

TikTok Shop Success Cases



TIKTOK

SHOP
CO



medicube

Beauty & Personal Care

Price Range: \$1.99-\$1.0k



971.5k

Total units sold

Categor... 659.1k

\$47.3m

Total GMV

Categor... \$15.1m

84

No. of Products...

Num. of ... 129

8

National Ranking

[United States]

73.1k

Shoppable LIV...

111.7k

Shoppable Vid...

48.2k

Affiliates

2

Category Ra...

Focus: Only affiliate program

Result:

20% growth within 60 days with just affiliates

Approach:

- Add 50 affiliates per month
- Refine TikTok ads to target existing email list
- Spend: \$2500



Medicube Zero Pore Pads 2.0, Dual-Textured Facial Toner Pads for Exfoliation and Pore Care with 4.5% AHA Lactic Acid & 0.45% BHA Salicylic Acid, Ideal fo All Skin Types, Korean Skin Care (70 Pads)

Visit the medicube Store
4.5 ★★★★★ (3,809) | Search this page
#1 Best Seller in Facial Toners & Astringents

100K+ bought in past month

Big Spring Deal

-52% \$14.90 (\$0.21 / Count)

List Price: \$31.00

Up to 7% off if you qualify Shop items >

Medicube

Situation when on boarding:

Has \$20M + in revenue on all channels

Wants to scale TikTok but has met a plateau

Need: Effective targeting and creators

Struggles:

- **Low budget due to low case studies**
- **Needs content to scale but only runs advertisements**
- **Low profit margin**

Plan and deliverables:

20 video edits per month

Curation and affiliate creator growth: 50 per month

\$1000 ads budget to prove scale

Revenue results:

10X ROAS on 5 creators

3.87X on Ads

Scale up & new agreement:

1 Year extension

Budget adjustment to \$13K per month on Affiliates

Success Stories / 成功案例

Shop Operations & Management

店铺运营管理案例

客户名称

Client Name(s)

Ebicoz Beauty & FF Finery & Ebinus & Aiko Beauty & HUANNUO & TOCKONE

挑战

Challenge

Brand merchants wanted to enter US TikTok market

品牌商想要进入美国TikTok市场。

解决方案

Solution

Provide full suite of services for our partner brand merchants, including onboarding, business development, creator management, shop management, product listing optimization and customer service.

提供了一整套服务,包括上线、业务发展、达人运营、商店管理、账户优化和广告投流。

结果

Results

Shipped over 3000 orders, generating over \$50,000 in GMV in February, with over 1000 5-star reviews.

Launched an Amazon Best-Seller on TikTok Shop (TTS), achieving \$1200K in GMV and 20K units sold in the first 2 months.

发送了3000多个订单,在2月份产生了超过50000美元的GMV,有1000多条五星评论

招商并培跑了亚马逊品类头部卖家的TikTok Shop,两个月达到了GMV \$120W,销量2万件。

Product Ratings Management

1307 Ratings

Rating and review	Your responses	Product and Order ID	Users
<p>★★★★★ March 26, 2024</p>	<p>1 response(s) March 26, 2024 Thank you for your purchase and support! We're so happy that...</p>	<p>Order ID:576600733219394094 Product ID:17294442192520680092 Random Decorative Decal</p>	
<p>★★★★★ March 26, 2024</p>	<p>1 response(s) March 26, 2024 Thank you for your purchase and support! We're so happy that...</p>	<p>Order ID:576600733219459630 Product ID:17294444695824082588 Color-Changing Beaded Ball, 421 Size / 1 Puple Ombre 1P, 7 PCS</p>	

Saved reply

Use saved replies to communicate with customers more effectively

Shipped

Shipped

+ Create new reply message

Your samples are on the way! Don't forget to add our products to your Showcase! You can

Customer Service Excellence

All To ship Shipped GMV Results

Filter

Found 3382 orders

Order

Buyer

576606149619847553

adriana_cons...

1 min ago

Analytics

Home Growth & insights LIVE

Product Listing Optimization

Sales Traffic Post purchase

64 days: Apr 01, 2024 - Jun 01, 2024

GMV

\$52,716.66

Vs. previous period +31.67%

See more >

Ordered SKUs

11,002

Vs. previous period +69.81%

See more >

Buyers

1,930

Vs. previous period +32.27%

See more >

Product list

Enter the product ID or name

Q

All categories selected

All status

29 days: Feb 01, 2024

	Product	Status	GMV	Units sold	Order ID
1	WHOLESALE... ID: 1729398647503426204	Active	\$13,650.23	3,161	
2	Calli... ID: 1729406381666570908	Inactive	\$3,581.25	180	

Success Stories / 成功案例

Short Video Content Production 短视频运营案例

客户名称 Client Name(s)

Ebicoz Beauty & FF Finery & Ebinus & Aiko Beauty & HUANNUO & TOCKONE

挑战 Challenge

Leverage Official Account, Marketing Accounts, and UGC to drive GMV sales
利用官方账户、营销账户和用户生成内容(UGC)来推动GMV销售。

解决方案 Solution

Produced organic short videos to captivate the audience and drive GMV sales.
制作有机短视频以吸引观众并推动GMV销售。

结果 Results

Generated over \$20000 and \$3000 in GMV sales for Ebicoz Beauty and Ebinus TikTok Shop, respectively
分别为Ebicoz美容和Ebinus TikTok商店产生了超过20000美元和3000美元的GMV销售额。

E-Binus

Key metrics

53 days: Feb 01, 2024 - Mar 24, 2024

Gross sales
\$3,066.44
Vs. previous period --

GMV
\$2,486.46
Vs. previous period --

Ordered SKUs
69
Vs. previous period --

Sold quantity

Buyers

First-time buyers

Ebicoz

Gross sales
\$26,702.61
Vs. previous period +173.00%

GMV
\$25,134.28
Vs. previous period +323.77%

Ordered SKUs
1,344
Vs. previous period +244.6%

Sold quantity
1,481
Vs. previous period +276.84%

Buyers
803
Vs. previous period +159.03%

First-time buyers
758
Vs. previous period +150.1%

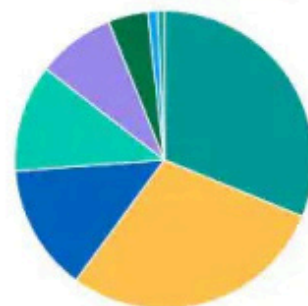
Show more

Ordered SKUs

Gross sales

Distribution

Traffic source Account



Unknown Organic, Feed Ads
Organic, Search Organic, Shop tab
Organic, Creator... Organic, Others
Organic, Followi...

Top 5 videos

- New arrival! Which color do you like? #unail...**
Video ID: 7321531326505422122
Gross sales: **\$4,338.12**
Share of Gross sales: **16.25%**
- Spotacular Red & Pink Cherry Blossom Cali...**
Video ID: 7276414605541297450
Gross sales: **\$4,299.85**
Share of Gross sales: **16.10%**
- No queda muy mojado solo lo dejas al ire u...**
Video ID: 7298022174911335726
Gross sales: **\$2,345.95**
Share of Gross sales: **8.79%**
- How to use**
Video ID: 7331764171316530475
Gross sales: **\$1,635.63**
Share of Gross sales: **6.13%**

TikTok Content Experts 美国本土达人团队

Elevating Brands on TikTok, Transforming Content into Sales



One Week data / 一周

Feb 23, 2024 (GMT-08:00)

Core data ⓘ

GMV	Views	Videos
\$9.8K	681.6K	0
--	--	--
Items sold	SKU orders	
322	316	
--	--	

One Month data / 一月

Feb 9, 2024 - Feb 27, 2024 (GMT-08:00)

Core data ⓘ

GMV	Views	Videos
\$101.6K	8.8M	33
--	--	--
Items sold	SKU orders	
3.4K	3.4K	
--	--	

Veise

Trust Veise, Secure Your Home

Veise Smart Lock



Veise

Veise

Follow



HOME

ALL DEALS

Data Summary

Last 7 days

Last 28 days

Last 90 days

Last 180 days

2024-12-29

→ 2025-03-28



Stop Asian Hate. Veise stands with

Spring

U

96.3k



Units Sold

\$874.1k



GMV

7.4k



Affiliates

708



Shoppable LIVES

2.1k



Shoppable Videos

20

Num. of SKUs sold

Simple scale up/ covert video content to TikTok Shop

\$80K GMV in 60 days

10% net revenue agreement

50 posts per month

160 creators on TikTok Affiliate per month

\$8K spend

Making sales on only organic for 120 days, reached \$500K organic sales without ads



Women's Solid Racerback Tank Top, Designer Clothing, Casual Sleeveless Deep V Neck Top for Summer, Casual Tank Tops for...



Womenswear & Underwear / Women's Tops / Vest, Tank & Tube Tops

SKU



218



US Top Sales >

29



In Womenswear & Underwear (7-day) >

100

Viral Index ?

53

Popularity Score ?

48.1k

Total Units Sold

\$534.8k

Total GMV

1.4k

Affiliates

1.5k

Shoppable Videos

16.5k

Daily Avg. 589

Units Sold

\$171.5k

Daily Avg. \$6.1k

GMV

657

Affiliates

487

Shoppable Videos

108

Shoppable LIVES

\$151.6k

Video GMV

\$4.8k

Live GMV

Units Sold / GMV

900
720

Gained Cumulative



Love

Follow



HOME

ALL DEALS

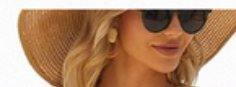
BEACH COVER UPS

POSTS



Search all Jar of Love

Jar of Love Women's Beach Dress Bikini
Beachwear Coverups Casual Vacation Short
Summer Halter Dresses



Jar Of Love

\$50K GMV in 35 days

Position: Existing on Amazon , has 7 figure sales on cross channels, wants to scale TikTok but content is not engaging well

Plan:

Find 20 Influencers, refill content schedule with attractive 30-60 second content

Run \$3K in ads to generate 12X ROAS

Scale up influencer marketing by +30 per month by proving first launch creator campaign

Edit influencer videos to scale

**Result: Long standing contract 365 days, 10X Ads ROAS, 8X
influencer ROAS**

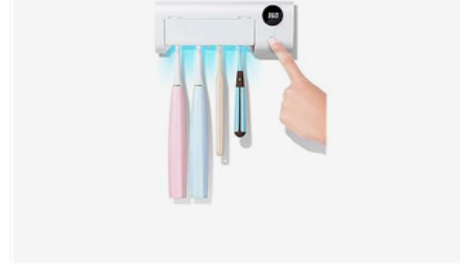


Toothbrush Sanitizer and Holder

› Bring Happiness To Your Family ›



\$36⁹⁹ **prime**
Join Prime to buy this item at \$31.44



\$23⁹⁹
~~\$29.99~~
Exclusive Prime price



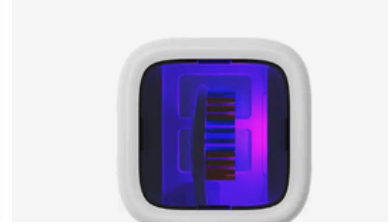
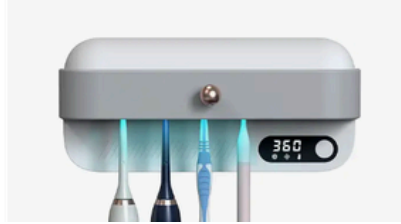
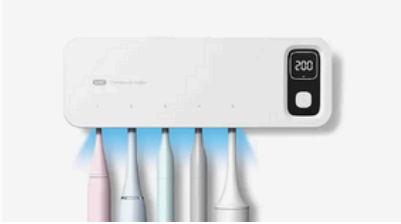
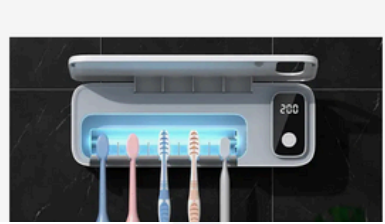
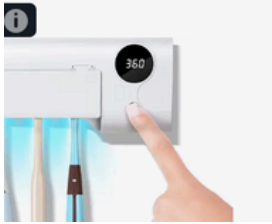
\$39⁹⁹ **prime**
Join Prime to buy this item at \$33.99

Sponsored

68 results

product page for other buying options. Price and other details may vary based on product size and color.

Sort by **Featured** ▾



Starwin

StarWin Intelligent



Automotive & Motorcycle

408.3k ?

Total units sold

Categor... 119.1k

\$7.9m ?

Total GMV

Categor... \$2.3m

10 ?

No. of Products...

Num. of ... 23

883 ?

National Ranking

[United States]... >

20.0k ?

Shoppable LIV...

7.0k ?

Shoppable Vid...

11.6k ?

Affiliates

20 ?

Category Rank

Product Price Range: \$8.72-\$65.79 ?

Star Win Scale Up

Position and strategy: 100+ SKUs on different brands channels

Objective: Scale up brand sales without dropping below 5X ROAS

Plan:

Create 50 videos based on 10 SKUs

Enrich affiliate program with 50 creators on TikTok

Use 10 influencers to drive 2 weeks of launch content

Scale up by running ads on highest engaging promotions

Result: 15X ROAS in 70 days, 10% rev share agreement - 50 affiliates per month