

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 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, Pop Swagz

Services Marketing Case Study Solutions

Chao Zhang



Services Marketing Case Study Solutions:

Unveiling the Energy of Verbal Artistry: An Mental Sojourn through **Services Marketing Case Study Solutions**

In a global inundated with monitors and the cacophony of instantaneous conversation, the profound energy and psychological resonance of verbal beauty frequently disappear into obscurity, eclipsed by the constant barrage of sound and distractions. However, set within the lyrical pages of **Services Marketing Case Study Solutions**, a fascinating perform of fictional splendor that impulses with natural emotions, lies an wonderful journey waiting to be embarked upon. Published with a virtuoso wordsmith, that mesmerizing opus courses viewers on an emotional odyssey, softly revealing the latent possible and profound affect embedded within the intricate internet of language. Within the heart-wrenching expanse of the evocative evaluation, we shall embark upon an introspective exploration of the book is main styles, dissect their interesting publishing design, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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