapidly evolving landscape this comprehensive guide equips marketing professionals with essential strategies to navigate unpredictable consumer behaviour and fierce online competition This book delivers practical frameworks for capturing audience attention and building customer loyalty in the digital age Readers will gain actionable insights into competitive analysis digital marketing tactics AI applications and data analytics while developing a deep understanding of global marketing principles consumer behaviour models and ethical considerations The integration of cutting edge technologies with traditional marketing fundamentals provides a complete toolkit for marketing success in an increasingly complex environment Global case studies featuring Toyota Audible Pfizer Coca Cola and TikTok bring concepts to life while chapter objectives summaries and discussion questions enhance learning and facilitate classroom engagement Ideal for undergraduate and graduate marketing students as well as early career practitioners seeking to develop foundational knowledge or experienced professionals updating their skills The accessible approach makes it suitable for both academic courses in marketing fundamentals and digital strategy and for self directed professional development in global marketing contexts

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