



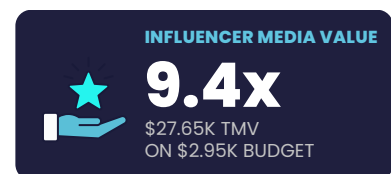
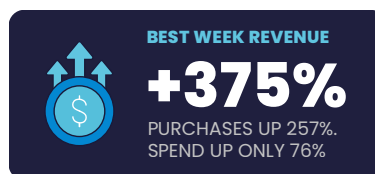
FULL PARTNERSHIP CASE STUDY

\$1.5K → \$66K.

Purchases up 9x.

One ad drove it all.

How **Young With Solutions** built **Atlas Coffee Club's** TikTok growth engine from scratch — on a platform with no playbook, no tools, and no prior proof it could work.



THE COMPANY

Atlas Coffee Club sources premium single-origin coffee from farms around the world — paying well above fair trade prices to ensure ethical, sustainable farming and exceptional quality in every cup.

But great coffee doesn't sell itself. Breaking into TikTok with no attribution access and a team that had already written the platform off — that was the real challenge.

That's why **Atlas Coffee Club** partnered with **Young With Solutions** to build a system that could find what worked, prove it, and scale it.

THE CHALLENGES

A platform written off. A budget built on bad data. A brand that had stopped believing.

8.3x Attribution gap on day one

TikTok and GA4 told completely different stories. Strategy had to be built without a clear signal.

0 Native playbook

Every previous attempt had fallen flat. TikTok hadn't proven itself for the brand yet.

\$0 Attribution tool access

No attribution tool was available to the YWS team. The signal had to be built from scratch.

THE STRATEGY

The Signal-to-Scale Playbook

We didn't launch with ads. **We launched with a question: "what's actually working?"**



FIND THE SIGNAL

TikTok's attribution was lying. We cross-referenced every conversion against GA4 last-click and manually traced purchases to specific creative IDs — building the first real performance map this account ever had.



PROVE THE CREATIVE

We didn't guess. We put the client's own Meta-winning video into TikTok, let GA4 confirm it was converting, then doubled down — two campaigns, one landing page winner, one creative driving the majority of sales.



BUILD THE AUDIENCE

We filtered for creators already trusted in coffee culture, briefed them for native content over branded ads, and ran Spark Ads on every post — so organic reach compounded without ever feeling like a promotion.

AD SPEND TRAJECTORY



MARCH

\$1.5K

ACCOUNT LAUNCH



MAY

\$55K

POST-BREAKTHROUGH SCALE



JUNE

\$66K

HIGHEST SPEND MONTH

THE PROOF — PROPRIETARY METHODOLOGY

No attribution tool. We built our own method. Closed the gap.

ATTRIBUTION GAP:

BEFORE — EARLY WEEKS

8.3x Gap

TikTok: 25 conv.
GA4: 3 purchases
Building strategy blind



AFTER — WEEK 4

1.53x Gap

TikTok: 130 conv.
GA4: 85 purchases
First ad-level CPA on account

BUILT IN-HOUSE · FIRST DEPLOYMENT ON THIS ACCOUNT:

THE YWS ATTRIBUTION METHOD

Source of truth

GA4 last-click only

Method

Manual Smart+ ad inspection → mapped to creative asset IDs

Result

First-ever ad-level CPA visibility on this account

GA4 VERIFIED

AD SPEND

\$1.5K → \$66K

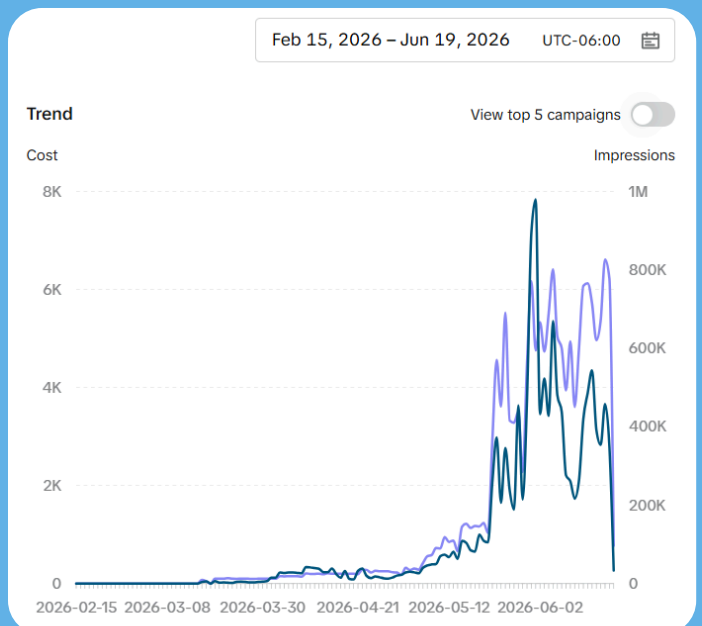
Scaled 44x in 4 months

COST PER ACQUISITION

\$146 → \$72

Halved in 7 days

AD SPEND + IMPRESSIONS

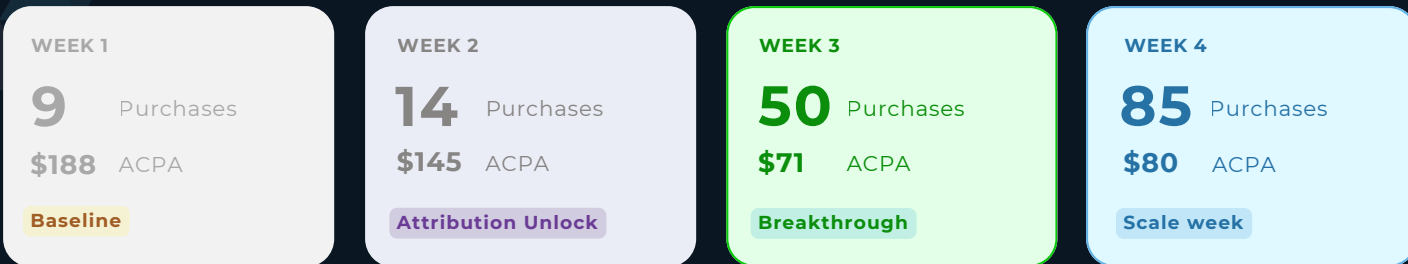


TikTok Ads Manager



4 - WEEK SCALING ARC

Cost per acquisition **dropped 62%** as spend **quadrupled**.



*Week 4 ACPA reflects aggressive spend scaling — expected during budget ramp.

One ad. 80% of all conversions. The client had the creative. YWS knew what to do with it.

WINNING CREATIVE

80% of weekly conversions

"Ever heard of..." — The ad the client already had. YWS identified it, proved it in GA4, and concentrated budget behind it across two campaigns.

CAMPAIGNS

2

PURCHASES · W4

68

WRAPPER CPA

\$62.66

Beat the \$65 CPA target. Ran simultaneously in FB Creatives and Advertorials wrappers. LP split test confirmed control landing page was the more efficient path.

LANDING PAGE SPLIT TEST

Same creative. Different landing pages. Clear winner.

Winner

Control LP · FB Creatives

ACPA **\$62.66**

GA4 PURCHASES **44**

Runner-up

Advertorial LP · Advertorials

ACPA **\$80.27**

GA4 PURCHASES **36**

22%

 Lower ACPA on control LP vs advertorial

INFLUENCER & AFFILIATE WIN

While paid media was proving the signal, YWS was building a parallel audience engine.

Beyond the Feed

Coffee culture, met where it already lives.

20 creators sourced. \$2.95K invested.

 **878k+**

Total views

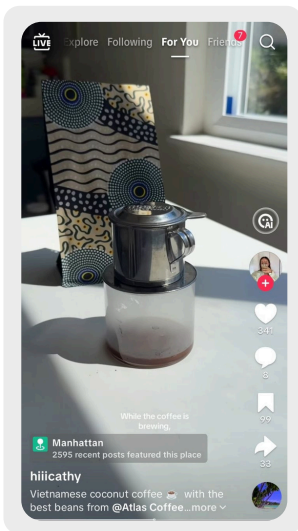
 **\$27.65k**

Total Media Value

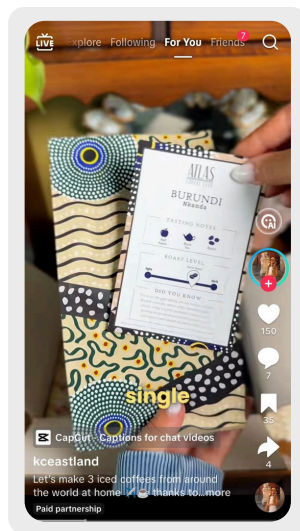
 **3.24%**

Engagement rate

VIRAL PEAKS



 **273.5k+**
Views



 **318.5k+**
Views

SAMPLE REQUEST RATE

Niche converts. Broad doesn't.

7.9%

Coffee-focused outreach

0.7%

Broad segment



"AWESOME PICK."

— Sarah, Atlas Coffee Club

Client feedback on Round 1 influencer selections.

THE TAKEAWAY

From \$1.5K to \$66K in spend. From zero attribution visibility to GA4-verified CPA on every creative asset. From a platform with no proven playbook — to a fully operational growth engine.

A custom attribution methodology. Twenty creators activated. A creative evaluation system that identified the one ad driving 80% of conversions.

The account scaled 44x in 4 months. The next lever — native TikTok creative — was already identified. The playbook exists. The infrastructure is built.

SEE WHAT'S POSSIBLE FOR YOUR BRAND.

youngwithsolutions.com