

## 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**

# Services Marketing Case Study Solutions Aomosoore

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**Services Marketing Case Study Solutions Aomosoore:**

## **Services Marketing Case Study Solutions Aomosoore** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Services Marketing Case Study Solutions Aomosoore**, a literary masterpiece that delves deep in to the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall affect readers.

<https://db1.greenfirefarms.com/data/detail/default.aspx/1986%20Kawasaki%20Concours%20Service%20Manual.pdf>

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