TikTok Marketing Partner

YOUNG WITH SOLUTIONS

FULL PARTNERSHIP CASE STUDY

$0 → $29.2K

a month on TikTok Shop.
No health claims allowed.

How **Young With Solutions** helped **Balance of Nature** find the product TikTok wanted, then built a compliant creator engine to sell it.

$74.9K	5,129	4.5M	2.9×
SHOP GMV IN 12 MONTHS	ORDERS	CREATOR VIDEO VIEWS	THE MONTHLY GOAL, HIT IN OCTOBER

Shop GMV and orders: TikTok Seller Center, Nov 2025 to Oct 2026. Views: TikTok affiliate dashboard, Oct 2025 to Oct 2026.

THE CLIENT

BALANCE OF NATURE®

Balance of Nature makes whole-food fruit and vegetable supplements and freeze-dried fruit snacks. They partnered with YWS, with one priority: ***conversions first.***

WHAT WE RAN

- **Snack-first product strategy**
- **Compliant creator content**
- **Creator outreach at scale**
- **GMV Max on winning videos**

THE PAIN

A supplement brand that *can't make claims.*

Balance of Nature's hero product is a whole-food supplement, a category that usually sells on what it does for you. On TikTok, they couldn't say any of it.

The rule: **no health claims**

~~"Makes me feel 5× better"~~	Not allowed
~~"De-bloats"~~	Not allowed
~~"It does something for me"~~	Not allowed

Creator posts with claims like these couldn't run as ads.

The tension

Shop GMV, January 2026

$0

We started with the supplement. The content posted, but nobody bought. So, together with the brand, we changed the product.

THE GOAL

One number. *Two conditions.*

$0 in shop GMV → **The number** **$10K a month in shop GMV**

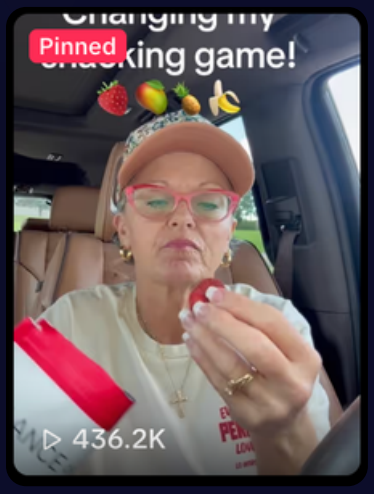
No health claims allowed → **Condition 1** **Sell without a single claim**

A supplement that relies on claims → **Condition 2** **Find the product TikTok will buy**

THE STRATEGY

Sell the snack. *Scale what sells.*

What compliant content looked like

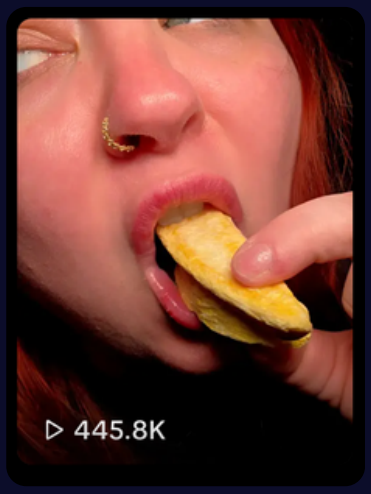


In-car taste test

$11.8K

GMV

990 units
436.2K views

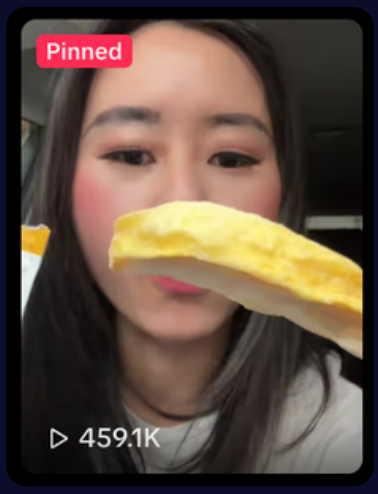


Close-up bite

$9.7K

GMV

748 units
445.8K views



ASMR crunch

$4.9K

GMV

559 units
459.1K views

Real people, real bites, zero claims. These 3 creator videos alone made close to half of all affiliate GMV.

1

Lead with the snack

Snack: 99.2%

Supplements: 0.8%
Share of affiliate GMV

A snack sells on taste. It doesn't need a claim.

2

Build compliance in

Spoken

On screen

Caption

Videos without claims can run as ads.

3

Reach wide, keep the winners

366.96K creators reached. **3** videos led the sales.

Volume finds the few creators who sell.

4

Scale what sells

Winning video

↓

GMV Max

↓

More orders

Ad spend only goes behind proven content.

Jan 2026

Pivot to the snack

Apr 2026

GMV Max launches, first $1K+ month

Sep 2026

First month past goal: $14.3K

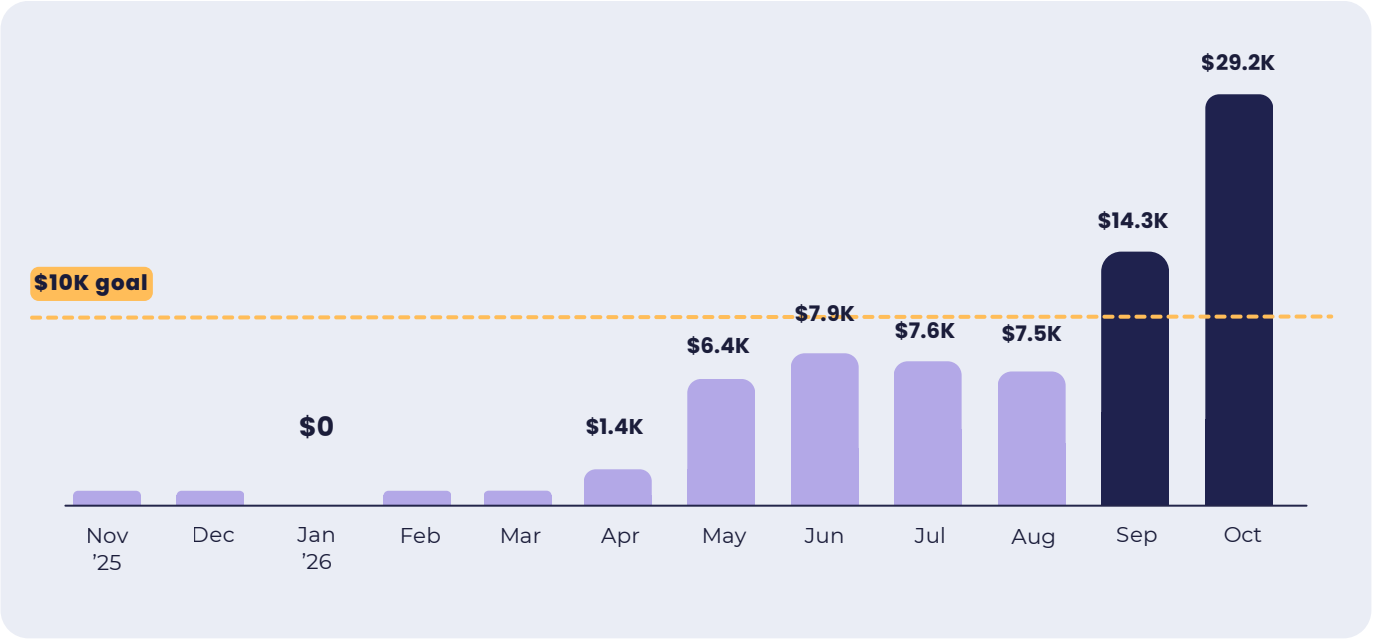
Oct 2026

Record month: **$29.2K**

THE PROOF

20× growth *in six months.*

Monthly shop GMV across every channel, from $1.4K in April to $29.2K in October. September cleared the $10K goal, and October grew another 98%.

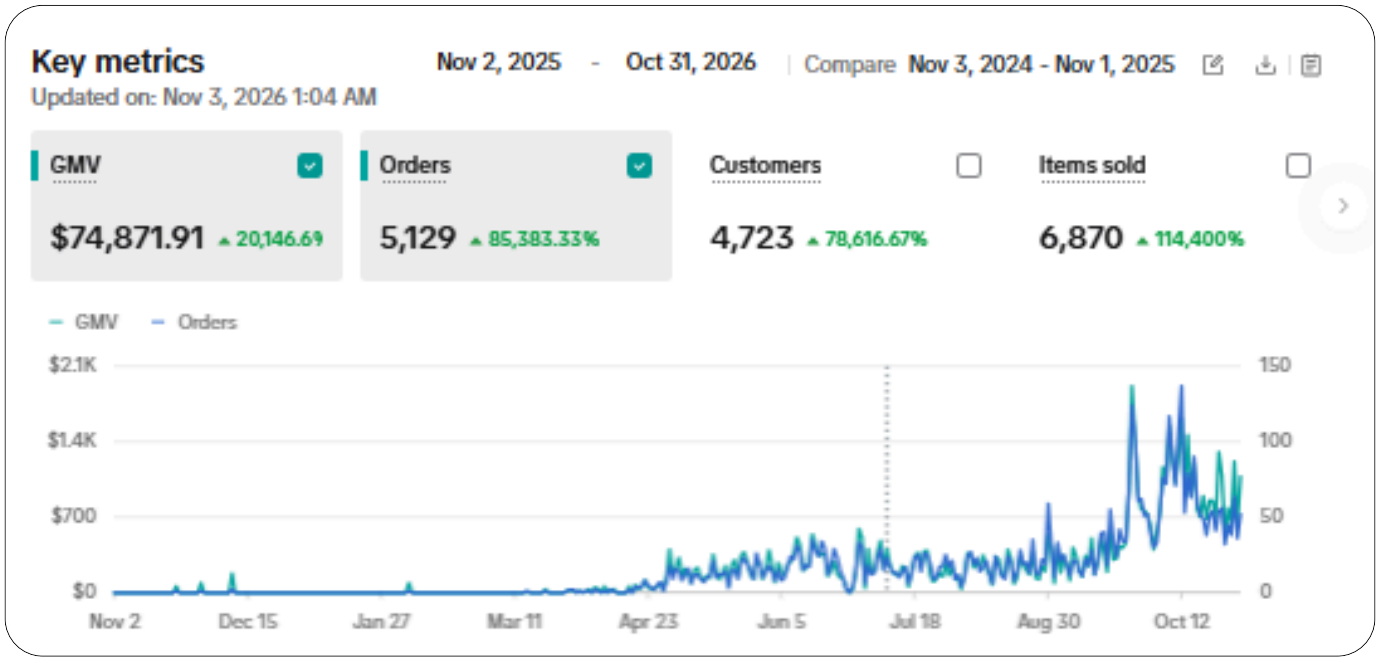


$74,871.91
Shop GMV,
Nov 2025 to Oct 2026

5,129
Orders in the same 12 months

2.9×
The $10K monthly goal, hit in October

74%
Of GMV came from creator content



Seller Center, Nov 2, 2025 to Oct 31, 2026

THE ENGINE BEHIND IT

Creators sold it. *Ads scaled it.*

Each platform counts sales its own way, so these figures sit next to the shop number. They are never added to it.

Creators and affiliates

The engine

$55.17K
Affiliate GMV

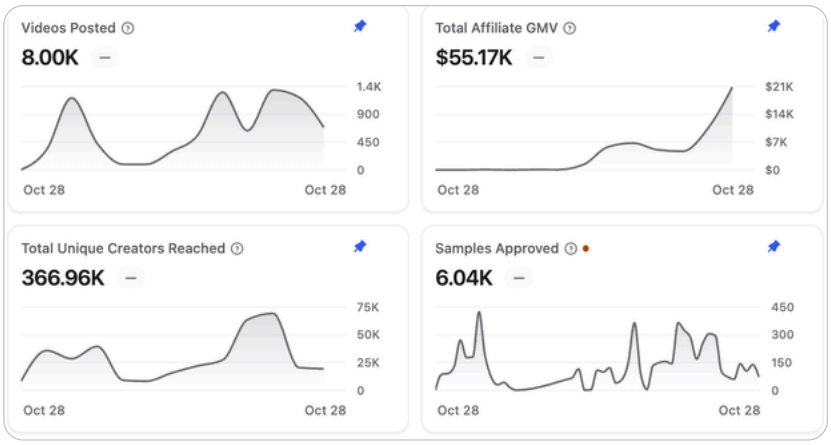
4.5M
Creator video views

366.96K
Creators reached

6.04K
Samples approved

Best week: Oct 5 to 11, $6,812.66 in creator-attributed GMV

Output: 8.00K creator videos posted in 12 months



Affiliate dashboard, Oct 28, 2025 to Oct 28, 2026

GMV Max ads

The amplifier

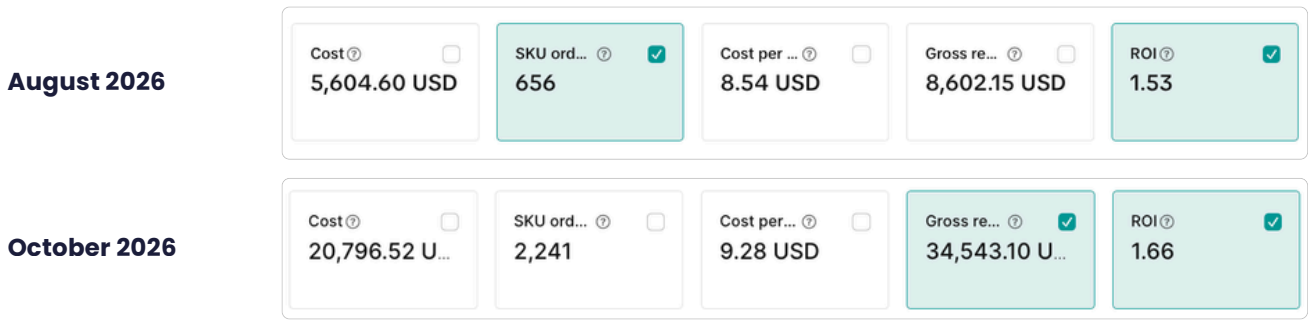
3.7×
More ad spend, Aug to Oct

1.53 → 1.66
ROAS rose as spend grew

175
SKU orders on the Oct 12 peak day

Scale: daily ad spend grew from $103 in May to $671 in October

TikTok Ads Manager, GMV Max, Ad view



ROAS = gross revenue ÷ ad spend. Ads Manager labels it ROI.

THE WIN

This weeks numbers are awesssssome!

Deshka, Partner Marketer

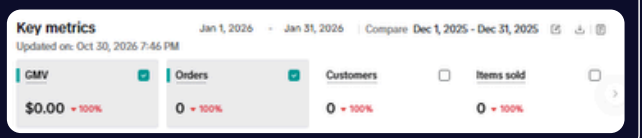
"Thank you for staying on top of communications with me and continuing to work with me to figure stuff out. Looking forward to continuing to grow here with you all."

Deshka, Partner Marketer

A brand that couldn't make a single claim *found a product that didn't need one.*

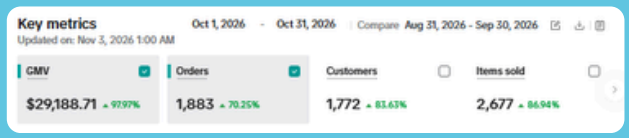
JANUARY 2026

$0 0 orders



OCTOBER SHOP GMV

$29,188.71 1,883 orders



TikTok Seller Center, monthly key metrics

WHAT'S NEXT

As of November 2026: still partnered. Same system, three Q4 pushes.

- Black Friday LIVE
- 30% Black Friday promo
- Exclusive Fiber & Spice pricing

The snack proved the system.
Next up: the supplement.

Can't lean on health claims?
Let the product sell itself.

We help wellness and supplement brands grow on TikTok Shop through compliant creator content, affiliate networks and GMV Max, all working together.

For wellness brands in strict-compliance categories. We'll check your TikTok Shop for free.

BOOK YOUR FREE AUDIT →

youngwithsolutions.com

ENGAGEMENT: AUG 2025 TO PRESENT, AS OF NOV 2026. RESULTS SHOWN: NOV 2025 TO OCT 2026.