

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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Jianjun Gao



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Table of Contents Ads Easy Method For Affiliate Marketing Case Study Examples For

1. Understanding the eBook Ads Easy Method For Affiliate Marketing Case Study Examples For
 - The Rise of Digital Reading Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Advantages of eBooks Over Traditional Books
2. Identifying Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ads Easy Method For Affiliate Marketing Case Study Examples For
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Personalized Recommendations
 - Ads Easy Method For Affiliate Marketing Case Study Examples For User Reviews and Ratings
 - Ads Easy Method For Affiliate Marketing Case Study Examples For and Bestseller Lists
5. Accessing Ads Easy Method For Affiliate Marketing Case Study Examples For Free and Paid eBooks
 - Ads Easy Method For Affiliate Marketing Case Study Examples For Public Domain eBooks
 - Ads Easy Method For Affiliate Marketing Case Study Examples For eBook Subscription Services
 - Ads Easy Method For Affiliate Marketing Case Study Examples For Budget-Friendly Options
6. Navigating Ads Easy Method For Affiliate Marketing Case Study Examples For eBook Formats

- ePub, PDF, MOBI, and More
 - Ads Easy Method For Affiliate Marketing Case Study Examples For Compatibility with Devices
 - Ads Easy Method For Affiliate Marketing Case Study Examples For Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Highlighting and Note-Taking Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Interactive Elements Ads Easy Method For Affiliate Marketing Case Study Examples For
 8. Staying Engaged with Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ads Easy Method For Affiliate Marketing Case Study Examples For
 9. Balancing eBooks and Physical Books Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ads Easy Method For Affiliate Marketing Case Study Examples For
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Setting Reading Goals Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Fact-Checking eBook Content of Ads Easy Method For Affiliate Marketing Case Study Examples For
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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