

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

Marketing Case Study Examples For Stay At Home Parents Complete Beginner

Christian Drosten



Marketing Case Study Examples For Stay At Home Parents Complete Beginner:

Embracing the Tune of Expression: An Psychological Symphony within **Marketing Case Study Examples For Stay At Home Parents Complete Beginner**

In a world used by monitors and the ceaseless chatter of fast conversation, the melodic beauty and psychological symphony developed by the written term usually disappear in to the backdrop, eclipsed by the constant noise and disturbances that permeate our lives. However, situated within the pages of **Marketing Case Study Examples For Stay At Home Parents Complete Beginner** a wonderful literary treasure brimming with fresh thoughts, lies an immersive symphony waiting to be embraced. Crafted by a wonderful composer of language, this charming masterpiece conducts visitors on an emotional trip, skillfully unraveling the hidden melodies and profound impact resonating within each carefully constructed phrase. Within the depths of the moving review, we shall explore the book is main harmonies, analyze their enthralling publishing design, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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