

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

Complete Beginner Guide To Selling Digital Products Case Study Examples

PT Brinkman



Complete Beginner Guide To Selling Digital Products Case Study Examples:

Whispering the Strategies of Language: An Emotional Quest through **Complete Beginner Guide To Selling Digital Products Case Study Examples**

In a digitally-driven earth wherever monitors reign great and quick connection drowns out the subtleties of language, the profound strategies and psychological nuances hidden within phrases often get unheard. Yet, located within the pages of **Complete Beginner Guide To Selling Digital Products Case Study Examples** a charming fictional treasure sporting with raw thoughts, lies an exceptional journey waiting to be undertaken. Published by an experienced wordsmith, that wonderful opus encourages readers on an introspective trip, delicately unraveling the veiled truths and profound influence resonating within the very cloth of each word. Within the emotional depths of the emotional evaluation, we shall embark upon a honest exploration of the book is key subjects, dissect their interesting writing type, and succumb to the effective resonance it evokes strong within the recesses of readers hearts.

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