

TikTok Shop Partner Campaigns



Leveraging **Partner Campaigns**, a local seller consumables merchant drove \$150K incremental, increasing their monthly GMV to **\$250K, +167%**. New to the platform, the merchant was struggling to drive content supply at scale. By leveraging Partner Campaigns, the seller was able to collaborate with agencies, unlocking content at scale and generating **226 SVs**.

119

creators

226

SV (short videos)

\$150K⁺

GMV

Content Efficacy: affiliate agency partners have a track record of activating a large creator network and producing higher quality content. Content posted by agency creators delivered more GMV per video, accounting for **12% of monthly SV content and 60% of SV GMV**.

76%

Sample posting
fulfillment

12%

Of Sellers SV content
supply

60%

Of sellers GMV