

TIKTOK SHOP CASE STUDY

From **\$9K to £ \$114.1K/Month** — How We Engineered
GetStonned TikTok Shop Breakthrough in **90 Days**

About the Brand

GetStonned – TikTok Shop Issues



GetStonned

Our Strategy: Rebuild the System

We onboarded in January 2025 with a mission:
Turn all that noise into a structured, scalable TikTok Shop
system.

Execution Plan (Jan 2025)



Creator Engine

Stopped random gifting
70+ affiliates with formats
Product tag + CTA in every video



Offer Stack

“Festival Must-Have” bundles
Urgency drops (50 sets/day)
Rewritten listings = bold + aesthetic



Spark Ads + Retargeting

Top 10 UGC → Spark Ads
\$30–50/day test
Retargeted visitors + ATC viewers



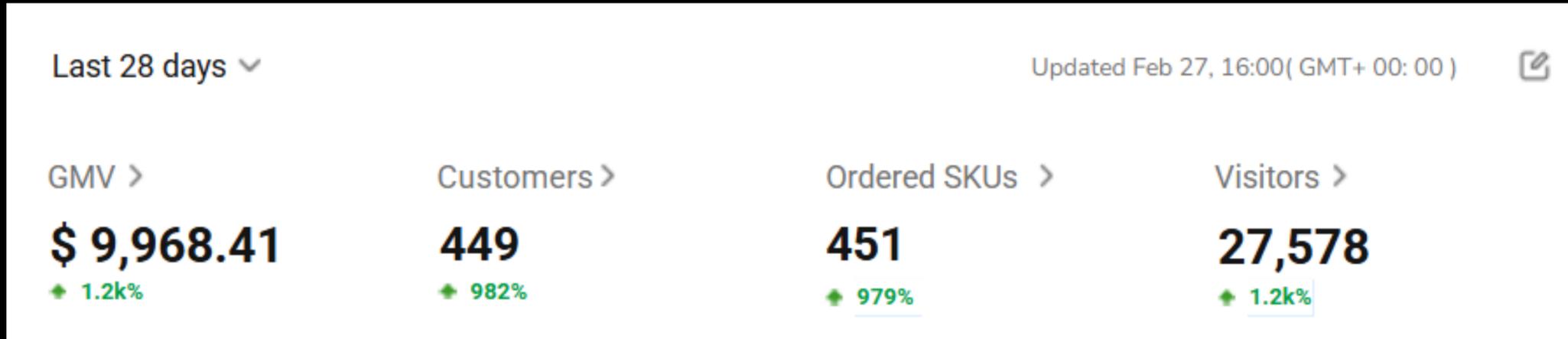
Content + Live

442 videos in 3 months
Weekly live plan
Live-only bundles + pinned CTAs

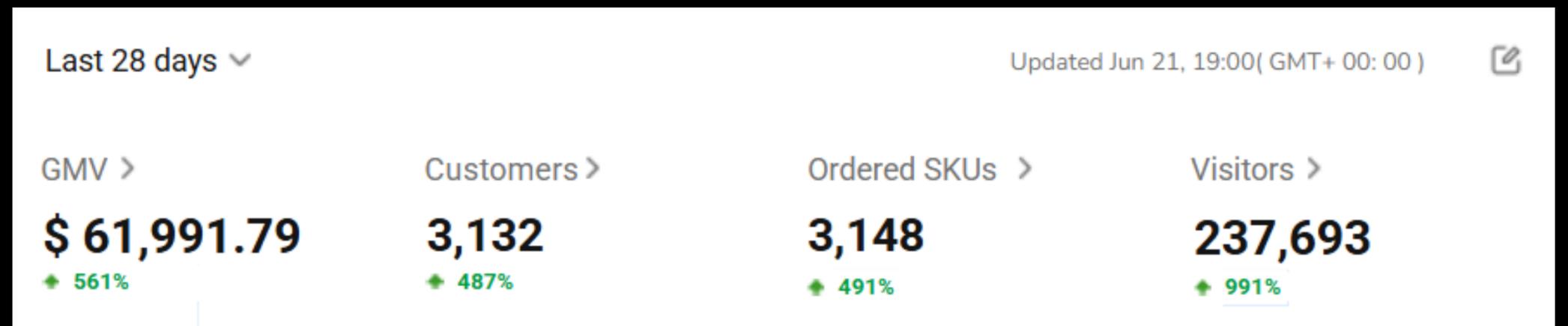
90-Day Results (Mar–May 2025)

Month	GMV	Units Sold	Key Drivers
March	\$27,400	~1.6K	Creator funnel + bundle testing
April	\$26,700	~1.8K	Spark Ads + CTA optimization
May	\$58,700	~2.1k	Content velocity + lives scaling
June	\$61,900	~3.1k	Creator funnel + Spark Ads

Before shop growth



After shop growth



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 your brand looks ready on TikTok — but results feel random or slow — you likely don't need more content. You need a backend system.

-  A creator engine
-  A bundling + funnel strategy
-  A Spark Ads setup that scales
-  A weekly live & content calendar
-  A feedback loop that compounds