

The Loot Box Increased Sales with the Ad Factory & Content Marketing

About The Loot Box

The Loot Box is a successful online subscription box that provides its customers with a variety of geeky pop-culture books, 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, the Loot Box 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, The Loot Box

Growth & Impact



Over
88 million
impressions
in 2 months



130%
increase
in traffic in
April alone



18%
growth
in email
subscriptions

The Loot Box Increased Sales with the Ad Factory & Content Marketing

Story Draws in Undiscovered Customers

A Unique Digital Storytelling Strategy

The Loot Box 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 operated as a highly-qualified target audience, and suggested there were many parts to the overall story that was The Loot Box.

These stories were crafted to match the brand's existing voice, and serve as the example behind The Loot Box's content marketing strategy to engage potential customers.

Results that Speak Volumes

With a single campaign, The Loot Box saw the following results:

- 88 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, The Loot Box

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David Kirk



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