# 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 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 $20.

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 2 months

**130% increase**
in traffic in April alone

**18% growth**
in email subscriptions

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## 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 this 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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