

Flower Shop

+138%

Shop GMV growth from June to August 2026

Best Practice Media supported Flower Shop's TikTok Shop launch with affiliate outreach, product seeding, and content generation. This was a new Shop program for an established fragrance brand.

290

Creators who posted

406

Videos posted

329

Shop orders

Creator, video and order counts: June 1 - September 24, 2026

A growing creator program. Affiliate outreach and product seeding supported creator participation, alongside GMV Max paid support and product-level performance reporting.

A broader product mix. Moon Cycle Fragrance Mist accounted for 96.7% of June Shop GMV and 46.0% in August. Its sales also increased as other products contributed more.

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The results in perspective

Shop growth: Shop GMV grew 138% from June to August 2026. July grew 29% over June; August grew 84% over July. These percentages compare complete calendar months and are rounded from reported results.

Creator participation: The June 1 - September 24 report records 33,975 creators contacted, 456 samples shipped, 290 creators who posted, and 406 videos. These are distinct counts, not a reconciled sample-completion funnel.

Measurement: GMV means gross merchandise value. Growth in GMV does not establish profit or incremental returns from paid advertising. Shop results reflect more than paid activity; affiliate-attributed sales are part of the total, not additional sales to add on top.

Brand context: Flower Shop had an established audience before this Shop program began. Results describe one brand and do not guarantee future performance.

Source: BPM Flower Shop period reporting. Growth compares June and August 2026; activity and order counts cover June 1 - September 24, 2026. September is a partial month. Unreconciled off-site sales estimates are excluded.

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