

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 quality pop-culture 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 Without Paid Ads Complete Beginner Guide To Selling

Lei Shi



Case Study Examples Without Paid Ads Complete Beginner Guide To Selling:

Reviewing **Case Study Examples Without Paid Ads Complete Beginner Guide To Selling**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Case Study Examples Without Paid Ads Complete Beginner Guide To Selling**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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web marigolds by eugenia w collier and to kill a mockingbird by harper lee are very similar in their settings and moods for example in marigolds the narrator indicates that all she can remember from her hometown is dust and poverty which shows this was during the great depression

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web marigolds she had so tenderly cared for 84 this quote helps the theme because it shows the compassion that miss lottie had for the marigolds as well as the symbolic hope of the marigolds that made lizabeth so angry because in her innocence she envied the happiness they gave miss lottie a third technique the author uses is situational irony

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web aug 28 2021 collier frequently uses metaphor an expression that connects seemingly unrelated subjects or concepts frequently in marigolds already in the first paragraph she turns to metaphor but memory is an abstract painting it does not present things as they are but rather as they feel

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