

AZALEA WANG × YOUNG WITH SOLUTIONS · FEB – JUN 2026

Banned twice. Scaled anyway. \$364K later.

How **Young With Solutions** built the sole playbook for **Azalea Wang**'s TikTok Shop — from a banned account to \$364K in revenue.

\$364k+GROSS REVENUE
FEB–JUN 2026**7.32×**ROI ON
PAID SPEND**866+**AFFILIATES
ONBOARDED**1,662**VIDEOS
PRODUCED

AZALEA WANG

Azalea Wang takes style to new heights — trend-forward designs, luxe embellishments, quality construction. But their creative was all static images and GIFs, their affiliate program was reactive, and TikTok was untouched. They came to **Young With Solutions** with one clear preference: **don't drop below 6× ROAS.**

THE CHALLENGES

The odds were *stacked against us.*

 CPA rising. Meta & Google plateauing.

A new channel wasn't optional — it was survival.

 Creative fatigue killing paid performance.

All static images & GIFs — no video assets

 TikTok account — banned.

Before we posted a single video

 Affiliate program reactive & unstructured.

Inbound-driven, no brand-led strategy, fragmented messaging

⚡ THE BAN STORY

TikTok banned them **twice**. Both times, YWS escalated — Legal Report, IPR forms, direct TikTok reps. Both times, we got the account back. By April: **fully restored. Impersonator stealing the brand permanently removed. Foundation set.**

THE MANDATE

One floor. *No compromises.*

Scale TikTok Shop GMV materially in 60–90 days — real revenue, not a vanity channel.

Diversify away from Meta & Google — break the CPA cycle.

Build a video content engine — affiliate-first, brief-led, repurposable across paid media.

Zero violations. Every step validated. Account health was non-negotiable.

THEIR ROAS FLOOR

6×

MINIMUM. NON-NEGOTIABLE.

We ended at **7.32× paid ROI** and **10–11×** blended including organic GMV.

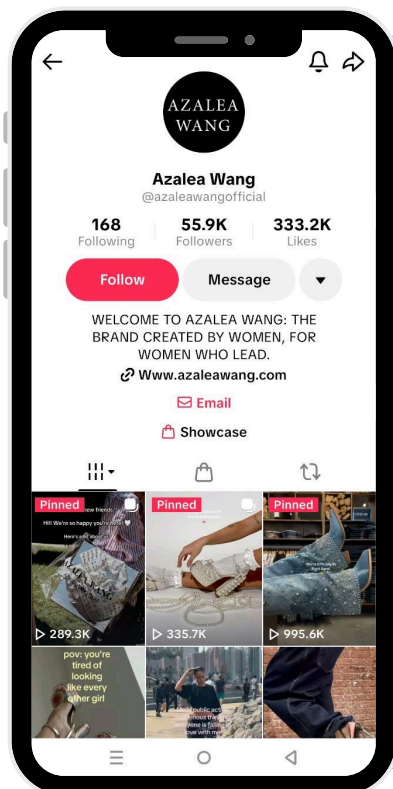
We didn't just clear the bar.

We moved it.

THE STRATEGY

The *Validate-to-scale* Playbook

Every move was sequenced. Every dollar was earned. Nothing scaled until it was proven.



KNOW THE CUSTOMER BEFORE YOU CREATE

1

4 audience cohorts defined before a single video went live.

BRIEF-LED CREATOR ENGINE

2

We built a brand-led brief system and led every creator with it. **No one posted without direction.**

ORGANIC VALIDATES. PAID SCALES.

3

No GMV Max until organic proved the brief worked — then we scaled aggressively.

SHOP AS A GROWTH SYSTEM

4

S-Tier, Smart Promotion, GMV Max — deployed across the full catalog.

THE CREATIVE PHILOSOPHY

No CTA. No text overlay. No traditional ad format.

Top videos: 12–21 seconds. No CTA. No text on screen.
One creator responded to a comment.
Another showed shoes and didn't finish her sentence.
Your best TikTok ad is the one that doesn't look like an ad.

1.1M

Views — single top affiliate video

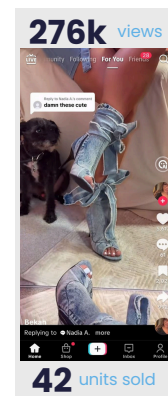
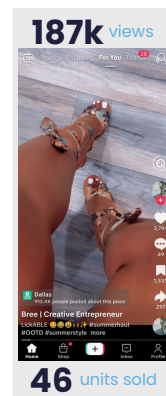
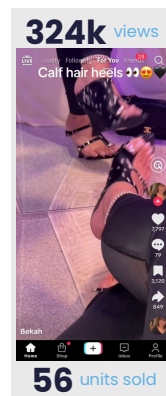
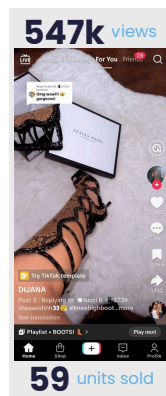
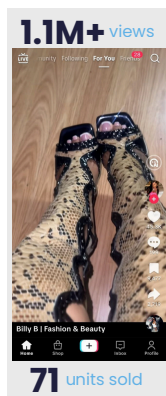
87%

Affiliates' share of seller GMV
Week of Apr 13 — peak week

6.6M

Total affiliate video views

Just a few samples...



THE PROOF

Key metrics

Custom: 02/19/2026 - 06/21/2026

Compare 10/19/2025 - 02/18/2026

Trends

Updated on: Jun 24, 2026 12:00 AM (GMT-8:00)

Creator-attributed GMV

\$283,815.19 ▲ 202.72%

Creator-attributed items sold

2,977 ▲ 267.53%

Refunds

\$41,024.67 ▲ 291.47%

Est. commission

\$32,148.43 ▲ 264.02%

Videos

1,662 ▲ 10.36%

LIVE streams

554 ▲ 39.2%

Avg. daily creators with sales

14 ▲ 133.33%

Avg. daily creators posted content

15 ▲ 25%

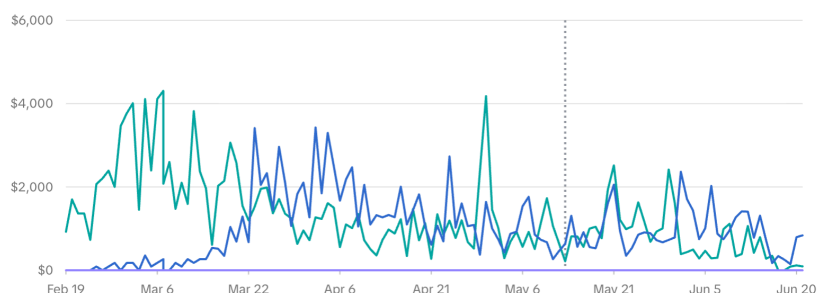
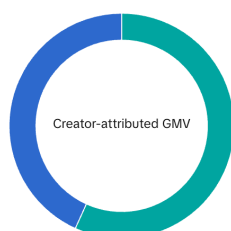
Creator-attributed GMV - Breakdown

Collaboration

Content type

Product category

Open collaboration Target collaboration Partner



THE NUMBERS

Every metric.
No vanity.



\$283k+

CREATOR GMV
+202%



778

ACTIVE CREATORS
+120%



14

AVG DAILY CREATORS WITH SALES
+133%

\$49,727 spent. \$364,041 returned. **Every dollar traceable.**

Overview

(UTC-08:00) America/Los_Angeles

2026-02-22 - 2026-06-22



Reporting is available for all GMV Max ads, whether created via TikTok Ads Manager or Seller Center (desktop and mobile app).

Cost

49,727.06 US...

SKU ord...

3,725

Cost per...

13.35 USD

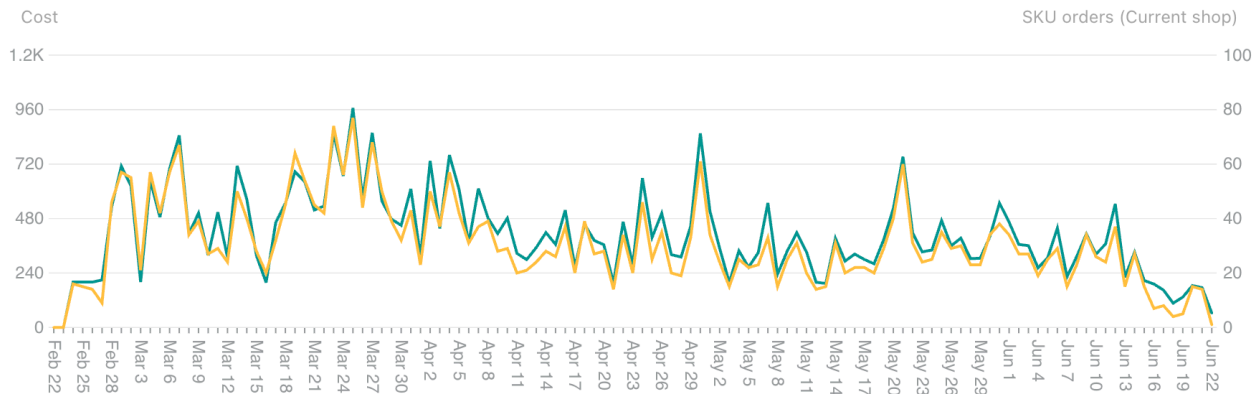
Gross re...

364,041.29 U...

ROI (Cur...

7.32

Cost SKU orders (Current shop)



CLIENT — DOLLY W., AZALEA WANG

"We sold **300-something pairs last week** — a **200% lift week** over week. There's a reason why we hired YWS. We know we're not the experts here. And I'm excited to see where we currently already are."

WHAT WE BUILT

From banned to Lark Tier 3.



WE FOUGHT FOR THE ACCOUNT

Recovered a banned TikTok account **twice**. Built a clean, violation-free foundation.



WE BUILT THE ENGINE

866 affiliates. 1,662 videos. GMV Max scaled from \$200 to \$855/day.
Every asset YWS-built.



WE MOVED THE CEILING

Their floor was 6x. We delivered
7.32x paid, 10-11x blended.
Partnership ongoing.

GROSS REVENUE

\$364k+

FEB 19 – JUN 22, 2026

ROI ON AD SPEND

7.32x

\$49,727 SPEND → \$364K BACK

BLENDED ROAS

10-11x

INCLUDING ORGANIC GMV

We didn't just survive the ban.
We used the delay to build something impossible to replicate.

Still capped by *Meta and Google?*

We build TikTok growth engines that turn bans, blank slates, and stalled CPA into channels like this one.

[SEE WHAT'S POSSIBLE →](#)

youngwithsolutions.com