



# CASE STUDY: POWERUP TOYS



## ABOUT POWERUP

POWERUP Toys create paper airplane conversion kits: turning standard paper airplanes into incredible, remote-controlled flying machines!

They are determined to produce dynamic, educational and fun products for the whole family, bringing a nostalgic pastime to the present, by combining the art of paper plane crafting with smart technology.

## ALL THIS CONTENT'S CHALLENGE

POWERUP had a lot of diverse content needs - from social media and copy, to landing page copy, to marketing emails, blog posts and more - there needed to be a consistent, exciting brand voice, speaking to both parents and their children alike.

Their open rate had been languishing at around 30%, and they wanted to improve it. They also wanted higher returns on their campaign spends.

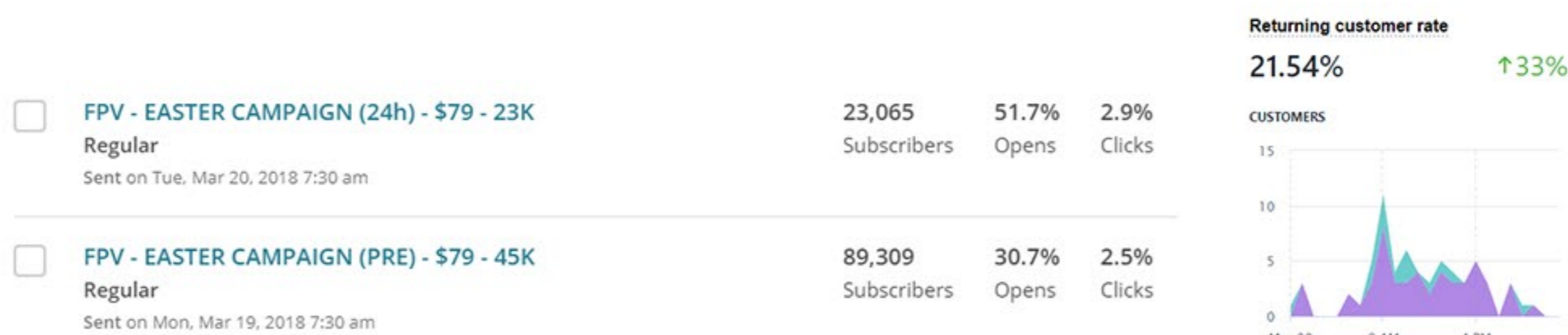
## ALL THIS CONTENT'S OUTCOME:

We took flight on this right away:

**OUR FIRST FEW EMAIL CAMPAIGNS RAISED THE OPEN RATE TO AROUND 50%, WHILE WE ALSO MANAGED TO INCREASE THEIR ADVERTISING REVENUE TO SPEND RATIO BY A WHOPPING 1,400%.** Not bad, eh?

POWERUP really valued the extra value we brought them: not only was the content highly valuable (massively driving conversions, hugely boosting open rates and CTRs, among other metrics), but our fast turnaround and highly converting content slotted in nicely with the company's KPIs. Nice!

(We have to hand it to them - they're a pretty awesome bunch of people to work with, and their products are some of the coolest things we've ever seen)



**IN POWERUP'S OWN WORDS...**  
*These guys are a content agency you can really trust.*



**MAKE YOUR CONTENT CONVERT ON AUTOPILOT**

WANT AWESOME OPEN RATES  
& CRAZY-HIGH CONVERSIONS?

**GET IN TOUCH!**