

THE TIKTOK SHOP CASE STUDY PACK

# The TikTok Shop Case Study Pack.

9 Real Brands. Real Dashboards. Real Numbers. How the 6-Step Growth System Performs Across Niches, Budgets, and Markets.

**\$20M+**

GMV GENERATED

**60+**

BRANDS SCALED

**100M+**

VIEWS

**20+**

REAL DASHBOARDS



**Haseef Bashir**

Founder, Brand Buddies

*Numbers don't lie.  
Systems don't quit.*

## 01 · WHY THIS DOCUMENT EXISTS

# Most agencies show you a logo wall.

**Maybe a testimonial. Maybe a bar chart with no context. That tells you nothing.**

You do not know what the brand looked like before they started. You do not know what was broken. You do not know what changed, in what order, or how long it took to see results.

**This document is different.**

These are 9 real TikTok Shop case studies from brands we have worked with at Brand Buddies. Four of them are new in this edition, taken from our most recent work, and they carry the biggest numbers in this document. For each one, I am going to show you:

What the brand was dealing with before we came in. What specifically we changed. Which parts of the 6-Step Growth System mattered most for that brand. And then the actual dashboard screenshots from TikTok Shop Seller Center showing what happened.

Every number in here is real. Every screenshot is pulled directly from TikTok Shop dashboards. I have anonymized the brand names because these are real clients and I do not share their identities publicly. But the data is untouched.

**Every number is real**

Pulled directly from TikTok Shop Seller Center and GMV Max dashboards. Brand names anonymized. Numbers untouched.

**The 6-Step Growth System**

Start here if you have not read it yet. It explains the full framework. This document shows you what happens when that framework meets real brands.

## 02 · HOW TO READ THESE CASE STUDIES

# A Consistent Map for Every Case.

Each case study follows the same structure so you can compare them side by side.

1

**The Brand**

A quick description of who they are, what they sell, and what market they operate in.

2

**What Was Broken**

The specific problems they had when they came to us. Not vague stuff like "they needed help." The actual issues.

3

**What We Did**

Which parts of the 6-Step Growth System we applied and how. Every brand is different, so the emphasis changes each time. Some brands needed a creator pipeline built from zero. Others had creators but no training. Others had content but no ad strategy.

4

**The Numbers**

The real results, pulled from TikTok Shop Seller Center and GMV Max dashboards. I will walk you through what each number means and why it matters.

5

**What You Can Learn From This**

The one or two things that made the biggest difference for this particular brand. These are the insights you can apply to your own TikTok Shop, even if you are in a completely different niche.

01

## CASE STUDY · BOOK BRAND

# Book Brand: \$339,690 in Ad Revenue in 90 Days. ROI Held at 3.78x While Spend Tripled.

## THE HEADLINE NUMBERS

**\$339,690**AD REVENUE  
Mar to Jun 2026**3.78x**ROI  
At \$89,947 spend**21,484**SKU ORDERS  
\$4.19 cost per order**\$211,018**SHOP GMV  
Apr to Jun · +43%

## THE BRAND

**Book brand with a deep catalog.**

Books are made for TikTok Shop. Low price point, impulse-friendly, and driven almost entirely by recommendation content. This brand had the catalog. It was not in the conversation.

## WHAT WAS BROKEN

**A hard ceiling on ad spend.**

The shop was steady but flat. Every attempt to push GMV Max past a modest daily budget collapsed ROI within days, because there was not enough fresh creative behind the catalog.

## WHAT WE DID

**Built the creator engine first. Then scaled spend in stages.**

An affiliate pipeline of book creators, briefs written per title, daily community management, and staged budget raises only after ROI held through a full evaluation window.

## THE SCALE

**\$89,947 spent. \$339,690 back.**

Spend grew 205% versus the prior period. Orders grew 247%. ROI did not drop as spend scaled. It went up 8%.

**Most brands lose their ROI the moment they scale spend. This one held 3.78x while spend tripled.**

Continued on the next page.

## — The Brand

A book brand with a wide catalog and a product that fits TikTok Shop almost perfectly. Books sell on recommendation. A creator holding up a book and explaining why it wrecked them emotionally is one of the highest-converting formats on the platform.

### WHAT WAS BROKEN

#### **Profitable at a small budget. Unable to scale past it.**

The shop had a working baseline. Organic sales came in, and a small GMV Max budget returned acceptable numbers. The problem showed up every time they tried to grow. Push the daily budget up, and within a few days ROI would sink, the campaign would get paused, and everything reset.

The diagnosis was the same one we see over and over. GMV Max was being asked to scale spend against a fixed pool of creative. With nothing new flowing in, the algorithm exhausted its winners and started paying more for the same audience. That is not an ads problem. That is a content supply problem.

## — What We Did

1

### **A Creator Pipeline Built Around Book Communities**

We recruited creators who already talk about books, not general lifestyle creators handed a novel. Each one was vetted for engagement quality and audience fit before receiving a single title.

2

### **Briefs Written Per Title**

A thriller does not sell the way a romance sells. Every title got its own hooks, angles, and reference videos, so creators were never guessing what to say about the book in their hands.

3

### **Community and Bonuses**

A WhatsApp community with daily coaching and tiered GMV bonuses. The volume this group produced is what made everything after it possible.

4

### **GMV Max Scaled in Stages**

We started at a modest daily budget and only raised it after ROI held through 5 to 6 days of data. No jumps. By month three the account was deploying over \$1,000 a day profitably, because there was always fresh creative for the algorithm to work with.

## The Numbers

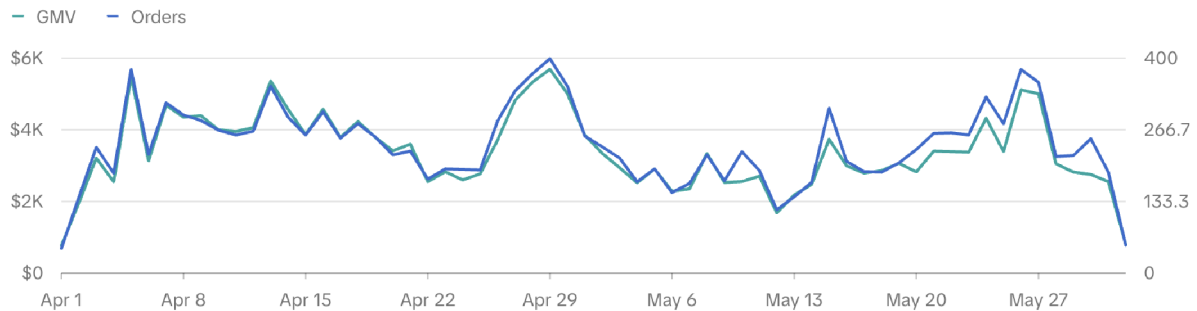
### Key metrics

Apr 1, 2026 - Jun 1, 2026

Compare Jan 29, 2026 - Mar 31, 2026

Updated on: Jun 1, 2026 11:19 PM

| GMV                   | Orders          | Customers       | Items sold      |
|-----------------------|-----------------|-----------------|-----------------|
| \$211,018.76 ▲ 43.04% | 14,801 ▲ 57.11% | 14,368 ▲ 57.11% | 15,099 ▲ 50.64% |



GMV May 2 to Jun 1, 2026: \$211,018.76 (vs \$147,500 prior period) Gross revenue: 3.78x ROI: 3.78x SKU orders: 14,801 (vs 9,429 prior period)

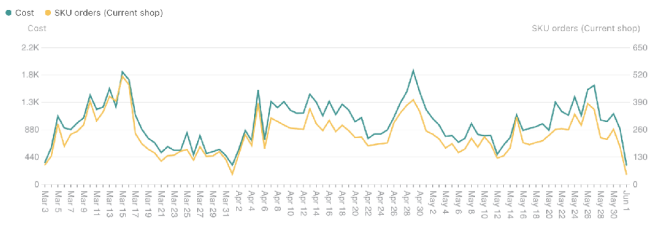
#### Overview

(UTC-09:00) America/Anchorage

2026-03-03 - 2026-06-01

Reporting includes GMV Max ads created on TikTok Ads Manager and TikTok Seller Center.

|                         |                         |                          |                         |                         |
|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|
| Cost ①                  | SKU ord... ①            | Cost per ... ①           | Gross re... ①           | ROI (Cur... ①           |
| 89,947.39 US...         | 21,484                  | 4.19 USD                 | 339,690.50 ...          | 3.78                    |
| vs last 3 ... ▲ 205.07% | vs last 3 ... ▲ 247.08% | vs last 3 m... ▼ -11.97% | vs last 3 ... ▲ 229.38% | vs last 3 mo... ▲ 8.00% |



**Seller Center · Apr 1 to Jun 1, 2026 · \$211,018 GMV · 14,801 orders · +43% vs the prior period.**

#### METRIC

#### RESULT

|                  |                  |
|------------------|------------------|
| Gross Ad Revenue | <b>\$339,690</b> |
| Ad Spend         | <b>\$89,947</b>  |
| ROI              | <b>3.78x</b>     |
| Cost Per Order   | <b>\$4.19</b>    |
| Spend Growth     | <b>+205%</b>     |
| Order Growth     | <b>+247%</b>     |

## What You Can Learn From This

### TAKEAWAY 01

**Scaling is a content problem before it is a budget problem.**

Spend tripled in a quarter and ROI improved 8%, because the creative supply grew before the budget did. Raise the budget first and you get the opposite result.

### TAKEAWAY 02

**The shop compounds alongside the ads.**

While GMV Max scaled, total shop GMV rose 43% and orders rose 57%. Paid was not cannibalizing the organic side. It was feeding it.

## 02

CASE STUDY · WELLNESS BRAND · THE LONG VIEW

# Wellness Brand: £353,941 GMV in 6 Months. The Full Compounding Curve.

## THE HEADLINE NUMBERS

**£1,200**

WHERE IT  
STARTED  
Monthly revenue

**£353,941**

GMV  
6 months

**£327,550**

NET REVENUE  
Same window

**£379,575**

WITH CO-FUNDING  
TikTok co-funded GMV

## THE BRAND

**The same brand as Case Study 04.**

You will meet this brand again later in this pack, where I walk through the first 90 days in detail. This case is the sequel: what happened when we kept running the system.

## WHERE IT STARTED

**A £1,200-a-month plateau.**

Good product, real reviews, zero infrastructure. No creator network, no affiliate program, no content engine. A shop that existed and went nowhere.

## WHAT WE DID

**The full 6-Step System, then no changes of direction.**

The same creator pipeline, briefs, WhatsApp community, bonuses, retainers, and quality-gated GMV Max. Month after month. The discipline was in not touching what worked.

## THE LONG VIEW

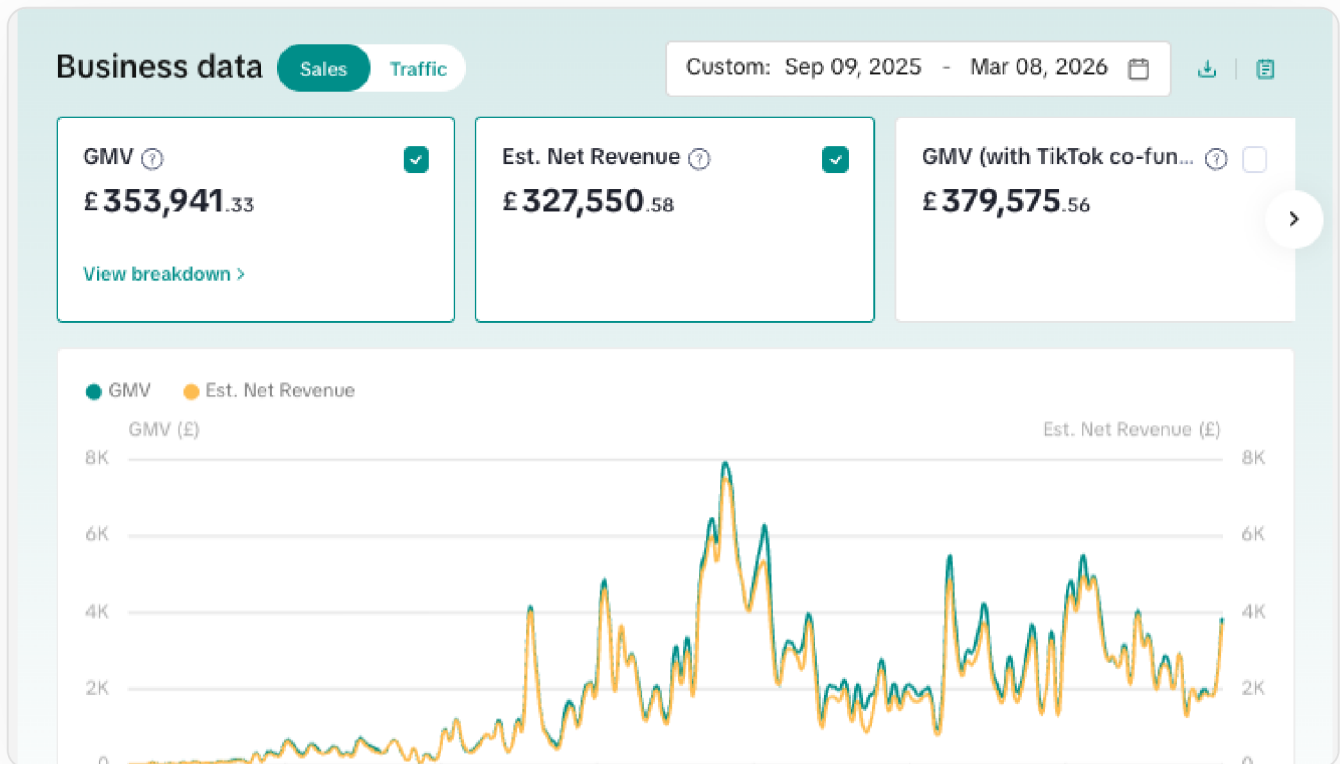
**The baseline never went back.**

December peaked at £175,809 in gross sales. The months after did not fall back to the old numbers. Even the quiet weeks ran at multiples of where the brand started.

**Anyone can screenshot a good week. This is what six months of the same system looks like on one chart.**

Continued on the next page.

## — The Numbers



| METRIC                   | RESULT          |
|--------------------------|-----------------|
| GMV (6 months)           | <b>£353,941</b> |
| Net Revenue              | <b>£327,550</b> |
| GMV with Co-Funding      | <b>£379,575</b> |
| Starting Monthly Revenue | <b>~£1,200</b>  |
| Peak Month (Dec 2025)    | <b>£175,809</b> |

Read the chart left to right. The first weeks look flat. That is the build phase: recruiting creators, writing briefs, setting up the community. Nothing about it looks impressive on a dashboard.

Then the compounding shows up. November climbs, December explodes, and the important part is everything after December. The line never returns to where it started. The system reset the baseline.

## — What You Can Learn From This

### TAKEAWAY 01

#### Judge the system on 90+ days, not 30.

The first month of this chart would have looked like failure to an impatient founder. It was the foundation for everything that followed.

### TAKEAWAY 02

#### The spike is not the point. The new baseline is.

One viral December is luck. Trading at multiples of your old revenue for months afterwards is a system. This chart shows both, and the second one matters more.

03

CASE STUDY · CONSUMER BRAND

## Consumer Brand: \$260,000 in 5 Months of Steady Sales. No Viral Spike.

### THE HEADLINE NUMBERS

**\$260,000**

GMV

Jan to Jun 2026

**+120%**

GMV GROWTH

vs prior 5 months

**5,441**

ORDERS

+108% growth

**5,327**

CUSTOMERS

+109% growth

#### THE BRAND

**A consumer brand people reorder from.**

Solid product, healthy margins, and a customer base that comes back. The kind of business that needs predictable revenue, not lottery tickets.

#### WHAT WAS BROKEN

**Feast or famine.**

Sales arrived in bursts around single videos. A strong week, then silence. No floor under revenue, which made inventory planning and cash flow a guessing game.

#### WHAT WE DID

**Built for the floor, not the spike.**

A steady creator posting cadence, always-on GMV Max at a moderate budget, and fresh creative rotated in weekly. The goal was a daily band of sales that never emptied.

#### THE SIGNAL

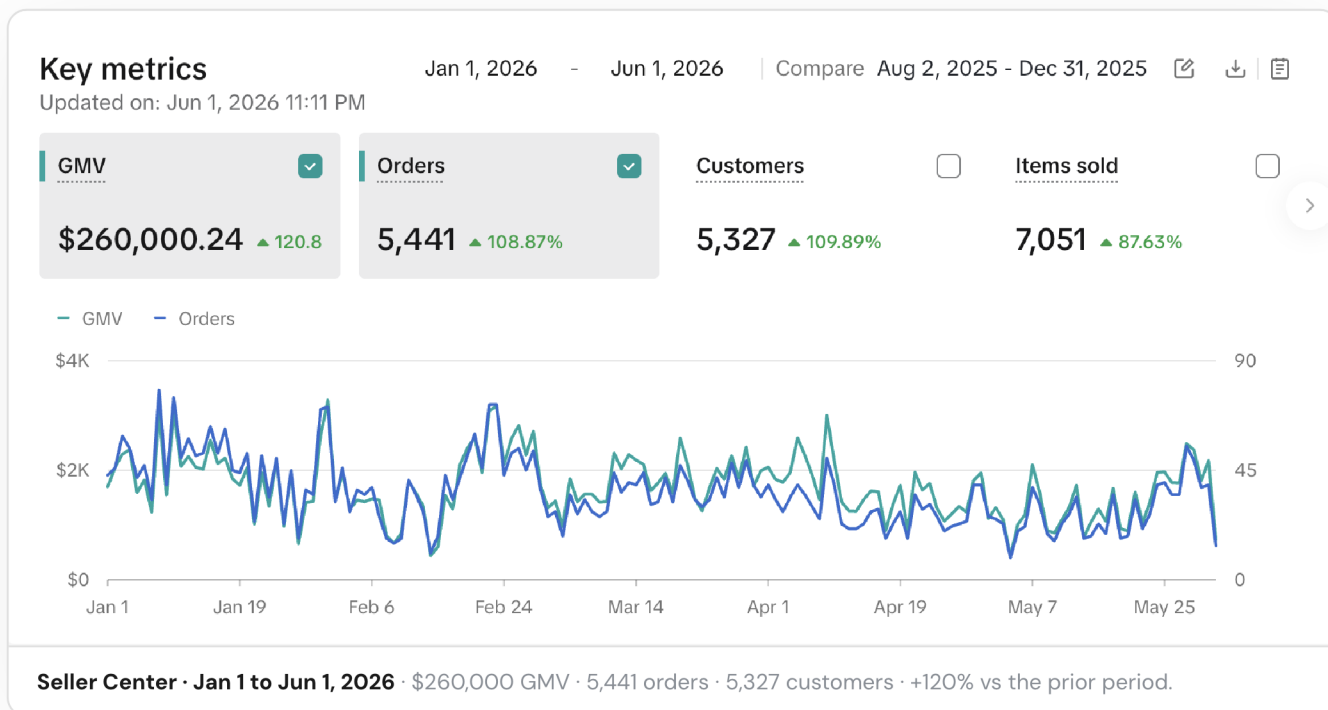
**Five months inside a consistent band.**

January through May, daily sales held between roughly \$1,000 and \$3,500. GMV came in 120% above the prior five months. Nothing about it depended on one lucky video.

**There is no viral day on this chart to point at. The five months still did \$260,000. That is the difference between a spike and a system.**

Continued on the next page.

## — The Numbers



| METRIC         | RESULT           |
|----------------|------------------|
| GMV (5 months) | <b>\$260,000</b> |
| GMV Growth     | <b>+120%</b>     |
| Orders         | <b>5,441</b>     |
| Customers      | <b>5,327</b>     |
| Items Sold     | <b>7,051</b>     |

This is the least dramatic chart in the pack, and that is the point. No brand can build an operation on top of random spikes. You cannot order inventory against a spike. You cannot hire against a spike.

A consistent daily band of sales, growing quarter over quarter, is what lets a founder actually run the business instead of refreshing the dashboard.

## — What You Can Learn From This

### TAKEAWAY 01

#### Consistency is a strategy, not a byproduct.

The same number of creator posts went out every week. The same ad budget deployed every day. Steady inputs are the only way to get steady outputs.

### TAKEAWAY 02

#### Predictable revenue is worth more than peak revenue.

This brand can now forecast, buy stock, and commit to budgets off the back of this chart. Most TikTok Shop sellers cannot say that.

## 04

## CASE STUDY · WELLNESS BRAND

# Wellness Brand: From £1,200 to £175,000 in 3 Months.

## THE HEADLINE NUMBERS

16,900%

OVERALL GROWTH  
3-month transformation

£175,809

GROSS SALES  
Single month

5,159

ORDERS  
5,140 total buyers

## THE BRAND

**Wellness Brand**

Genuine customer demand and a product that actually works. Real reviews saying the product helped them. The kind of brand that should be winning on TikTok Shop, but was not.

## WHAT WAS BROKEN

**No creator network. No affiliate program. No system.**

A TikTok Shop that existed but had no trajectory. No infrastructure for producing content at scale. In wellness, a trust-first category, that is fatal.

## WHAT WE DID

**Built every step of the 6-Step System from zero.**

No bad habits to unlearn. No legacy creators producing weak content. We built the foundation right on day one and let each step compound.

## THE WINDOW

**3 months to transformation.**

Month 1 was building. Month 2 was momentum. By month 3 the revenue graph was unrecognizable. 6-month cumulative: £353,941 GMV. The full 6-month dashboard is Case Study 02.

**The product was good. The problem was a TikTok Shop doing roughly £1,200 with no growth trajectory whatsoever.**

Continued on the next page.

## — The Brand

A wellness brand. Strong product line with genuine customer demand. The kind of brand where people leave real reviews saying the product actually helped them.

Their problem was not the product. The product was good. The problem was that their TikTok Shop was doing roughly £1,200 in revenue with no growth trajectory whatsoever.

### WHAT WAS BROKEN

#### **No creator network. No affiliate program. No system for producing content at scale.**

When this brand came to us, they had no creator network, no affiliate program, and no system for producing content at any kind of scale. They had a TikTok Shop page that existed but was not going anywhere.

The wellness category on TikTok Shop is competitive. It is full of supplement brands, fitness influencers, and health products all fighting for attention. You cannot just throw samples at random creators and expect people to trust a wellness product from someone they have never heard of. Wellness products need education. They need authentic endorsement. They need creators who actually understand the product and can explain why it works.

This brand had none of that infrastructure in place.

## — What We Did

We built everything from the ground up. Every piece of the 6-Step Growth System applied here because there was nothing to inherit. No bad habits to fix, but also no foundation to build on.

1

### **Creator Pipeline**

We studied the wellness category on TikTok Shop first. What content formats were converting? Which hooks were working? What kind of creator profile was driving actual sales, not just views? Once we had that data, we recruited wellness and health creators who matched. Every single one was vetted for audience demographics, engagement quality, and content style before we shipped a single sample.

2

### **Creator Briefs**

Every creator received a Canva deck with live video examples, hooks that were converting in the wellness niche, CTAs, and content angle ideas. They also got a one-pager with QR codes linking to top performing videos so they could scan and watch reference content on their phone immediately.

3

### **WhatsApp Community**

We built a WhatsApp group and our affiliate manager was in it every single day. Daily training, content briefs, hook scripts, and real-time feedback on videos before and after posting. Creators were not left alone to figure it out. They had coaching, accountability, and a group of other creators who were all pushing each other.

4

### **Performance Bonuses**

Monthly tiered bonuses tied to GMV milestones. The exact tiers were set based on this brand's margins (roughly 10% of GMV as a benchmark, tailored to their specific numbers). Top creators earned significantly more than their base commission. This created healthy competition inside the community. When one creator hit a bonus tier and shared it in the WhatsApp group, everyone else wanted to get there too.

5

### **Retainer Creators**

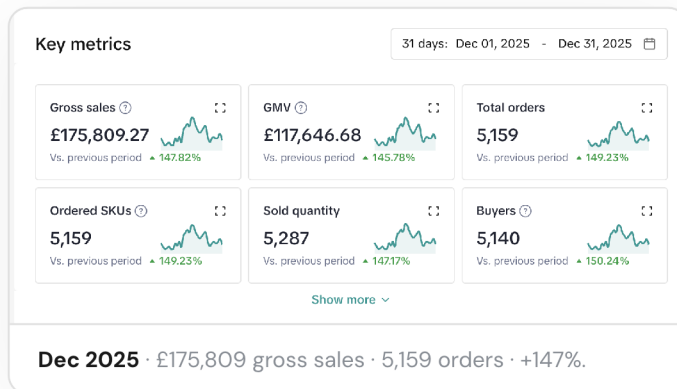
Our best performers were moved to retainer deals. The terms were negotiated so both sides were comfortable. Some creators produced 30 videos in 30 days. Others started with a smaller batch to test the relationship first. The point was locking in a consistent flow of quality content from people who had already proven they could convert.

6

### **GMV Max**

We only pushed content into GMV Max that had already shown organic traction. No guessing. GMV Max automatically picks up all the creatives in the shop and spends on the ones with conversion potential, but you need enough quality content flowing in every day for it to work. We gave it that content. We checked performance every 3 to 4 days to let campaigns stabilize, and only made changes after 5 to 6 days of data. Reacting too early kills campaigns.

## — The Numbers



| METRIC          | RESULT          |
|-----------------|-----------------|
| Gross Sales     | <b>£175,809</b> |
| GMV             | <b>£117,646</b> |
| Total Orders    | <b>5,159</b>    |
| Sold Quantity   | <b>5,287</b>    |
| Total Buyers    | <b>5,140</b>    |
| Sales Growth    | <b>+147%</b>    |
| Customer Growth | <b>+809%</b>    |
| Overall Growth  | <b>+16,900%</b> |

And this was not a one-month spike. Over 6 months, this brand did **£353,941** in cumulative GMV with **£327,550** in net revenue. The full 6-month dashboard is in Case Study 02 at the front of this pack.

## — What You Can Learn From This

### TAKEAWAY 01

#### **Building from scratch is an advantage.**

No bad habits to unlearn. No existing creators producing low quality content that we had to phase out. We built the right system from day one and every piece of it compounded.

### TAKEAWAY 02

#### **Wellness products require trust.**

Selecting creators who authentically used and believed in the products built genuine social proof that converted skeptical browsers into buyers. The creators were not just selling. They were educating.

05

CASE STUDY · BEAUTY BRAND

# Beauty Brand: Dead TikTok Shop to £167,000 in 3 Months. Zero Retainer Creators.

## THE HEADLINE NUMBERS

**+873%**REVENUE  
GROWTH**£167,761**

GMV

**4x**

TOTAL ROI

**0**

RETAINERS USED

### THE BRAND

#### Gender-inclusive beauty.

Strong product-market fit. Loyal community. People genuinely loved the brand. But none of it was translating to TikTok Shop.

### WHAT WAS BROKEN

#### Blast-and-pray had already failed.

Hundreds of random samples. Creators posted once and ghosted. Paid ads bleeding budget with no return. No community, no briefs, no incentive to stick around.

### WHAT WE DID

#### Rebuilt the engine. Skipped retainers entirely.

A trained creator community with real coaching, clear briefs, tier-based bonuses, and GMV Max only on proven content. No retainer contracts needed.

### THE DISCIPLINE

#### Quality gate on every dollar of paid spend.

Only organically validated videos got amplified. Campaigns were given 3 to 4 days to stabilize. Adjustments only after 5 to 6 days of data. No knee-jerks.

**They had the products. They had the audience. They just had no way to connect the two on TikTok Shop.**

Continued on the next page.

## — The Brand

A gender-inclusive beauty brand with a loyal customer base and strong product-market fit. Their products resonated deeply with their community. People loved the brand.

But their TikTok Shop told a completely different story. Revenue was near zero with no upward trajectory.

### WHAT WAS BROKEN

#### **They had already tried the typical agency approach. It did not work.**

This brand had already tried the typical agency approach. Blast samples to hundreds of creators and hope something sticks. It did not work.

Previous affiliates posted once and disappeared. The creator pipeline was completely dry. Paid ads were bleeding budget with no measurable return. There was no system, no community, no incentive structure, and no reason for creators to stick around.

The brand had the products. They had the audience. They just had no way to connect the two on TikTok Shop.

### WHAT DIDN'T WORK

~~Blast samples to hundreds of creators. Hope something sticks. Ghosted affiliates, a dry pipeline, and an ad account bleeding budget.~~

### WHAT ACTUALLY WORKED

A smaller, vetted community of beauty creators with daily training, real incentives, and only proven content pushed into paid.

## — What We Did

The interesting thing about this case is that we did not need retainer creators at all. The system itself produced the results.

1

### **Audit and Rebuild**

We started by figuring out why previous creators had ghosted. The answer was obvious: no briefs, no community, no incentives. There was nothing to keep them engaged. We rebuilt the foundation from scratch with clear expectations and quality gates.

2

### **Creator Pipeline**

We handpicked beauty creators who matched the brand's inclusive ethos. Every creator was vetted for content quality, engagement rate, and niche relevance before receiving any product. No mass outreach. No wasted samples.

3

### **WhatsApp Community**

This was the single biggest lever. Daily training sessions, content ideas, proven hooks, and real-time feedback. Our affiliate manager was in the group every single day, coaching and motivating. Creators stopped being one-off freelancers and became invested partners.

4

### **Performance Bonuses**

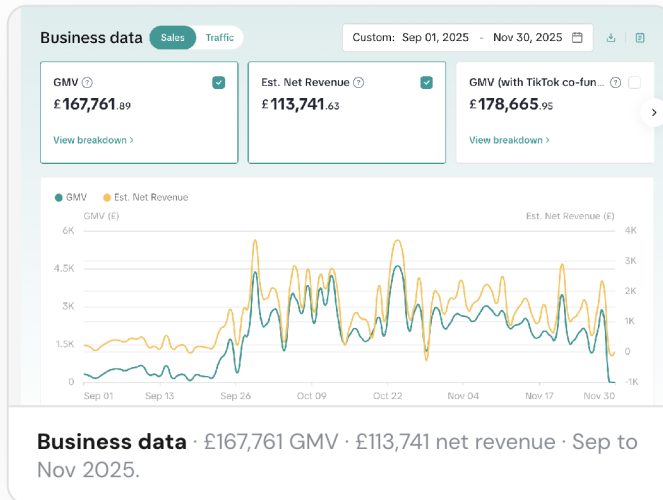
Tier-based rewards for consistency and quality. Top performers earned more, which created a culture where creators competed to produce better content, not just more content.

5

### **GMV Max (Quality-Gated)**

This is where most brands get it wrong. They push everything into paid. We only amplified videos with proven organic traction. We let campaigns stabilize for 3 to 4 days before evaluating, and only made adjustments after 5 to 6 days of data. We scaled budget incrementally. Only winners got more spend.

## — The Numbers



| METRIC            | RESULT          |
|-------------------|-----------------|
| Total GMV         | <b>£167,761</b> |
| Net Revenue       | <b>£113,741</b> |
| Revenue Growth    | <b>+873%</b>    |
| Total ROI         | <b>4x</b>       |
| Retainer Creators | <b>Zero</b>     |

The growth was consistent. Not a viral spike, not a one-off moment. Week over week, the numbers climbed because the system was feeding itself.

## — What You Can Learn From This

### TAKEAWAY 01

#### **You do not always need retainer creators to win.**

A small, trained, and motivated creator community will outperform a large, unmanaged one every time. This brand did not have 500 creators. They had roughly 50 who actually cared, and that was enough to generate £167K in three months.

### TAKEAWAY 02

#### **Ad spend discipline changes everything.**

Only amplifying content with proven organic traction eliminated wasted budget. That single principle turned a money-losing ad account into a 4x ROI result.

06

CASE STUDY · FOOD BRAND

## Food Brand: 4.72× ROI on GMV Max With a Targeted Creator Strategy.

### THE HEADLINE NUMBERS

**\$58,173**AD REVENUE  
30-day window**4.72×**PEAK ROI  
19-day window**1,325**ORDERS  
30-day total

#### THE BRAND

##### Specialty food.

A love-it-or-never-heard-of-it product. Not something people search for on their own, it needs the right content to convert.

#### WHAT WAS BROKEN

##### Starved GMV Max campaigns.

Daily budgets going unspent. Creative fatigue hitting by day 4 or 5. Pause, restart, repeat, never enough quality creative to sustain performance.

#### WHAT WE DID

##### Built a content engine, then let GMV Max work.

A curated creator group producing 2 to 4 videos per week each. Always fresh creative in the pipeline. GMV Max finally had enough fuel to find winners.

#### THE RESULT WINDOW

##### 30 days of sustained ROI above 3×.

\$58,173 gross revenue on \$14,514 spend. Peak 19-day window hit 4.72×. Content volume, not budget tweaks, drove the outcome.

**The root cause was content. They did not have a system for producing enough quality videos to keep GMV Max fed.**

## — The Brand

A specialty food brand with a unique product that people either love or have never heard of. Not a mass-market item. The kind of product that needs a specific type of content to convert because it is not something people search for on their own.

### WHAT WAS BROKEN

#### **GMV Max couldn't spend its daily budget. Not enough creative flowing in.**

The brand had some organic presence on TikTok but was not converting views into TikTok Shop sales consistently. Their GMV Max campaigns were not spending their daily budgets because there was not enough creative flowing in. Every few days, creative fatigue would hit and performance would tank. They would pause, lose momentum, restart, and repeat the cycle.

The root cause was content. They did not have a system for producing enough quality videos to keep GMV Max fed.

## — What We Did

This was primarily a GMV Max optimization case. The brand had the product and some creator traction, but they needed a content engine to sustain ad performance.

**1**

### **Creator Pipeline and Briefs**

We recruited creators who fit the food and lifestyle niche. Each one received detailed briefs with hooks, angles, and examples of what was converting in the food category on TikTok Shop.

**2**

### **Content Velocity**

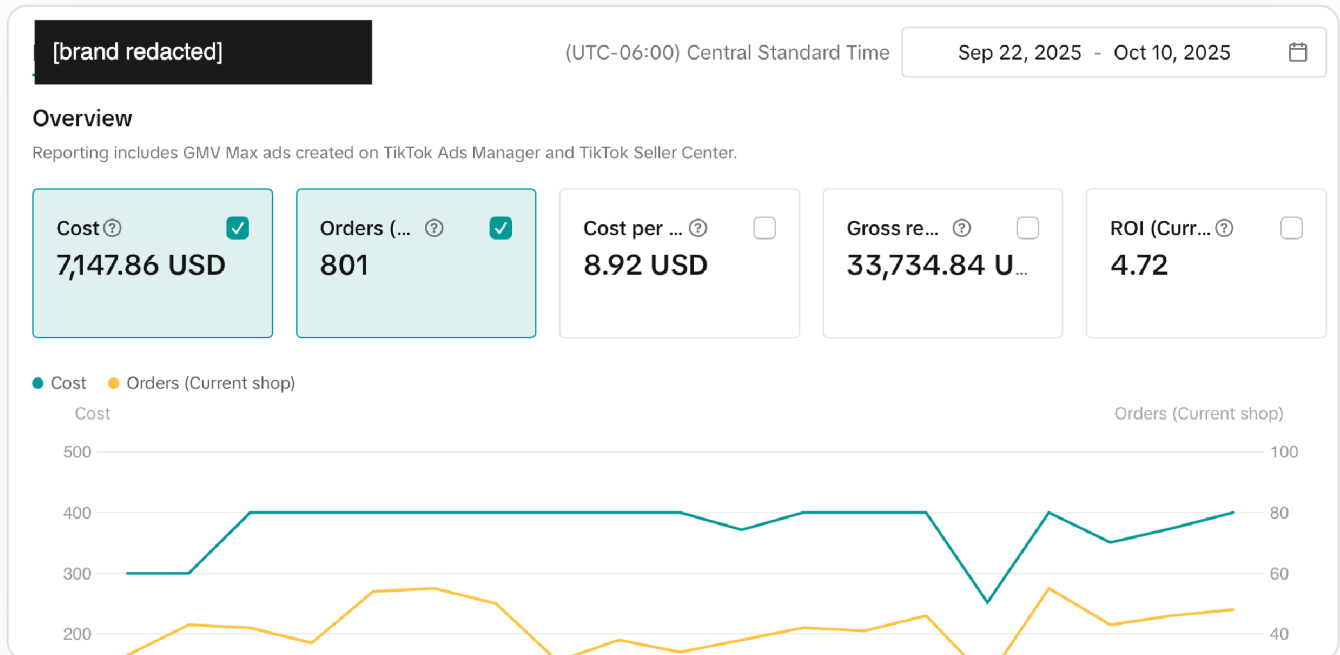
The goal was to maintain a constant flow of fresh creatives. With 2 to 4 videos per creator per week from a curated group, we had enough content that GMV Max always had something new to test.

**3**

### **GMV Max Management**

GMV Max picks up all creatives in the shop and allocates spend toward the ones with conversion potential. Our job was making sure the content pipeline never dried up. We let campaigns run for 3 to 4 days minimum before evaluating. Changes only happened after 5 to 6 days of data.

## — The Numbers



### 30-DAY CAMPAIGN

| METRIC        | RESULT          |
|---------------|-----------------|
| Gross Revenue | <b>\$58,173</b> |
| Ad Spend      | <b>\$14,514</b> |
| ROI           | <b>4.01x</b>    |
| Orders        | <b>1,325</b>    |

### PEAK 19-DAY WINDOW

| METRIC        | RESULT          |
|---------------|-----------------|
| Gross Revenue | <b>\$33,734</b> |
| Ad Spend      | <b>\$7,147</b>  |
| ROI           | <b>4.72x</b>    |
| Orders        | <b>801</b>      |

The ROI stayed above 3× throughout the entire campaign period because content quality was consistent. When you have enough quality creatives flowing in, GMV Max does what it is designed to do.

## — What You Can Learn From This

### TAKEAWAY 01

**GMV Max doesn't fail on settings. It fails on content.**

If your campaign cannot spend its daily budget, the answer is more quality creatives, not more budget.

### TAKEAWAY 02

**You don't need a massive creator army.**

A small group producing 2 to 4 videos per week per creator gives GMV Max enough fuel to find winners and scale them.

07

CASE STUDY · FOOD &amp; BEVERAGE BRAND

# Food & Beverage Brand: \$21K to \$53K in 28 Days by Fixing the Creator Problem.

## THE HEADLINE NUMBERS

**\$53,497**

GMV  
28-day window

**+144%**

GROWTH  
vs prior period

**1,384**

ORDERS  
1,276 customers

### THE BRAND

#### Food & beverage.

Good product. Decent brand awareness off-platform. TikTok Shop stuck around \$21K/month with no momentum.

### WHAT WAS BROKEN

#### Approved everyone. Briefed no one.

A large creator roster on paper. Low posting rate. Generic content, weak hooks, no CTA driving to the shop listing. Volume without output.

### WHAT WE DID

#### Cut the roster. Trained who remained.

Handpicked creators with engaged niche audiences. Real briefs with winning hooks and references. A WhatsApp community with daily coaching and feedback.

### THE SIGNAL

#### Growth was sustainable.

\$53,497 the first month. \$55,384 the next. Customers up 144%. Not a spike, a new baseline.

**Built on quality creators, not quantity.**

## — The Brand

A food and beverage brand in a competitive category. Good product, decent brand awareness outside of TikTok, but their TikTok Shop was underperforming at around \$21,000 in monthly GMV.

### WHAT WAS BROKEN

#### **Approving almost everyone. Volume on paper, mediocre output.**

The brand had been working with creators, but they were approving almost everyone who applied. The result was a large number of affiliates producing a small amount of mediocre content. Volume was there on paper (they had plenty of creators "signed up"), but actual output and quality were both low.

Their content was generic. Creators were getting the product and making the same kind of video everyone else was making. No differentiation, no strong hooks, no clear CTA driving to the TikTok Shop listing.

## — What We Did

1

### **Rebuilt the Creator Pipeline**

We cut the existing creator roster down to the ones who actually showed potential. Handpicked creators with engaged audiences in the food and lifestyle space. Not the biggest followings, but the right followings. Every one of them was vetted for content quality, posting consistency, and niche relevance before they received a single sample.

2

### **Detailed Briefs**

We stopped sending products with a "make it fun" message. Every creator received a Canva brief with winning hooks from the food category, CTAs that drive shop clicks, content angles tailored to their style, and a QR one-pager with links to top performing reference videos.

3

### **WhatsApp Community**

Built a creator community with daily training. Posted ideas, shared what was working for other creators in the group (with permission), and gave feedback on videos before they went live. Creators started learning from each other, not just from us.

4

### **Bonuses**

Performance bonuses tied to GMV milestones pushed the top creators to produce more and better content. The bonus structure was based on roughly 10% of GMV benchmarks, customized to this brand's margins.

## — The Numbers

|                                                      |                 |                                    |                     |
|------------------------------------------------------|-----------------|------------------------------------|---------------------|
| Last 28 days ▾                                       |                 | Updated Oct 5, 19:00 (GMT+00:00) ✎ |                     |
| GMV >                                                | Customers >     | SKU orders >                       | Visitors >          |
| \$53,497.52<br>+ 144%                                | 1,276<br>+ 144% | 1,384<br>+ 149%                    | 505,720<br>+ 33.23% |
| 28-day window · \$53,497 GMV · 1,384 orders · +144%. |                 |                                    |                     |

| METRIC    | RESULT          |
|-----------|-----------------|
| GMV       | <b>\$53,497</b> |
| Orders    | <b>1,384</b>    |
| Growth    | <b>+144%</b>    |
| Visitors  | <b>505,720</b>  |
| Customers | <b>1,276</b>    |

The brand later scaled to **\$55,384** in the following period, showing the growth was sustainable, not a one-time bump.

## — What You Can Learn From This

### TAKEAWAY 01

#### **The number of creators does not matter.**

What matters is that every single one of them was vetted, briefed, trained, and incentivized. This brand did not need more creators. They needed better creators who were set up to succeed.

### TAKEAWAY 02

#### **A creator list isn't a creator system.**

When every creator in your pipeline is producing quality content at 2 to 4 videos per week, even a small roster generates enough volume to test, learn, and scale.

08

CASE STUDY · EARLY-STAGE WELLNESS BRAND

# Early-Stage Wellness Brand: \$2,600 in Ad Spend, \$13,129 in Revenue. 5.05x ROI in One Week.

## THE HEADLINE NUMBERS

**5.05x**

ROI

**314**

ORDERS

**\$8.28**

COST PER ORDER

**7 Days**

TIME WINDOW

### THE BRAND

#### Early-stage wellness.

Small budget. Cautious spending. Needed proof that GMV Max could return before committing real capital.

### WHAT WAS BROKEN

#### Trust in paid, not the product.

Previous ad experiments never delivered clear ROI. Leadership needed a clean win, fast, on a modest budget, to justify scaling up.

### WHAT WE DID

#### Validated content first. Then launched paid.

Identified top-performing organic creatives by engagement, watch time, and click-through. Only those fed GMV Max. No guessing, no test-and-pray.

### THE DISCIPLINE

#### Don't touch it for the first 3 to 4 days.

Let the campaign stabilize. Let the algorithm find its audience. By day 5, the data was clear. No knee-jerk optimization.

**This was not a turnaround story. This was a "prove it works" story, with a small budget.**

## — The Brand

A wellness brand in the early stages of scaling their TikTok Shop. Smaller budget. Needed to prove that GMV Max could work for them before committing more resources.

### WHAT WAS BROKEN

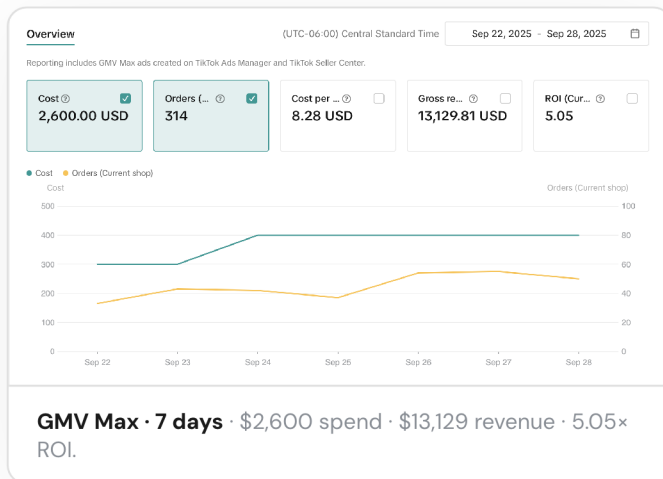
#### They needed a win, fast, with a small budget.

This was not a turnaround story. This was a "prove it works" story. The brand was spending cautiously because previous ad experiments had not delivered clear ROI.

## — What We Did

We focused entirely on content quality before touching ads. The brand had some creator content that was performing organically. We identified the top pieces based on engagement, watch time, and click-through to the shop listing. Once we had a shortlist of proven creatives, we launched a focused GMV Max campaign with a modest \$2,600 weekly budget. We did not touch the campaign for the first 3 to 4 days. Let it stabilize. By day 5, the data was clear: it was working.

## — The Numbers



| METRIC         | RESULT          |
|----------------|-----------------|
| Gross Revenue  | <b>\$13,129</b> |
| Ad Spend       | <b>\$2,600</b>  |
| ROI            | <b>5.05x</b>    |
| Orders         | <b>314</b>      |
| Cost Per Order | <b>\$8.28</b>   |

## — What You Can Learn From This

### THE MESSAGE FOR SMALLER BRANDS

#### You do not need a massive budget to prove GMV Max works.

You need quality content that has already shown organic traction, and the discipline to let the campaign stabilize before reacting. If you are a smaller brand wondering whether this system works for you, this case study is your answer.

09

CASE STUDY · ESTABLISHED BRAND AT SCALE

# Established Brand: \$207,411 in Ad Revenue on \$105,296 Spend in 8 Weeks.

## THE HEADLINE NUMBERS

**\$207,411**AD REVENUE  
Jan to Feb 2026**\$105,296**AD SPEND  
8 weeks**1.97×**ROI  
Held at scale**6,047**ORDERS  
\$17.41 per order

### THE BRAND

**An established brand already doing volume.**

This was not a turnaround. The shop worked. The question was whether the ad account could deploy serious budget without the economics falling apart.

### WHAT WAS BROKEN

**Profitable at \$1K a day. Unproven beyond it.**

Every previous attempt to push past roughly \$1,000 a day had collapsed ROI within a week. So the budget sat capped, and so did the growth.

### WHAT WE DID

**The same discipline, at ten times the budget.**

Quality-gated creative at volume, staged budget raises, and full 5 to 6 day evaluation windows before any change. Daily spend scaled from around \$1,000 to peaks near \$4,000.

### THE HONEST NUMBER

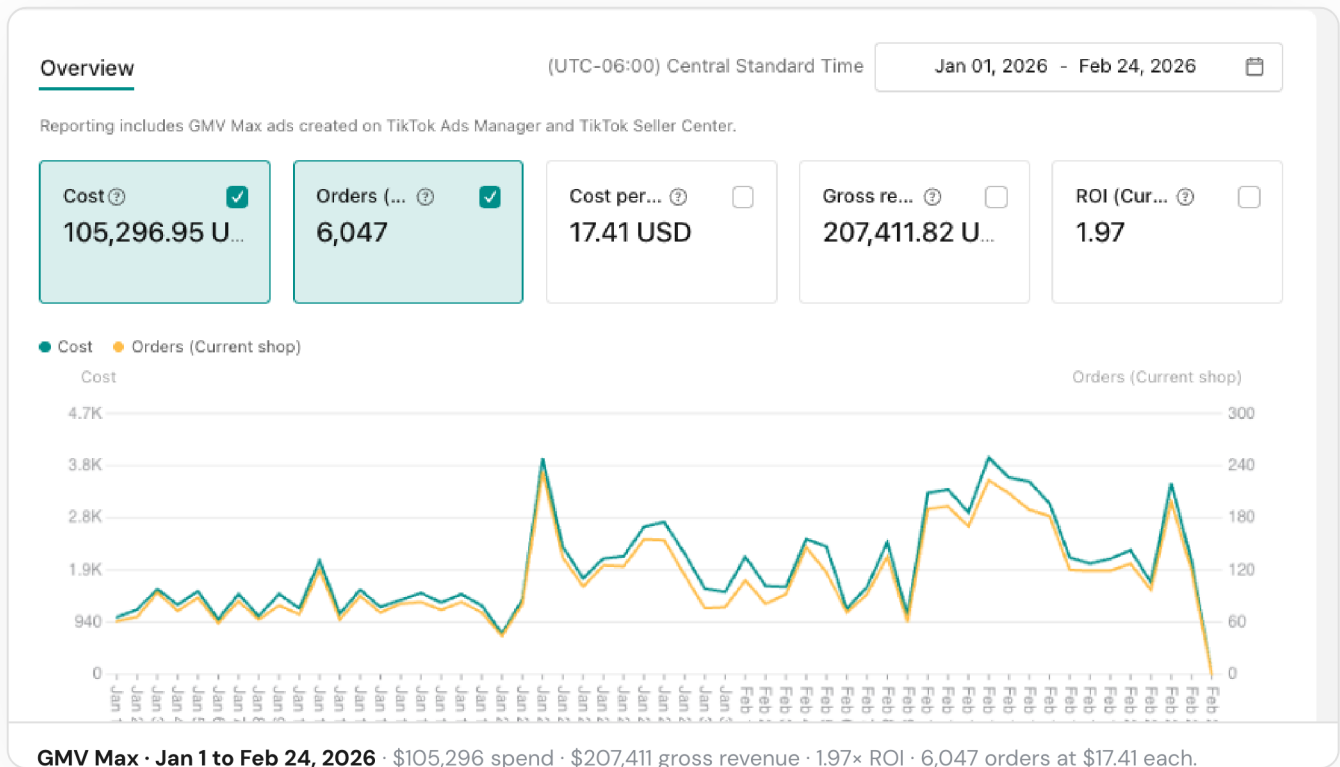
**1.97× at six figures of spend.**

ROI compresses as spend scales. Every serious media buyer knows it. The win is where it lands: nearly 2× on \$105K deployed in 8 weeks, with the organic side untouched.

**A 5× ROI on \$2,600 is a great test. A 1.97× ROI on \$105,296 is a machine.**

Continued on the next page.

## The Numbers



| METRIC           | RESULT           |
|------------------|------------------|
| Gross Ad Revenue | <b>\$207,411</b> |
| Ad Spend         | <b>\$105,296</b> |
| ROI              | <b>1.97x</b>     |
| Orders           | <b>6,047</b>     |
| Cost Per Order   | <b>\$17.41</b>   |

Look at the spend line on the chart. It climbs in steps, not jumps. Each step happened only after the previous level had held its ROI through a full evaluation window.

That is what made \$105,296 deployable in the first place. The content pipeline kept producing enough creative for GMV Max to rotate, so the algorithm never had to overpay for a tired audience.

## What You Can Learn From This

### TAKEAWAY 01

**Small-budget ROI does not survive scale. Plan for that.**

The 5x you see on a \$2,600 test will compress as spend grows. Price that into your margins before you scale, not after.

### TAKEAWAY 02

**Six figures of spend needs six figures of content behind it.**

This budget was only deployable because creators were feeding the account fresh creative every single day. The spend follows the content. Never the other way around.

## 03 · WHAT ALL NINE CASES HAVE IN COMMON

# Same Pattern. Every Time.

Nine different brands. Wellness, beauty, food, beverages, and books. Ad budgets from \$2,600 a week to \$105,296 in eight weeks. The results were different in scale, but the pattern was the same every time.

**The creators were vetted, not mass-approved.**

Every case study started by selecting the right creators, not the most creators. Quality over quantity, without exception.

**Every creator got real training.**

Not a product and a "good luck." A Canva brief with hooks, angles, and examples. A WhatsApp community with daily coaching. Feedback on every video.

**The community created its own momentum.**

When creators inside a WhatsApp group see each other hitting bonuses and producing winning content, they push harder. You do not have to motivate people who are surrounded by other people winning.

**GMV Max got quality content, not random content.**

We only pushed creatives with proven organic performance into paid. We let campaigns stabilize for 3 to 4 days. We made changes only after 5 to 6 days of data. No knee-jerk reactions.

**The system compounded over time.**

Month 1 was always about building. Month 2 was about optimizing. Month 3 is where the real numbers showed up. Every brand that ran the full system for 90 days saw results that made the first month look like a warmup.

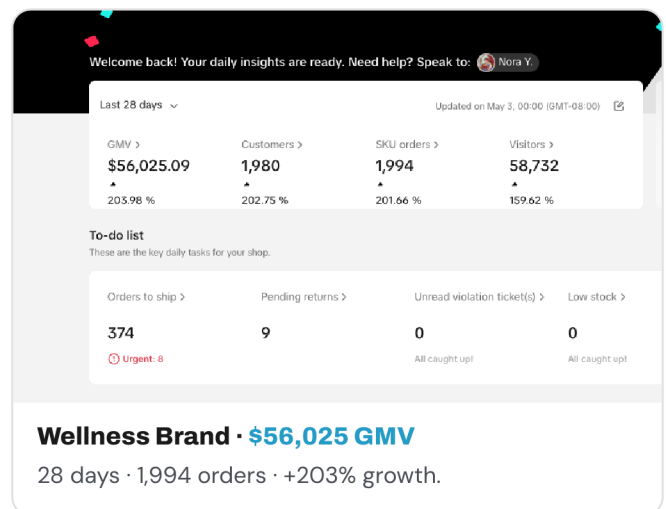
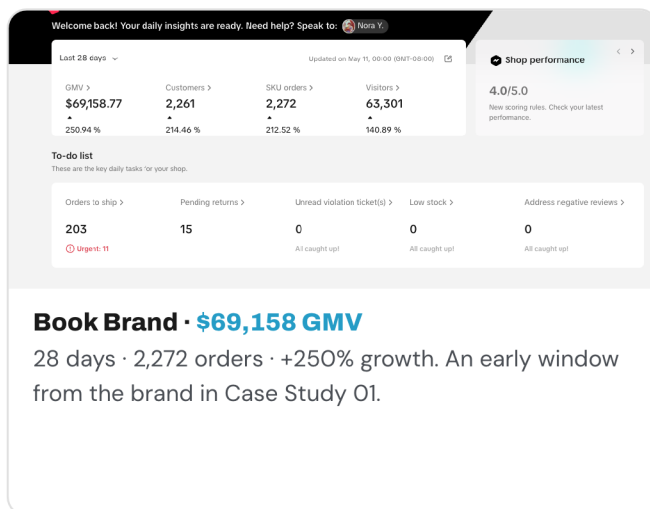
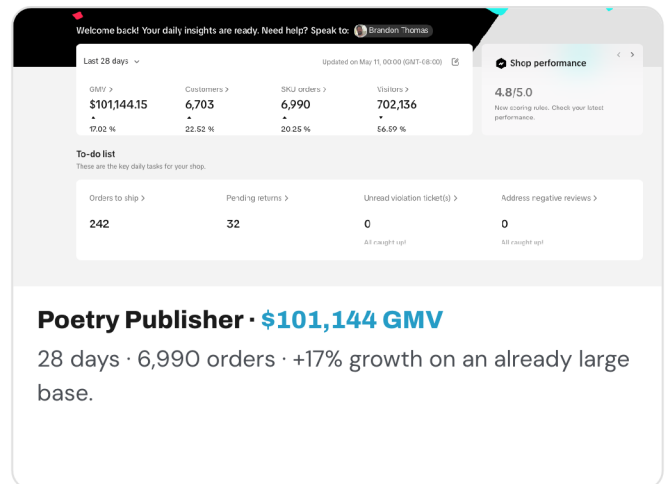
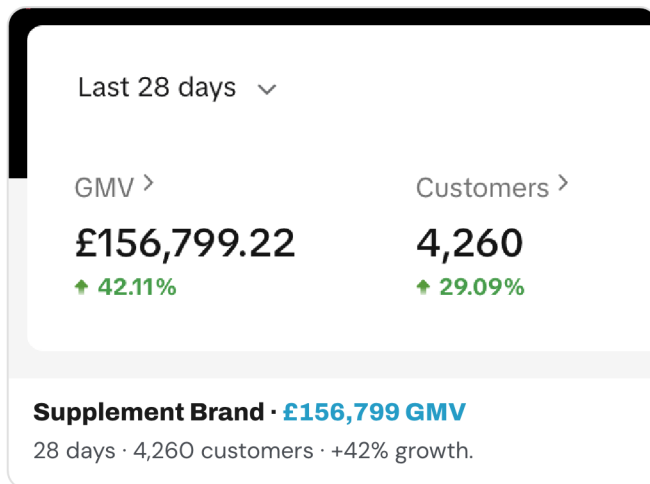
**This is not a coincidence. It is a system.**

And it works because each step feeds the next one.

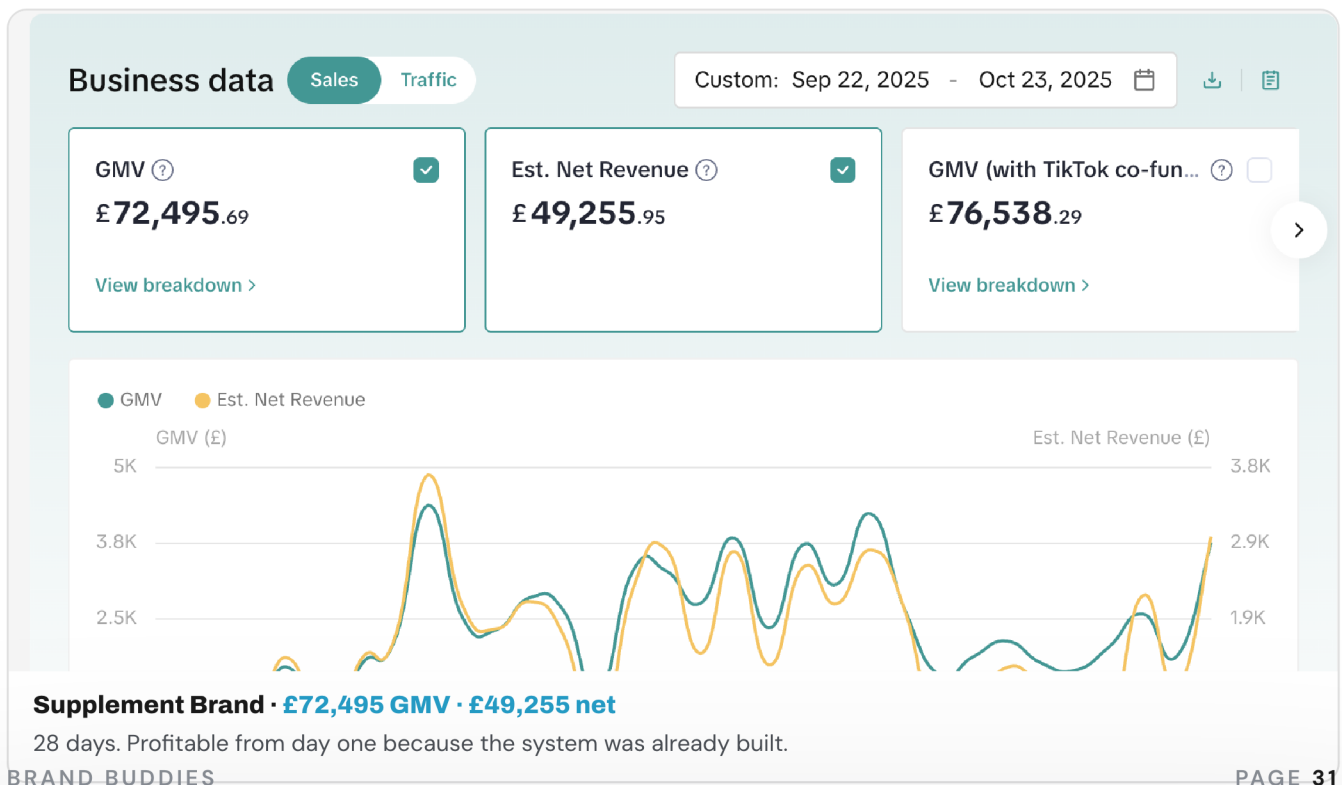
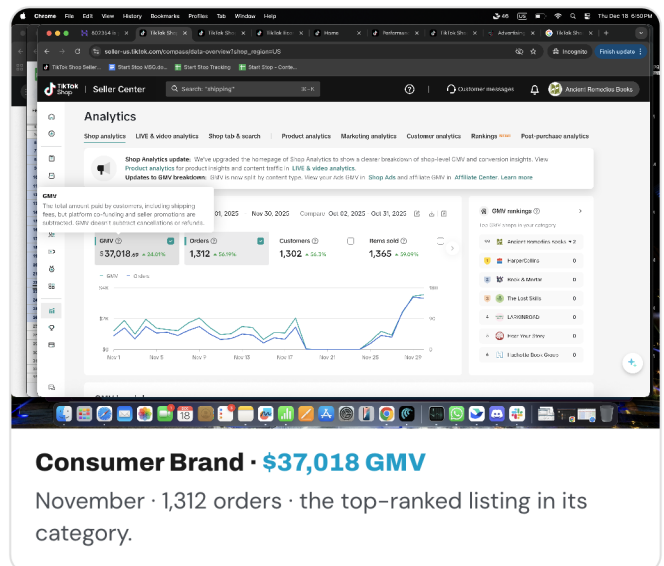
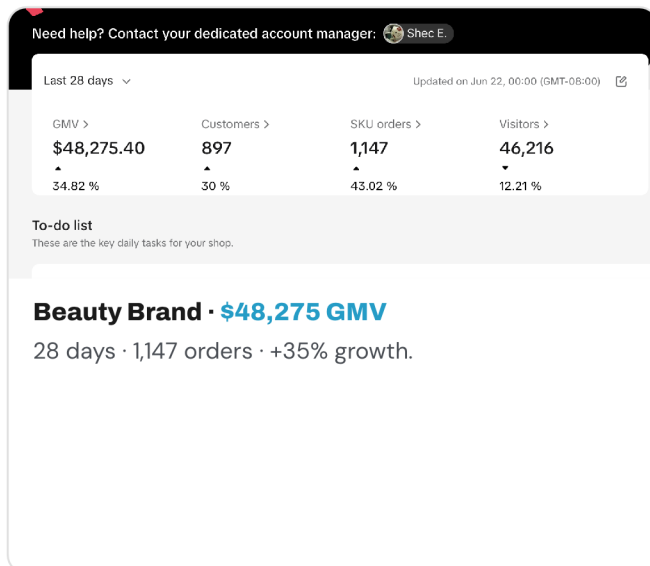
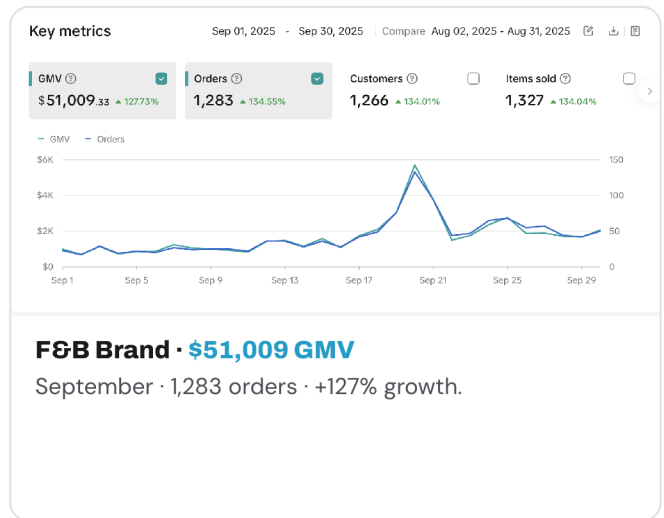
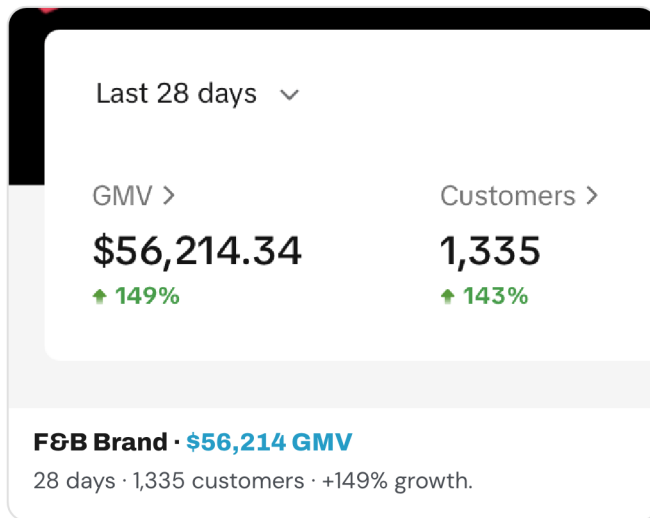
## 04 · MORE RESULTS FROM THE SYSTEM

## Different Brands. Different Niches. Same System.

The nine case studies above are the ones I walked through in detail. But we have done this for 60+ brands. Here is a sample of other results, every one of them pulled from a real TikTok Shop Seller Center or GMV Max dashboard.



## 04 · MORE RESULTS (CONTINUED)



## 04 · MORE RESULTS (CONTINUED)

Last 7 days ▾ Updated on 30 Sep 19:00 (GMT+00:00) ⓘ

|                   |             |                |               |
|-------------------|-------------|----------------|---------------|
| GMV >             | Customers > | Ordered SKUs > | Visitors >    |
| <b>£12,216.97</b> | <b>864</b>  | <b>907</b>     | <b>12,387</b> |
| ▲ 661%            | ▲ 809%      | ▲ 835%         | ▲ 157%        |

**7-Day Sprint · £12,216 GMV**

7 days · 864 customers · +661% growth. Content, community, and GMV Max firing together.

Welcome back! Your daily insights are ready. Need help? Speak to:  Shree E.

Last 7 days ▾ Updated on Jun 1, 00:00 (GMT-08:00) ⓘ

|                    |             |              |               |
|--------------------|-------------|--------------|---------------|
| GMV >              | Customers > | SKU orders > | Visitors >    |
| <b>\$14,363.33</b> | <b>283</b>  | <b>362</b>   | <b>14,104</b> |
| ▲ 51.02 %          | ▲ 50.53 %   | ▲ 59.47 %    | ▲ 20.69 %     |

To-do list

**New Beauty Launch · \$14,363 GMV**

First 7 days on the system · 362 orders · +51% growth.

**Key metrics** Nov 01, 2025 - Nov 30, 2025 Compare Oct 02, 2025 - Oct 31, 2025 ⓘ ⌵ ⌶

|                             |                      |                      |                      |
|-----------------------------|----------------------|----------------------|----------------------|
| GMV ⓘ                       | Orders ⓘ             | Customers ⓘ          | Items sold ⓘ         |
| <b>\$6,471.10</b> ▲ 410.42% | <b>586</b> ▲ 661.04% | <b>576</b> ▲ 657.89% | <b>647</b> ▲ 679.52% |

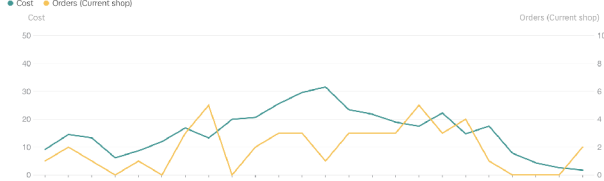


**Early-Stage Brand · \$6,471 GMV**

November · 586 orders · +410% growth. What month 1 looks like before compounding kicks in.

**Overview**  
Reporting includes GMV Max ads created on TikTok Ads Manager and TikTok Seller Center.

|                   |           |                 |                     |                 |
|-------------------|-----------|-----------------|---------------------|-----------------|
| Cost ⓘ            | Orders ⓘ  | Cost per ... ⓘ  | Gross re... ⓘ       | ROI (Curr... ⓘ) |
| <b>373.91 USD</b> | <b>46</b> | <b>8.13 USD</b> | <b>1,899.69 USD</b> | <b>5.08</b>     |



**Single-Day GMV Max · \$1,899 revenue · 5.08x ROI**

\$373 spend in one day. When the right content meets the right audience, this is the daily performance.

**Every screenshot is real.**

Every one of these is from a real TikTok Shop Seller Center or GMV Max dashboard.

## 05 · ABOUT

# Built for Founders Who **Want Real Systems.**



FOUNDER · BRAND BUDDIES

## Haseef Bashir

TikTok Shop growth agency built on human relationships with creators.

**\$20M+**

TIKTOK SHOP GMV

**60+**

BRANDS SCALED

**100K+**

CREATOR VIDEOS

**100M+**

VIEWS

**20+**

COMMUNITIES

We have generated more than \$20 million in TikTok Shop GMV across 60+ brands. 100,000+ creator videos. 100 million+ views. 20+ WhatsApp communities managed daily.

I built Brand Buddies because I saw too many brands fail on TikTok Shop for the same preventable reasons. They were doing the right things in the wrong order, or skipping steps entirely and wondering why nothing worked.

We only onboard a few quality brands at any given time. Not because we cannot handle more. Because this system only works when every brand gets full attention. The WhatsApp communities need daily management. The briefs need to be tailored to each brand. The creators need real coaching, not templates.

**"We grow with our clients, not off them."**

BRAND BUDDIES PHILOSOPHY

## 05 · HOW WE WORK

## Automation for Outreach. Humans for Everything Else.

Most agencies in this space run their entire operation through software. Automated outreach, automated follow-ups, automated reports. Creators never speak to a real person, and it shows in the content.

We use automation for exactly one thing: first outreach, so we can reach the right creators fast. Everything after that first message is human. We hand-pick every creator, give 1:1 feedback on every video, and run WhatsApp training communities where a real person is present every single day.

**Respect.**

We show up for our clients the way we would want someone to show up for us. No ghosting. No shifting blame when something does not work.

**Clarity.**

When a campaign is not working, we show the data, explain what is broken, and fix it. No jargon. No smoke.

**Transparency.**

If TikTok Shop is not the right fit for your product, we say it upfront. Even if it means losing the deal.

**Every brand gets full attention.**

That is the only way this system works.

## 06 · NEXT STEPS

# See Your Brand in the Next Case Study.

These nine brands had different products, different markets, and different starting points. But they all had the same problem: their TikTok Shop was not performing the way it should. If that sounds familiar, here are your options.

01

**Book a free strategy call**

I will walk you through exactly how the 6-Step Growth System would apply to your brand. No pitch deck. No pressure. Just a conversation about what is working, what is not, and what needs to change.

[Book Your Strategy Call →](#)

02

**DM me on Instagram**

Send me a message. Tell me about your brand. I respond to every DM personally.

[@haseefbashir7 →](#)