



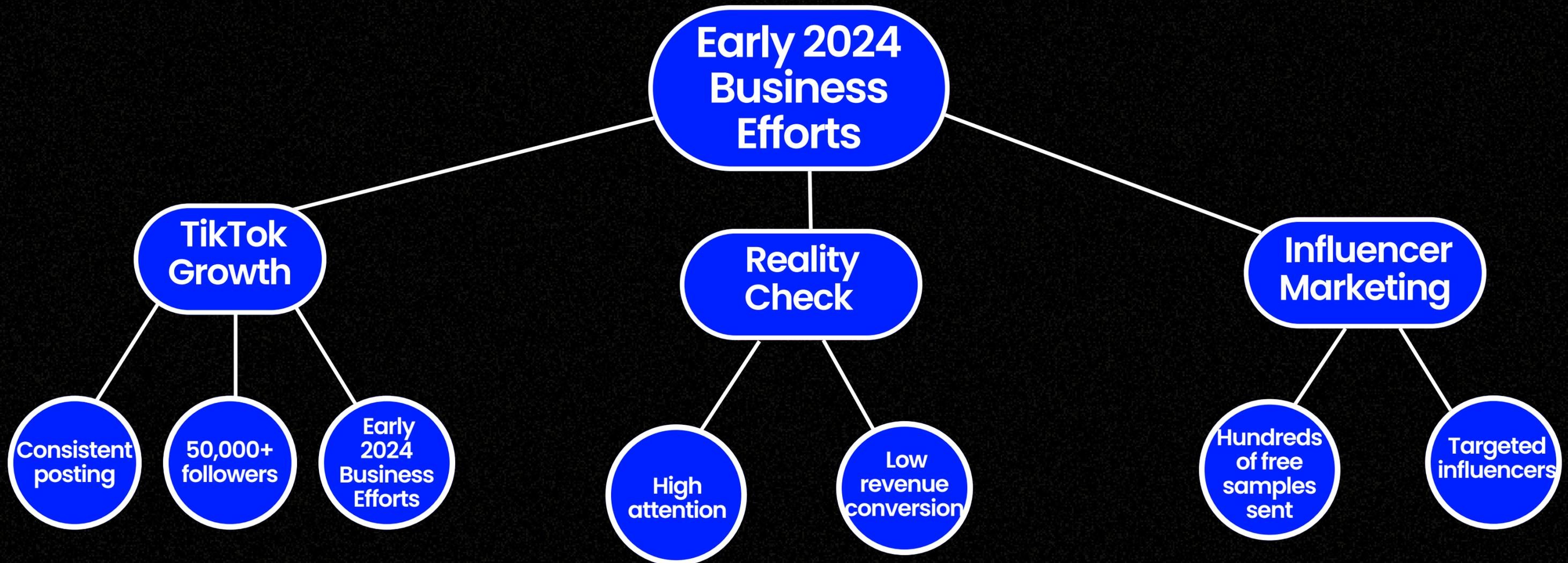
TIKTOK SHOP CASE STUDY

From **£3K to £78K/Month** — How We Engineered **Genie Clean's** TikTok Shop Breakthrough in **5 Months**



About the Brand

Genie Clean is a UK-based DTC cleaning brand with a bold mission and a founder-led TikTok presence.





The Reality Before Us (Apr–Dec 2024)

For 9 months, the brand:

- 1 Low Sales**
£0–£3K/month revenue
- 2 No Advertising**
Zero Spark Ads
- 3 Influencer Flop**
No returns on gifting
- 4 Weak Offer Strategy**
No product bundles | No urgency
- 5 Directionless Content**
No CTA | No clear direction
- 6 No Optimization Loop**
No weekly feedback



The Shift (We Took Over in Jan 2025)

We stepped in with one job

Turn traffic into a sales machine.

What we delivered wasn't "more views."

We engineered a **backend that converts attention into revenue.**



Execution Blueprint

① Influencer Flywheel

200+ UGC
creators in 90
days

Creator vault:
hooks, CTAs,
scripts

TikTok-native
storytelling >
polished demos

Spark Ads on
proven content



Execution Blueprint

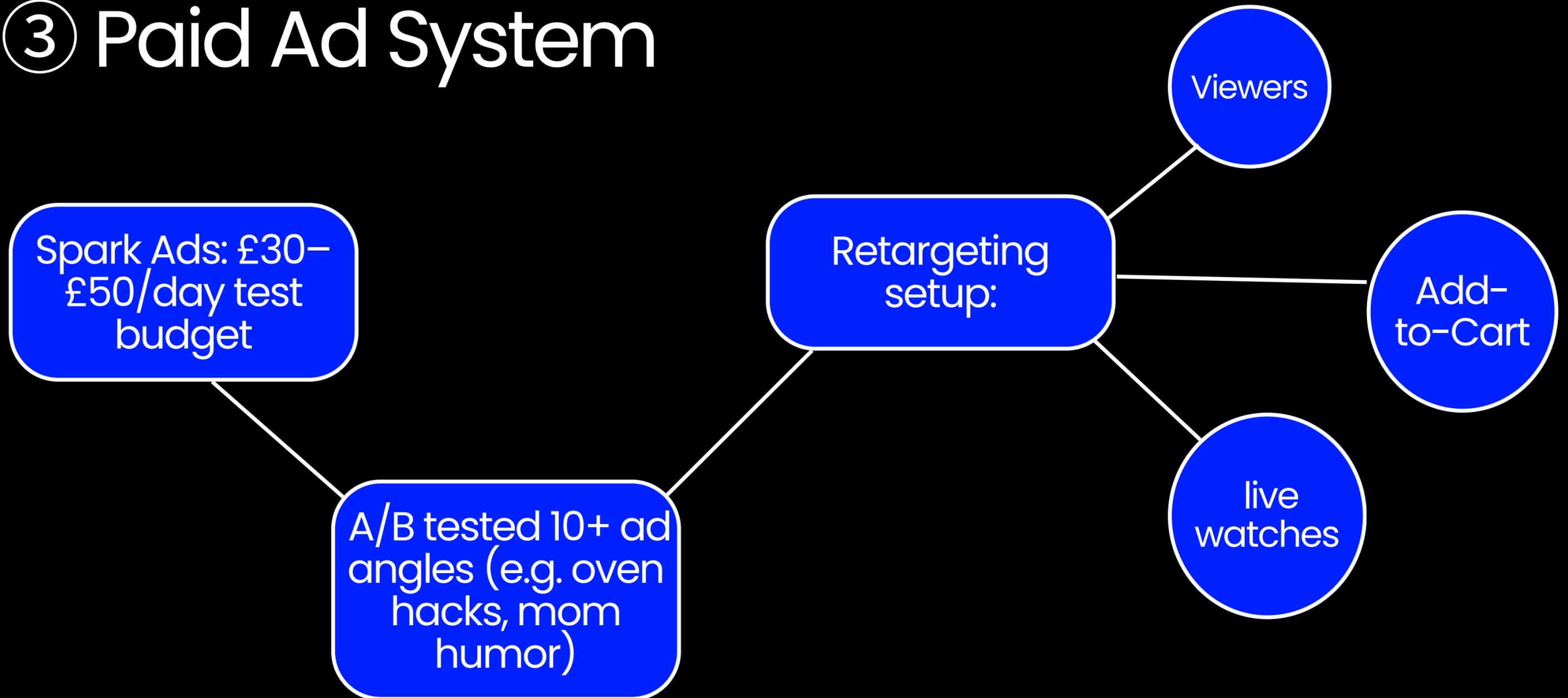
② Conversion Offers





Execution Blueprint

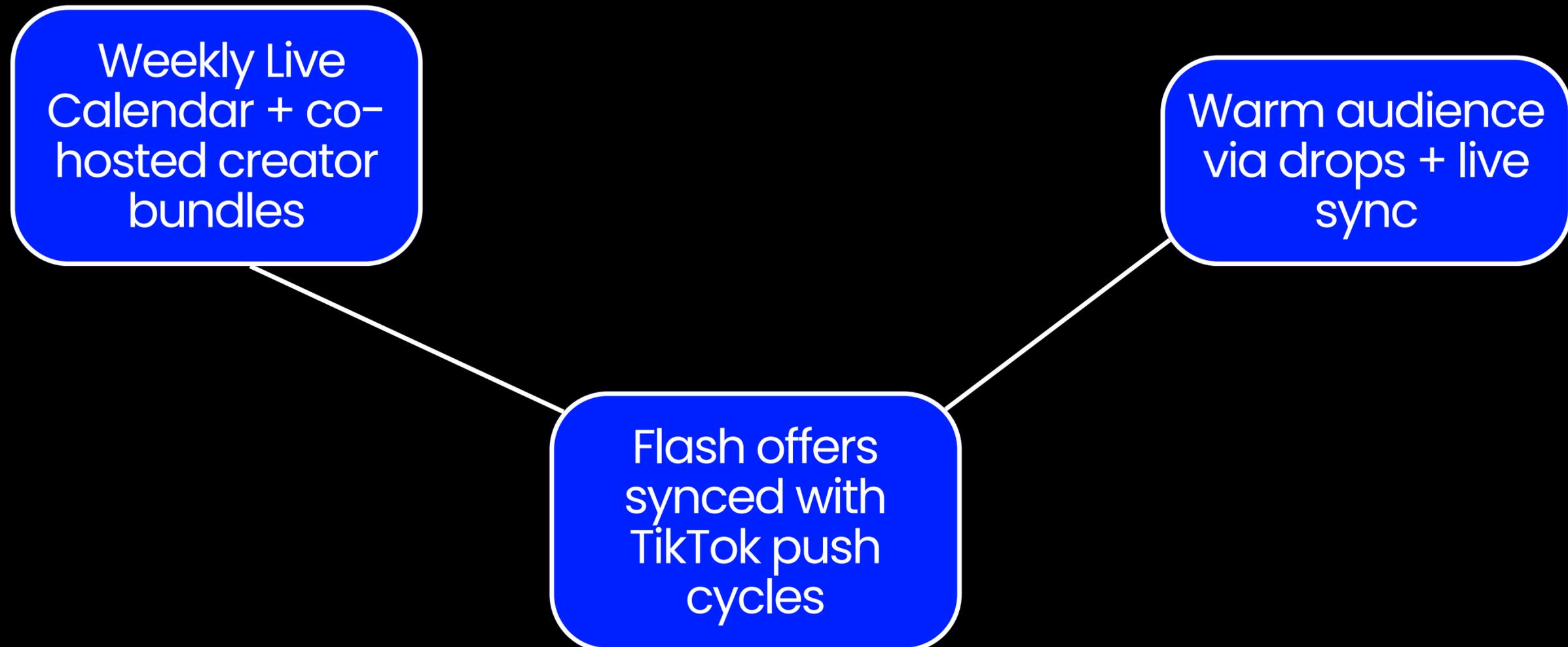
③ Paid Ad System





Execution Blueprint

④ Live Selling Engine





Before shop growth

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%

After shop growth

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%



What Actually Worked

Real Need Identified
Not more content

1

Content + Live Loop
Fed TikTok's algorithm

3

Weekly Tracking
Metrics-led decisions

5

2

Proven Ads Only
No guesswork

4

Fast-Converting Offers
Cold traffic → buyers quickly

6

Creator System
Replaced random gifting



What This Means for You

If you're sitting on followers, free samples, or organic views — but not making £30K+/month on TikTok Shop...

You don't have a product problem.

You have a **system gap**.