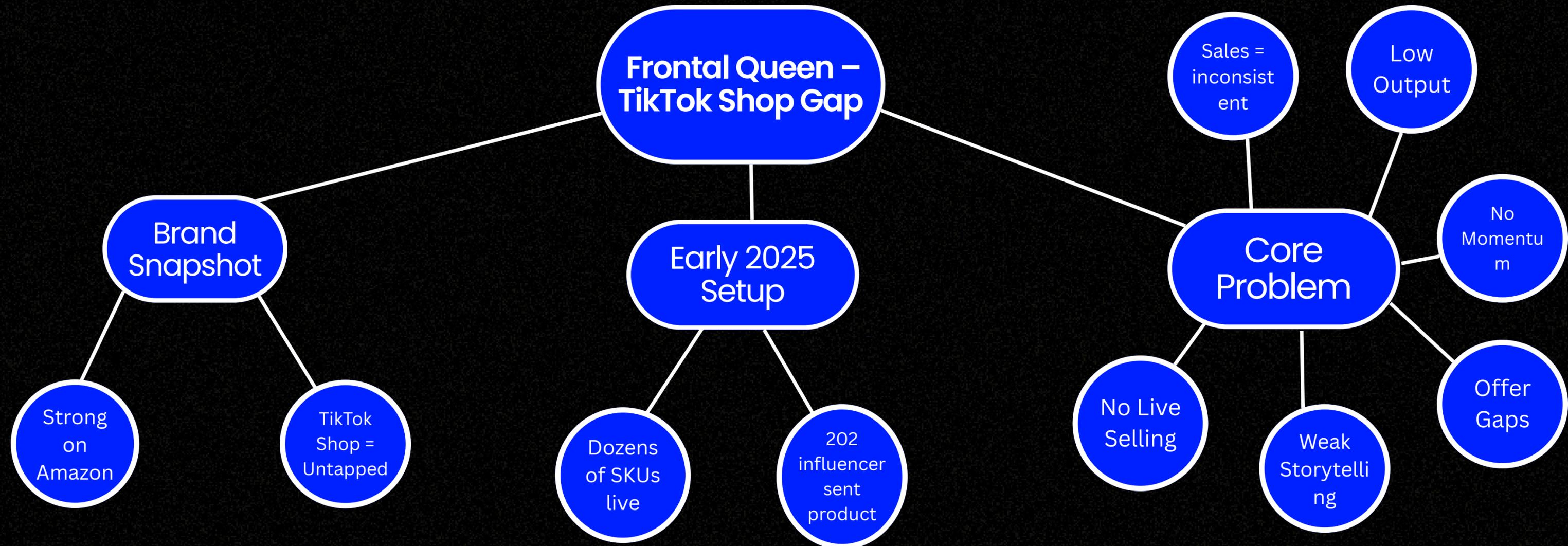# TIK TOK SHOP CASE STUDY

How **The Frontal Queen** Scaled to **$228.7K** on TikTok Shop in 90 Days — Without Going Viral

About the Brand

T.he Frontal Queen is a beauty and haircare brand focused on edge control, lace melting sprays, and styling mousses

Our Strategy: Rebuild the System

We came in to close the gap between product and performance — no gimmicks, just backend clarity.

Execution Plan (March 2025)

① Creator System

Briefed creators (hooks, demos, CTAs)
Reactivated 60+ dormant influencers

② Spark Ads + Retargeting

0 top UGCs → Spark Ads
$30–50/day testing
Retargeted viewers + add-to-cart

③ Offer + Bundles

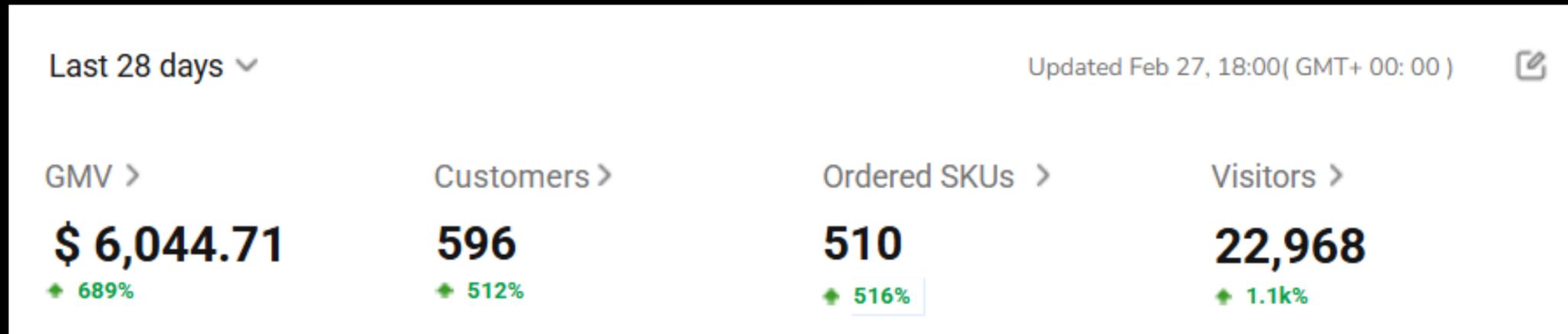Limited drops = urgency
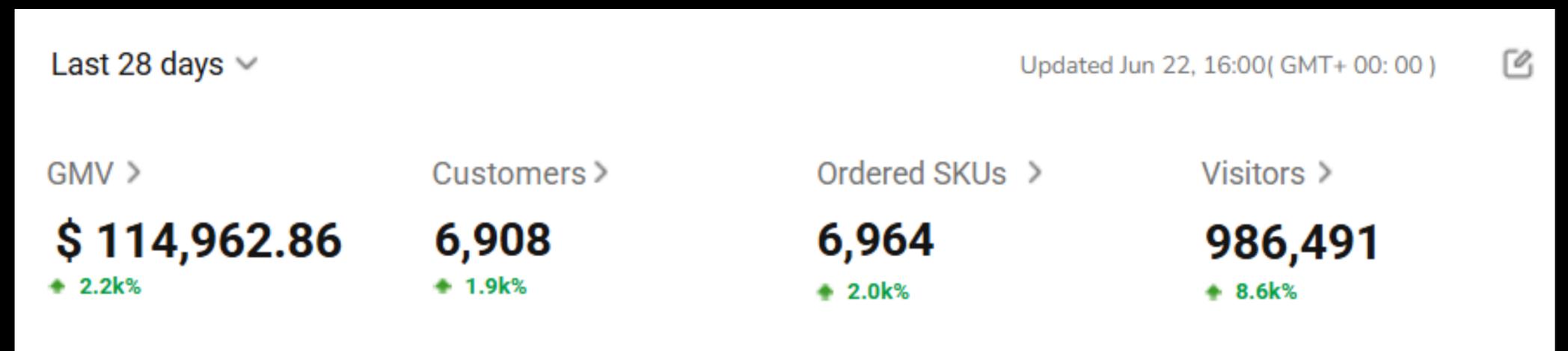Rewrote listings (thumbnails + social proof)

④ Live Selling

Live-only bundles
Overlay CTAs + pinned comments

The Frontal Queen

Before shop Growth

Last 28 days ⌄   Updated Feb 27, 18:00(GMT+ 00: 00)   ✎

GMV ›	Customers ›	Ordered SKUs ›	Visitors ›
$ 6,044.71	**596**	**510**	**22,968**
⬆ 689%	⬆ 512%	⬆ 516%	⬆ 1.1k%

After shop Growth

Last 28 days ⌄   Updated Jun 22, 16:00(GMT+ 00: 00)   ✎

GMV ›	Customers ›	Ordered SKUs ›	Visitors ›
$ 114,962.86	**6,908**	**6,964**	**986,491**
⬆ 2.2k%	⬆ 1.9k%	⬆ 2.0k%	⬆ 8.6k%

90-Day Results (Mar–May 2025)

Month	GMV	Units Sold	Key Drivers
March	00	~2.36,21K	Creator vault launched + bundle test live
April	$60,200	~3.9K	Spark Ads + retargeting engine activated
May	$62,400	~4.4K	Highest video velocity + live offers
June	$114,962	~6.9K	Spark Ads + Creator Vault Launched + Highest Video Velocity

What This Means for You

If you're running a consumer brand — and TikTok Shop feels noisy, random, or slow — the issue isn't the algorithm.

We help brands like MyVitamins build:

- A creator engine
- A live selling rhythm
- A simple funnel with urgency hooks
- A repeatable Spark Ads loop