

Case Study

Tiktok Shop

Turning Challenges into Opportunities! Meet Our Client His previous employer efficiently managed the client's store Despite his previous employer's efforts, the client's store struggled with significant losses, making it difficult to manage all aspects effectively. He worked with several service providers, hoping for a breakthrough, but none delivered the results he envisioned. Frustrated and in need of a reliable solution, he turned to us. Seeing his trust as an opportunity, we took on the challenge of managing a brand-new store for him in the USA. It was a high-stakes situation where his satisfaction was our top priority, pushing us to go above and beyond to achieve the success he had been searching for.

Problems They Faced:

The key challenges he encountered with his previous store were...

- Low valid tracking rate
- Poor listing
- Poor store health
- Low orders
- Low Customer response rate
- Untouched with affiliate section

Client Satisfaction:

We gained his satisfaction by showcasing the stores we were working on, which yielded the best results. We focused on addressing and resolving any violations.

Our Strategy

Setting Up the Store:

We began by completing all the necessary setup steps required to run the TikTok Shop effectively.

Step 1: Shipping fee Template:

When I first took over the TikTok Shop, setting up the store was both exciting and overwhelming. I began by creating a shipping fee template that was not only buyer-friendly but also satisfied my client needs. Ensuring it was compatible with the platform structure and appealing to customers

was key. This helped streamline the process, making it easier for buyers to make purchases while maintaining profitability and satisfaction on both ends.

Shipping Templates

[+ Create](#)

Set shipping fees for orders you ship by yourself. Please ensure the shipping fee templates cover all your product weights. Shipping fee template is related to your warehouse. [Manage warehouse information](#)

7.99 to 39.95 Shipping Policy

Standard

Ship from	Ship to	Address type	Fee	
U.S Pickup Warehouse	Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York... Total 51 states	Street address P.O. Box	Standard	\$7.99-\$200000.00

Step 2: Products Listing:

We listed the products by fully optimizing them, ensuring all attributes were included, and enhancing the titles and images for better visibility.

☐ Product	SKU	Quantity	Price ↕	Listing quality ?	Updated on ↕	
☐  Mold-Free Bath Toys for Toddlers 1-3 - Wind-Up Ba... ID:1730833110632731160  Commission set	-- SN45	48 	\$8.49 	Good 	03/20/2025 2:41 AM Live	Edit Duplicate More ▾
☐  Fun ABC Coloring Book for Kids Ages 3-5: Over 100+ ... ID:1729679293053964824  Commission set	-- SNS238	10 	\$5.99 	Good 	03/20/2025 2:25 AM Live	Edit Duplicate More ▾

Step 3: Promotions:

We offered customers attractive deals, including flash sale discounts on products and free shipping. Additionally, we provided a combination of discounts and free shipping, making it highly beneficial for both store visitors and sales.

Analytics Mar 11, 2025 - Mar 17, 2025		Date Last 7 days ▼	Compare Last 7 days	View more >
GMV ?	Orders ?	Customers ?		
\$ 4,715.72 ▲ 40.24%	228.00 ▲ 6.54%	210.00 ▲ 714%		

All Statuses	<u>Ongoing 6</u>	Upcoming 0	Deactivated	Ended
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All promotional tools ▼	Filter by promotion name 🔍
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Promotion name	Status	GMV	Start time (PDT ?)	End time (PDT ?)	Action
FREE SHIPPING %AGE 19-03-2025	Ongoing	\$0.00	Mar 19, 2025 10:08 AM	Mar 21, 2025 10:08 AM	View ▼
Free Shipping -3 ▼	Ongoing	\$10,558.60	Jan 5, 2025 11:12 PM	Indefinite	View ▼
Flash Sale 19-3-2025	Ongoing	\$0.00	Mar 19, 2025 10:33 AM	Mar 21, 2025 10:33 AM	View ▼
product discount-3	Ongoing	\$2,889.90	Mar 14, 2025 3:11 AM	Apr 12, 2025 3:11 AM	View ▼

After implementing these strategies, the store delivered results beyond our client expectations, leading to a significant number of orders. While he was pleased with the outcome, our team felt there was still room for improvement. We continued to work efficiently, striving to drive even more sales.

Step 5: Customer Feedback:

We reached out to our customers to gather feedback on their satisfaction with our products. We were thrilled to see that our efforts paid off, as we received positive five-star reviews from our customers. This will definitely boost our sales and generate more traffic to the store.

Rating and review	Your responses	Product and Order ID	Username	Action
★★★★★ March 20, 2025	1 response(s) March 20, 2025 Thank you for your five star feedback!	Order ID:576917637781360820 🔗 Product ID:1729972271823426072 50pcs BPA-Free Plastic Crush-Proof Ocean Default	@Name	Review details 🔖
★★★★★ March 19, 2025	1 response(s) March 20, 2025 Thank you for your five star feedback!	Order ID:576917151828185494 🔗 Product ID:1729752007135498776 Simple & Festive Christmas Coloring Book Default	@Mary	Review details 🔖
★★★★★ March 19, 2025	1 response(s) March 20, 2025 Thank you for your five star feedback!	Order ID:576917151828185494 🔗 Product ID:1729671247747977752 Comfy Patterns: Bold and Easy Coloring Book Default	@Mary	Review details 🔖

Step 6: Affiliate:

Enhancing the order ratio in TikTok Shop Seller Center can be effectively achieved by adding more products to open collaboration. By expanding your product range in open collaboration, you increase visibility and attract a wider audience of creators who can promote your items through affiliate marketing. This not only boosts engagement and sales but also helps build brand credibility. More products mean more opportunities for influencers to showcase your items, leading to higher conversions and a stronger presence on the platform.

Open collaboration

[Bulk edit](#)[Auto-add new products](#) On[Added products 391](#) [Not added 58](#)

Growth suggestions

10K sellers used this

29  >

Show samples and other details ☐

Product name Fill out this field

Product category

All statuses

Free sample type

[Reset](#)

Batch actions 0 selected

[Edit standard commission](#)

[Edit Shop Ads commission](#)

[Batch free sample](#)

[Batch remove](#)

☐	Product info	Stock	Commission rate 	Free sample 	Creators sharing product 	Actions
☐	 153 PCS Easter Egg Fillers & Small Toys ... ID:173089974548237... \$14.36	20	Standard 15% Shop Ads Not set	Manual 50 available	0	View orders ...
☐	 6 Pack Prefilled Easter Eggs with Parachute... ID:173089982137405... \$11.23	21	Standard 15% Shop Ads Not set	Manual 50 available	0	View orders ...

Find Creator:

Attract high-quality creators by offering free samples and competitive commissions to encourage them to promote your products. By collaborating with the right influencers, you can increase brand exposure, drive more traffic to your store, and significantly boost sales. Providing incentives helps build strong relationships with creators, ensuring they actively promote your products to their engaged audience, leading to higher conversion rates and long-term success on TikTok Shop.

Find creators

Search names, products, hashtags, or keywords



Filter by

Creators

Followers

Performance

Sort by **Relevancy**



Creator	Video	GMV	Items sold	Avg. video views	Engagement rate	
 xolizz Lizz 🌸🌸🌸 📁 Books, Magazines & ... , +2 👤 1.7K, Female 90%, 25-34		\$657.24	24	134	9.1%	Invite 
 keavij Fast growing Kvs 🌸 📁 Books, Magazines & ... , +2 👤 6.2K, Male 48%, 25-34		\$1,019.46	12	674	1.3%	Invite 
 simplykita87 Simplykita87 📁 Books, Magazines & ... , +2 👤 5.4K, Female 64%, 35-44		\$0-\$100 ?	0-10 ?	143	8.4%	Invite 
 kmuir22 Previously invited Katie 🌸 📁 Books, Magazines & ... , +2 👤 15.1K, Female 72%, 18-24		\$1K-\$10K ?	100-1K ?	362	5.0%	Invite 

Sample Request:

The **Sample Request** section in TikTok Shop allows sellers to send free product samples to potential creators who can promote their items through affiliate marketing. This feature helps sellers connect with influencers who can drive more traffic and sales by creating engaging content around the product.

To enable sample requests, sellers need to go to the **Affiliate Program** section in the **TikTok Shop Seller Center**, navigate to the **Sample Request** tab, and activate the option for their products. Once enabled, approved TikTok creators can browse the available products and request a free sample if they are interested in promoting it. They will submit a request, and the seller can review their profile, engagement rate, and previous collaborations before deciding whether to approve. If the request is approved, the seller then ships the product sample to the creator. After receiving the sample, the creator produces engaging videos showcasing the product and shares them with their audience, including an affiliate link that allows viewers to purchase the item. When customers buy the product through the creator's affiliate link, the creator earns a commission, motivating them to promote the product more effectively. This approach not only helps increase sales and brand exposure but also allows sellers to leverage influencer marketing with minimal upfront advertising costs.

Sample Requests

[View bills](#)

Free samples Refundable samples

All Ready to Ship 4 Shipped 0 In-progress 2 Refunded 5 Not refunded 1 Canceled

Order ID Search Main Order ID

Creators	Product Name	SKU	Refund criteria	Status	Actions
 @ashley_co... Ashley Gon...	 Cozy Girl Stress Relief Colorin... ID: 1730534713705402904 Order ID: 576925945939792219	Default	Content number >= 2	Ready to Ship	Ship in Seller Ce...
 @ashley_co... Ashley Gon...	 Bows and Blossoms Coloring ... ID: 1730518508895113752 Order ID: 576925944707715419	Default	Content number >= 1	Ready to Ship	Ship in Seller Ce...
 @welcome... Welcome_ish	 Bows and Blossoms Coloring ... ID: 1730518508895113752 Order ID: 576925527734260062	Default	Content number >= 1	Ready to Ship	Ship in Seller Ce...
 @adventur... adventurou...	 Bows and Blossoms Coloring ... ID: 1730518508895113752 Order ID: 576923293162050395	Default	Content number >= 1	Ready to Ship	Ship in Seller Ce...
 @bpeck26 Brittany...	 Bows and Blossoms Coloring ... ID: 1730518508895113752 Order ID: 576910816415945114	Default	Content number >= 1	Pending criteria	View Content
 @thekasey... KaseyRae...	 Bows and Blossoms Coloring ... ID: 1730518508895113752 Order ID: 576909820008174328	Default	Content number >= 1	Refund complete	View Content Refund details

What Our Client Achieved

In just one month, our client experienced remarkable growth in their store's performance. Both sales and visitor traffic saw a significant boost, reflecting clear progress and increased engagement. The improved results not only enhanced overall store visibility but also strengthened customer trust. As a result, our client is highly satisfied with the outcome and the positive impact on their business.

Last 28 days

Updated Mar 18, 19:00 (GMT+00:00)

GMV >

\$15,903.48
+ 48.15%

Customers >

914
+ 23.68%

SKU orders >

1,003
+ 24.44%

Visitors >

67,796
+ 164%

Shop performance

4.0/5.0

Keep up the great work to earn more benefits.