

TIKTOK SHOP CASE STUDY

How **Piping Rock** Quietly Did **\$264K in 90 Days** on
TikTok Shop Without Spark Ads, Without Flashy
Creators

About the Brand

Supplements brand on Amazon immune, sleep, oils, vitamins



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)

1

Creator Engine

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

2

Offer Stack

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

3

Spark Ads + Retargeting

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

4

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	\$63,700	~3.1K	Content velocity + lives scaling

Before shop growth

The screenshot displays a dashboard for a TikTok Shop. At the top, it shows a summary for the 'Last 7 days' period, updated on June 3, 2023, at 23:00 GMT+00:00. The metrics are as follows:

Metric	Value	Change
GMV	£3,204.34	+15.0K%
Customers	126	+2.5K%
SKU orders	127	+2.6K%
Visitors	3,677	+1.6K%

Below the metrics is a 'Shop Health' section, which is currently 'Good'. It notes that 1 metric is below threshold and the 24-hour response rate is 0.00%.

The 'To-do list' section, titled 'These are the key daily tasks for your shop.', includes the following items:

Task	Count	Status
Orders to ship	50	
Pending returns	0	All caught up!
Unread customer messages	0	All caught up!
Low stock	1	Out of stock: 1
Address negative reviews	0	All caught up!

At the bottom, there is a section titled 'Proven strategies to grow your business' with a subtext: 'Looking for guidance on growing your shop? Explore a range of strategies and customized suggestions just for you.' Below this is a promotional banner for the 'TikTok Shop podcast' with the text 'Tune into our official TikTok Shop podcast'.

After shop growth

The screenshot displays a dashboard for a TikTok Shop. At the top, it shows a summary of performance for the last 28 days, updated on June 28 at 22:00. The metrics include GMV (£48,987.32, +15.0K%), Customers (670, +2.5K%), SKU orders (670, +2.6K%), and Visitors (3,699, +1.6K%). To the right, the Shop Health is 'Good', with a note that 1 metric is below threshold and the 24-hour response rate is 0.00%. Below this is a 'To-do list' section with five items: Orders to ship (350), Pending returns (0, All caught up), Unread customer messages (0, All caught up), Low stock (20, Out of stock: 1), and Address negative reviews (0, All caught up). At the bottom, there is a section for 'Proven strategies to grow your business' and a promotional banner for the 'Beyond' TikTok Shop podcast.

Last 28 days Updated June 28, 22:00 (GMT+00:00)

GMV >	Customers >	SKU orders >	Visitors >
£48,987.32	670	670	3,699
+15.0K%	+2.5K%	+2.6K%	+1.6K%

Shop Health

Good

1 metrics below threshold; 24-hour response rate (0.00%).

To-do list

These are the key daily tasks for your shop.

Orders to ship >	Pending returns >	Unread customer messa... >	Low stock >	Address negative reviews >
350	0	0	20	0
	All caught up!	All caught up!	🚫 Out of stock: 1	All caught up!

Proven strategies to grow your business

Looking for guidance on growing your shop? Explore a range of strategies and customized suggestions just for you.

TikTok Shop

Beyond

Tune into our official TikTok Shop podcast

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