

Scaling Brands to \$100K+ on TikTok Shop

Selected Results Across Multiple Brands, Markets & Categories

Avanta Brands

TikTok:
Shop Partners

Executive Summary

Across multiple TikTok Shop engagements, we've driven **high-volume, efficient growth at scale** through creator-led distribution and conversion-focused content.

Scale

- **\$672K+ Total GMV Generated**
- **41,000+ Orders Fulfilled**
- **44,000+ Units Sold**

Efficiency

- **7.5x+ ROI on Paid Campaigns**
- **\$159K–\$177K Revenue per Campaign**
- **Cost Per Order as low as ~\$2**

Creator Impact

- **\$130K+ GMV from a Single Creator**
- **18,000+ Orders Driven via Creator Ecosystem**

Result:

Repeatable growth across multiple brands — not dependent on a single product, market, or campaign.

Multi-Campaign Scale Across a Single Account

Sustained performance across multiple campaigns - not a one-time spike

Annual campaign performance Only campaigns registered through the online campaign system can be analyzed

2025



GMV ?

\$672,343.33

Orders ?

41,330

Items sold ?

44,784

Campaigns joined ?

3

List

Calendar

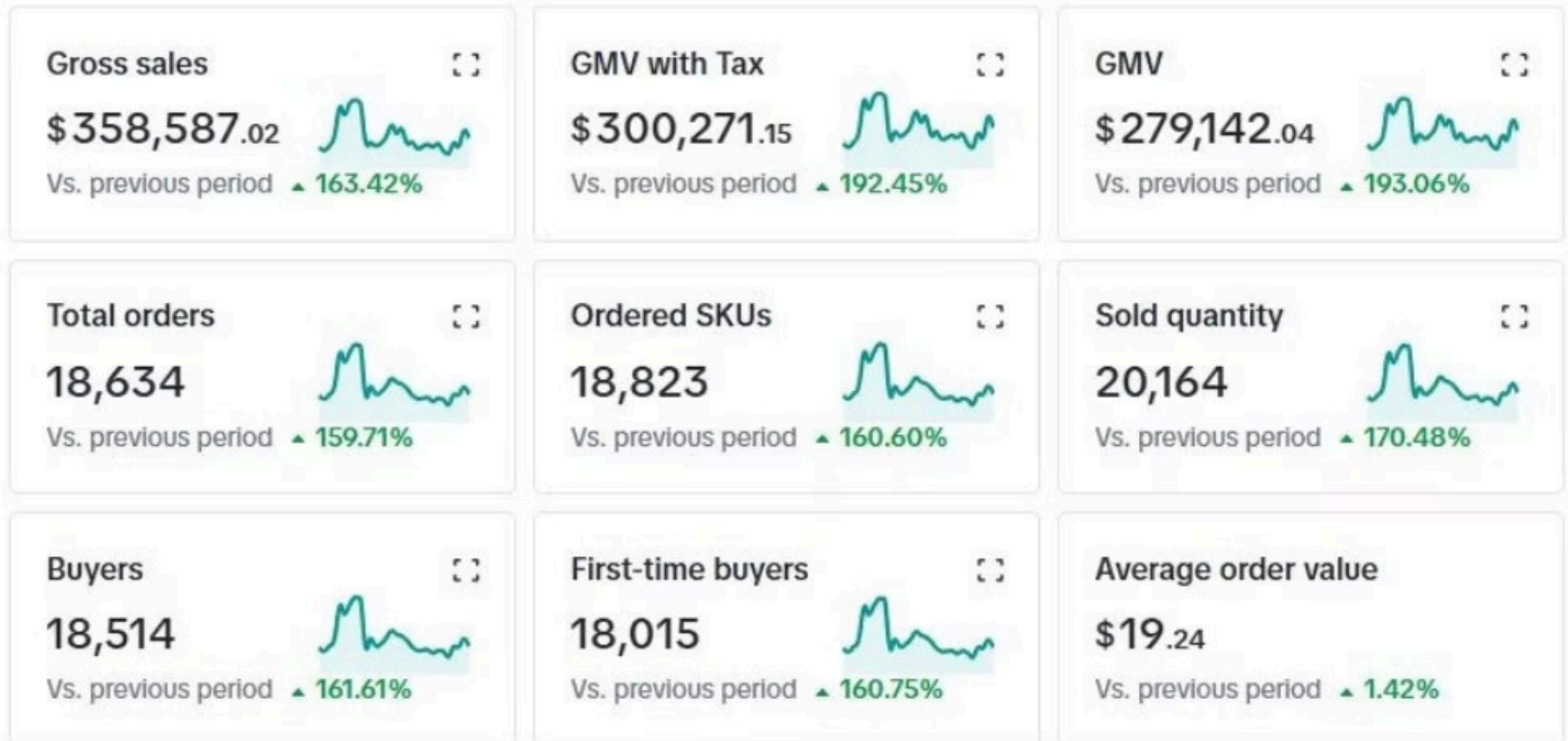
↓ Export



Campaigns	Type ?	Campaign period ↓	GMV ? ↓	Action
US 2025 TikTok Shop Jumpstart Sale	Mega	01/08/2025 - 02/28/2025	\$54,563.00	Campaign dashboard
US 2025 TikTok Shop New Year New Aura Campaign	Mega	01/02/2025 - 01/06/2025	\$28,110.81	Campaign dashboard
US 2024 TikTok Shop Fall Deals For You Campaign	Mega	10/07/2024 - 01/11/2025	\$589,669.52	Campaign dashboard

Account-Level Growth

Consistent growth across all core KPIs — GMV, orders, buyers, and volume



Aggressive Revenue Growth Across Multiple Brands

This brand grew by **\$108,918** with **Avanta Brands** in just **4 months**

Before Avanta Brands:
\$6,044



After Avanta Brands:
\$114,962

Last 28 days		Updated Feb 27, 18:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
\$ 6,044.71 + 689%	596 + 512%	510 + 516%	22,968 + 1.1k%

Last 28 days		Updated Jun 22, 16:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
\$ 114,962.86 + 2.2k%	6,908 + 1.9k%	6,964 + 2.0k%	986,491 + 8.6k%

This brand grew by **\$50,000+** with **Avanta Brands**

Before Avanta Brands:
\$9,968



After Avanta Brands:
\$61,991

Last 28 days		Updated Feb 27, 16:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
\$ 9,968.41 + 1.2k%	449 + 982%	451 + 979%	27,578 + 1.2k%

Last 28 days		Updated Jun 21, 19:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
\$ 61,991.79 + 561%	3,132 + 487%	3,148 + 491%	237,693 + 991%

This brand grew by **£45,000+** with **Avanta Brands** in just **1 month**

Before Avanta Brands:
£3,204



After Avanta Brands:
£48,987

Last 7 days		Updated Jun 3, 23:00 (GMT+00:00)	
GMV >	Customers >	SKU orders >	Visitors >
£3,204.34 + 15.0K%	126 + 2.5K%	127 + 2.6K%	3,677 + 1.6K%

Last 28 days		Updated June 28, 22:00 (GMT+00:00)	
GMV >	Customers >	SKU orders >	Visitors >
£48,987.32 + 15.0K%	670 + 2.5K%	670 + 2.6K%	3,699 + 1.6K%

This brand grew by **£74,000+** with **Avanta Brands** in just **1 month**

Before Avanta Brands:
£3,204



After Avanta Brands:
£77,443

Last 28 days		Updated Dec 29, 16:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
£ 3,204.34 + 11.0k%	189 + 2.5k%	196 + 2.6k%	3,677 + 1.6k%

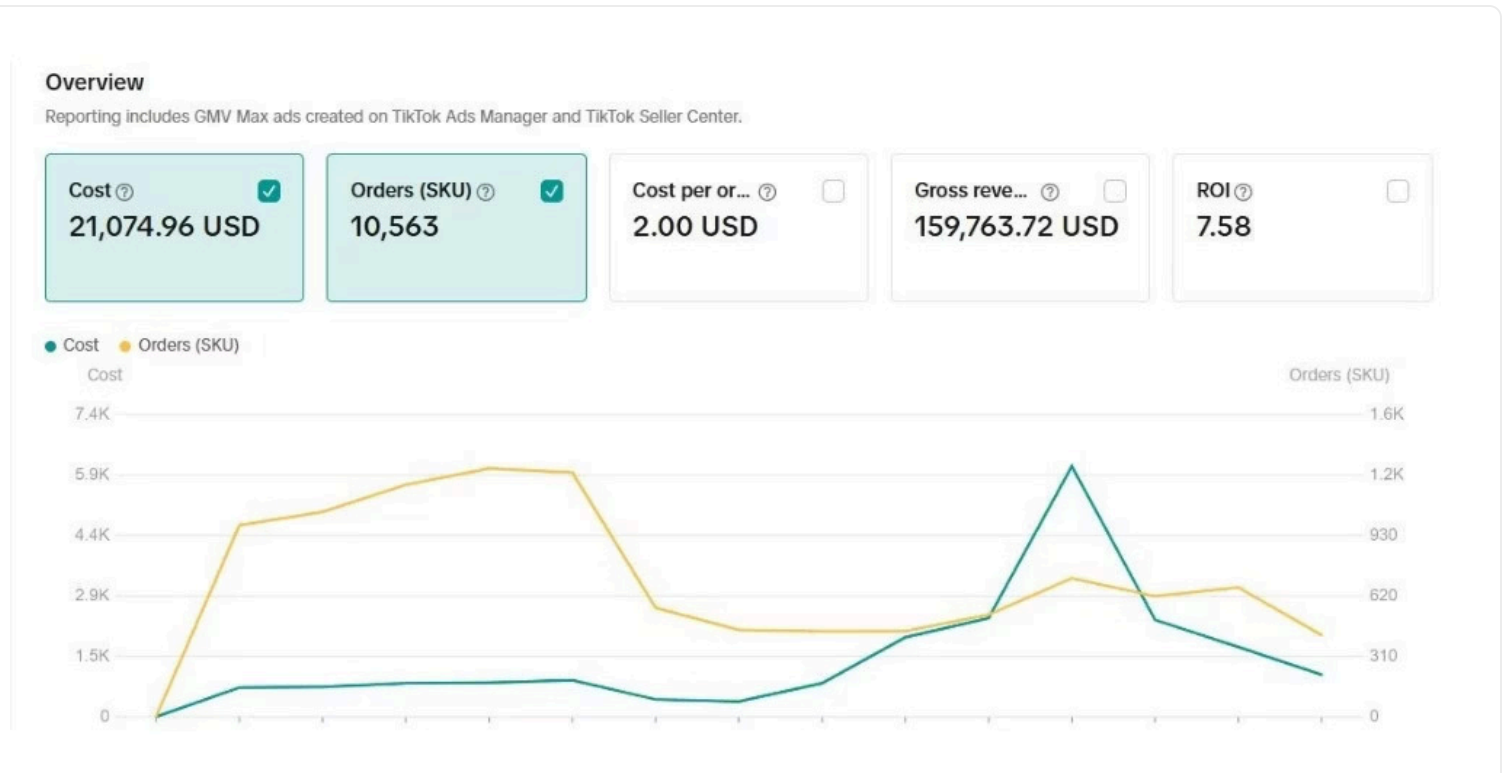
Last 28 days		Updated Jun 18, 19:00 (GMT+ 00: 00)	
GMV >	Customers >	Ordered SKUs >	Visitors >
£ 77,443.67 + 931%	9,467 + 729%	9,498 + 732%	297,897 + 822%

Revenue & Efficiency at Scale

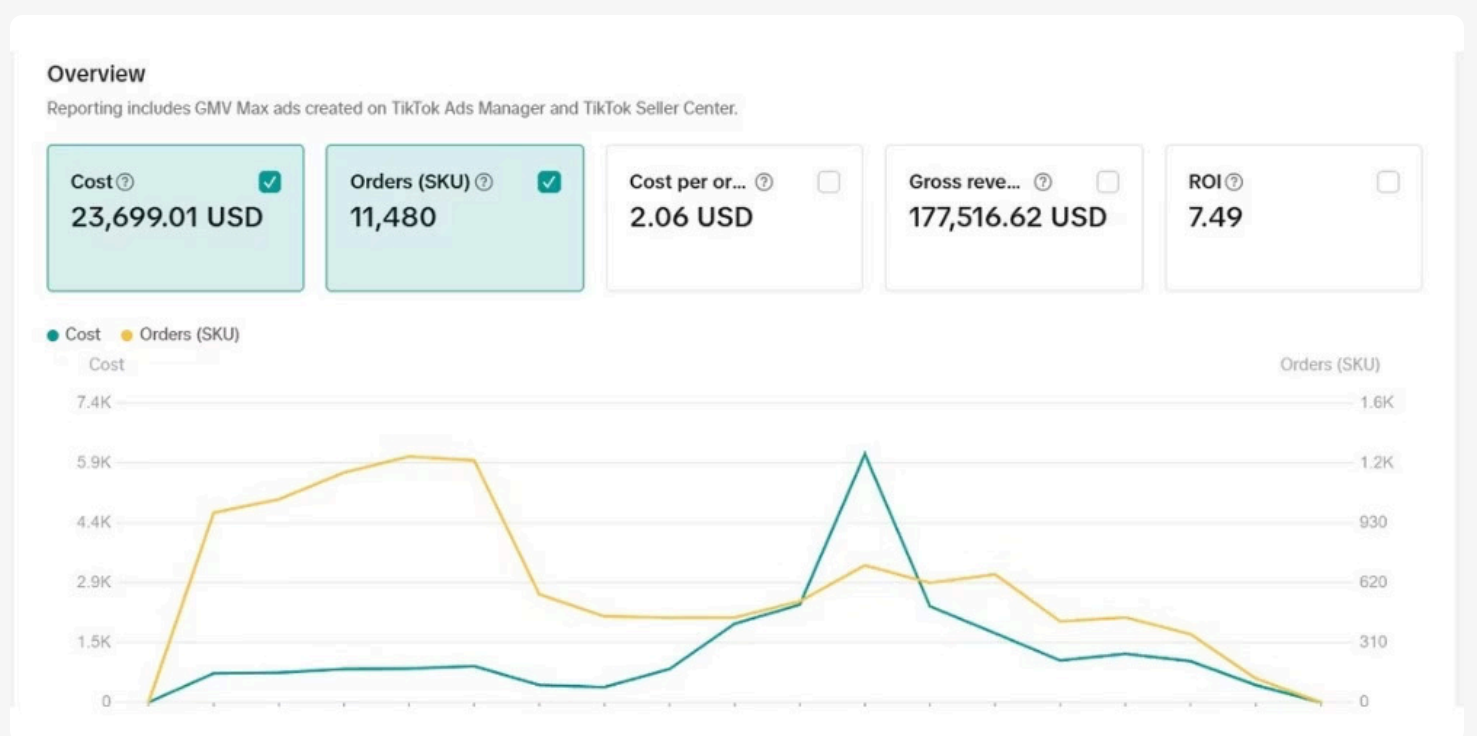
Paid was used to amplify proven demand not to test unproven creatives.

Campaign Performance:

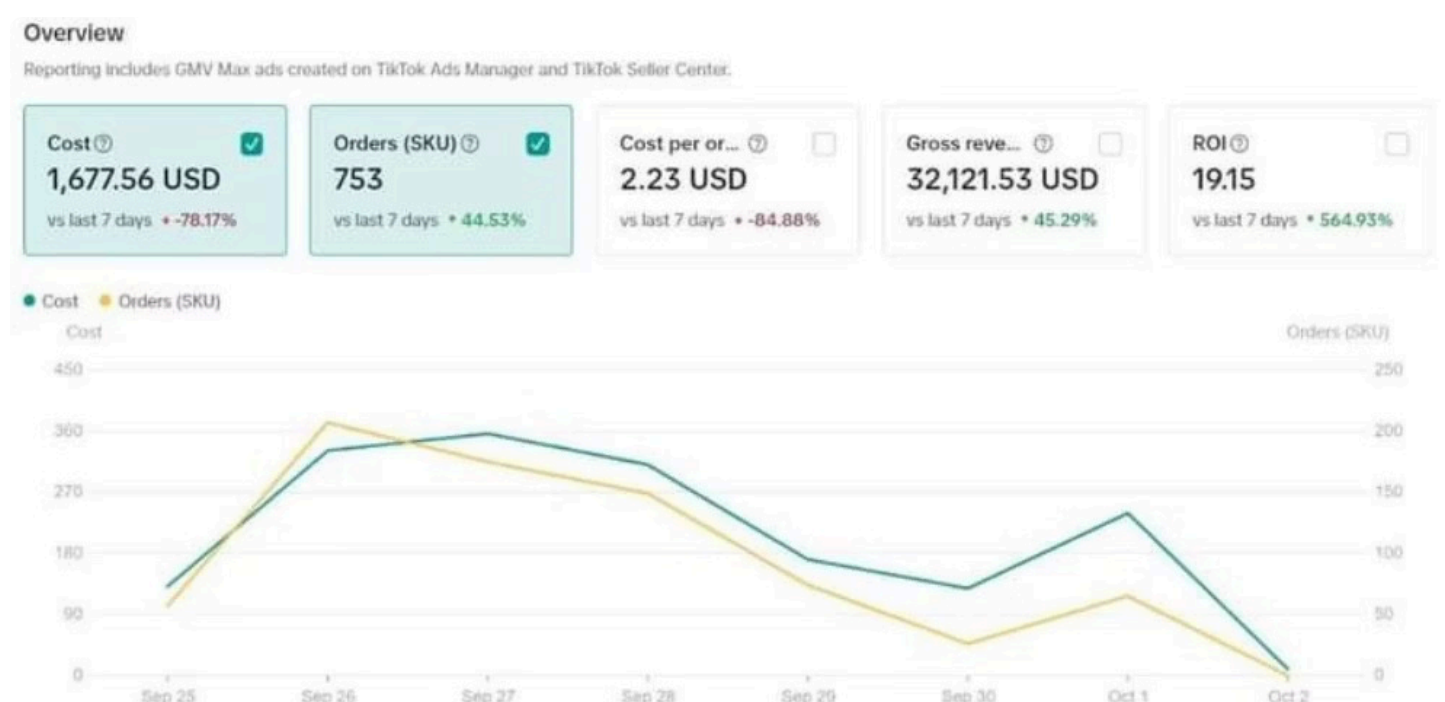
- \$159,763 Revenue on \$21,074 Spend
- 10,000+ Orders Generated
- 7.58 ROI



- \$177,516 Revenue on \$23,699 Spend
- 11,000+ Orders Generated
- 7.49 ROI



- \$32,121 Revenue on \$1,677 Spend
- 750+ Orders Generated
- 10.15 ROI



Creator & Affiliate Contribution

A significant portion of revenue was driven by creators and affiliates:

- **Top Creator Generated \$130K+ GMV**
- Multiple creators contributing consistently
- Large share of revenue from affiliate ecosystem

Creator-led distribution created compounding growth not one-time spikes

Affiliate GMV [?]	Est. commission	Items sold [?]	Affiliate orders [?]	Avg. aff custom	Action
\$130.11K 27.40% of total GMV	\$29.46K				
\$48.59K 10.23% of total GMV	\$7.34K	8.65K	7.93K	88.75	View details
\$17.78K 3.75% of total GMV	\$2.59K	3.09K	2.89K	32.39	View details
\$17.70K 3.73% of total GMV	\$2.92K	1.08K	948	10.61	View details
\$15.58K 3.28% of total GMV	\$2.53K	888	812	9.02	View details
\$11.86K 2.5% of total GMV	\$1.65K	858	770	8.63	View details
\$11.18K 2.35% of total GMV	\$1.77K	682	623	6.93	View details
\$11.12K 2.34% of total GMV	\$1.72K	645	584	6.52	View details
		636	591	6.63	View details
		664	622	6.97	View details
		586	548	6.09	View details

Skincare Brand

From Inconsistent Sales to Scalable Growth

Brand Context

- Mid-stage skincare brand operating on TikTok Shop
- Existing traffic but inconsistent revenue performance

Key Challenges

- Volatile daily sales despite strong visitor volume
- Low conversion efficiency across key SKUs
- Under-leveraged creator & affiliate ecosystem

Strategy Execution

- Activated and scaled high-performing creators
- Shifted to conversion-first, TikTok-native creatives
- Identified and scaled winning SKUs aggressively
- Used paid ads to amplify proven demand (not test)

Results Delivered

- **\$155K+ GMV in 28 days (+62%)**
- **\$80K+ GMV in 7-day scaling window (+253%)**
- **169K+ visitors with strong order growth (+57%)**
- **\$66K+ affiliate-driven GMV contribution**

