



# TIKTOK SHOP

# GROWTH ENGINE

*Performance-Led Affiliate Commerce*



# Discovery meets commerce. Creators bring products to life.

Connect creator content, in-app shopping, and paid amplification.





## HOW IT WORKS

- Test product demos, hooks, and offers.
- Build around buyer questions and product fit.
- Learn from content, orders, and returns.
- Let evidence guide the next investment.

**Winning on TikTok =  
Relevance + Testing + Iteration**



## 3 systems.

### One growth engine.

Build the foundation. Test creator content. Add paid amplification when the evidence supports it.

Creators test. Evidence guides scale.

#### 01 Shop readiness

Product fit, margins, listings, inventory

#### 02 Creator testing

Recruit, brief, sample, learn, and iterate

#### 03 Paid amplification

GMV Max with ready assets and a budget

Review contribution after costs at every stage.

## Discovery that makes business sense.

Set acquisition targets using margins, channel costs, and an agreed investment plan.

**Repeat-purchase value strengthens the model when the data supports it.**

## Know the economics

Product costs, fees, commissions, samples, creative, fulfillment, and media.

## Test within a budget

Agree on success measures, review points, and conditions for stopping or expanding.

## Measure repeat value

Track retention and contribution. A first-order loss requires an agreed payback plan.

*TikTok is more than a channel.*  
**It's your growth system.**



### **Content Engine**

A budgeted pipeline of creator videos.  
Clear briefs and usage permissions.  
New concepts informed by results.



### **Testing Lab**

Test hooks, offers, and bundles.  
Compare results over a defined window.  
Feed learning into the next brief.



### **Revenue Driver**

Review orders and returns.  
Amplify eligible, proven content.  
Scale with contribution in view.

**Test fast. Find winners. Scale what works.**



*You don't need everything to work.*

**You need a few things to work really well.**

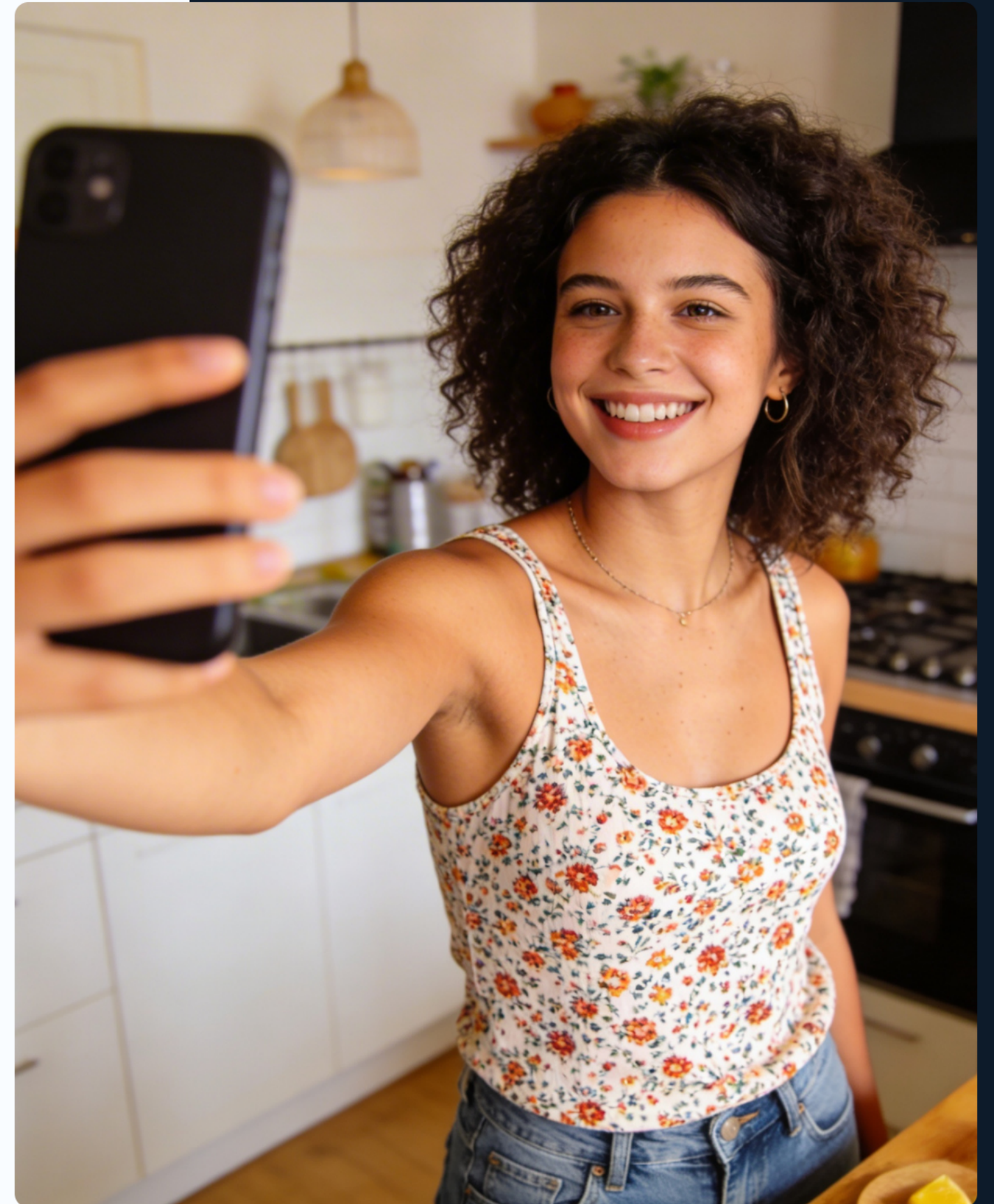
Track the creator journey:

Outreach and accepted collaborations

Delivered samples and published content

Authorized assets, orders, and returns

**Define each stage and reporting window. Invest further in creators whose content and sales justify it.**



*Case Study #1*  
**CLOTHING BRAND**

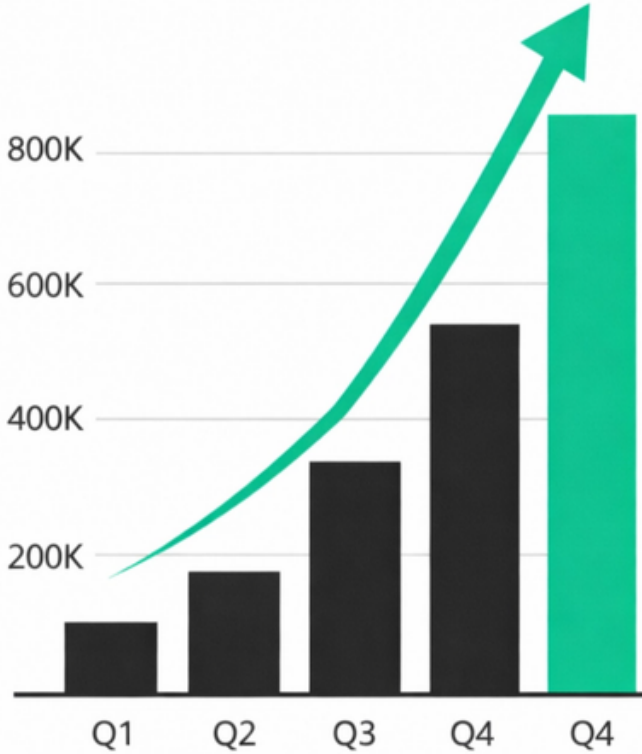
**128%** YoY Revenue Growth

**1,487%** YoY Profit Growth

**\$611K+** Affiliate GMV

**1.58** ROAS

**184%** New Customer  
Revenue Growth



# Case Study #2

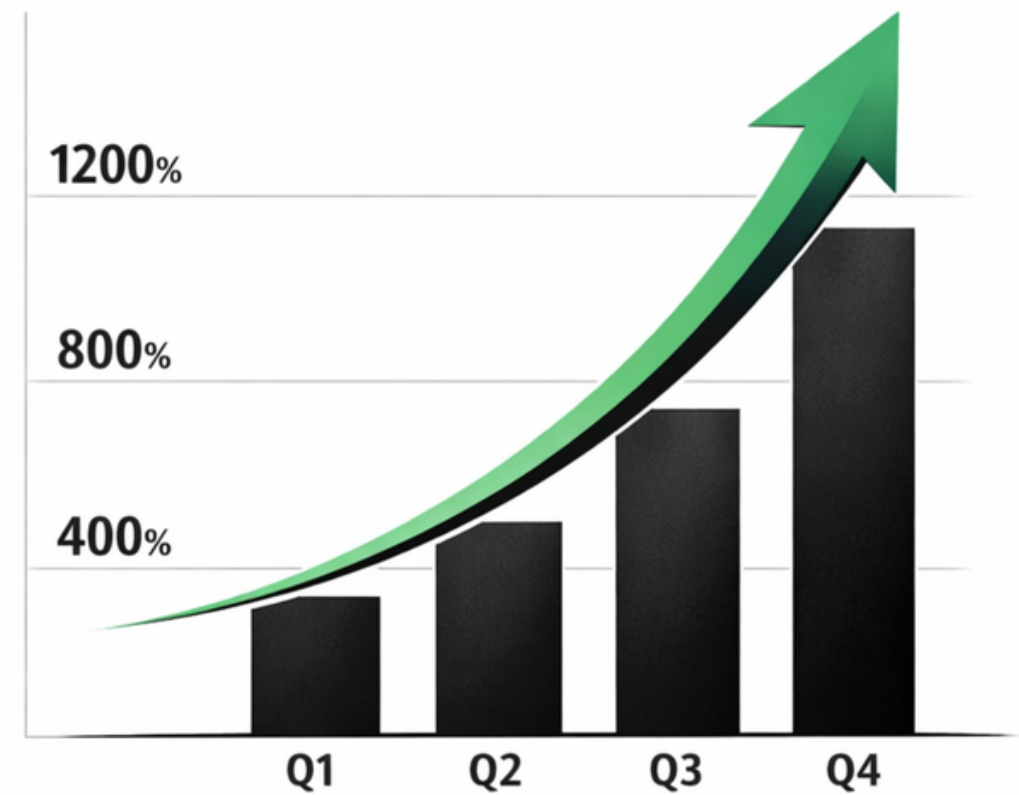
## KITCHENWARE

**+1,116%** GMV Growth

**71%** Revenue from Affiliates

**7-Figure** Run Rate in 90 Days

**602%** Above  
Competitor Impressions



# *The Growth Formula*

1. Optimize the Shop
2. Activate and test creators
3. Amplify when ready
4. Scale with contribution in view

**BUILD A REPEATABLE PROGRAM.  
LET EVIDENCE GUIDE EACH NEXT STEP.**

September 2026



Ready to Build Your  
**TikTok Shop**  
**Growth Engine?**

**Book a strategy conversation**

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