

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

Case Study Examples Organically Without Experience Selling Digital

Lauren Gardner



Case Study Examples Organically Without Experience Selling Digital:

This book delves into Case Study Examples Organically Without Experience Selling Digital. Case Study Examples Organically Without Experience Selling Digital is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Case Study Examples Organically Without Experience Selling Digital, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Case Study Examples Organically Without Experience Selling Digital
- Chapter 2: Essential Elements of Case Study Examples Organically Without Experience Selling Digital
- Chapter 3: Case Study Examples Organically Without Experience Selling Digital in Everyday Life
- Chapter 4: Case Study Examples Organically Without Experience Selling Digital in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Case Study Examples Organically Without Experience Selling Digital. This chapter will explore what Case Study Examples Organically Without Experience Selling Digital is, why Case Study Examples Organically Without Experience Selling Digital is vital, and how to effectively learn about Case Study Examples Organically Without Experience Selling Digital.

3. In chapter 2, the author will delve into the foundational concepts of Case Study Examples Organically Without Experience Selling Digital. The second chapter will elucidate the essential principles that need to be understood to grasp Case Study Examples Organically Without Experience Selling Digital in its entirety.

4. In chapter 3, the author will examine the practical applications of Case Study Examples Organically Without Experience Selling Digital in daily life. The third chapter will showcase real-world examples of how Case Study Examples Organically Without Experience Selling Digital can be effectively utilized in everyday scenarios.

5. In chapter 4, the author will scrutinize the relevance of Case Study Examples Organically Without Experience Selling Digital in specific contexts. The fourth chapter will explore how Case Study Examples Organically Without Experience Selling Digital is applied in specialized fields, such as education, business, and technology.

6. In chapter 5, the author will draw a conclusion about Case Study Examples Organically Without Experience Selling Digital. The final chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Case Study Examples Organically Without Experience Selling Digital.

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