

99% of sales on Amazon. A TikTok Shop on mute. £85.6K in one quarter.

How **Young With Solutions** turned 2,285 creator videos into **Oxford Origins'** second revenue channel.

£85.6K+ <small>SHOP GMV, APR–JUN 2026</small>	6.5× <small>MONTHLY GMV MAR–JUN 2026</small>	4.16× <small>ROAS, 5 WEEKS ABOVE BREAK-EVEN</small>	3 <small>RENEWALS</small>
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Oxford Origins makes gut-health supplements, with 99% of sales on Amazon. In October 2025, they hired **Young With Solutions** to drive Amazon sales through TikTok. *The TikTok Shop itself became the win.*

THE CHALLENGES

First, nobody was buying. Then came the growing pains.

AT THE START · OCT–NOV 2025

One channel did all the selling.

99% of revenue came through Amazon

A TikTok Shop on mute.

First affiliate sales report: £49.68

AS IT GREW · FEB–MAR 2026

Shop score down to 3.9.

Late-dispatch flags dragging it down

£8.92 average order.

Too thin to scale ads on

THE TARGETS

Three jobs. One number.

Sell on TikTok. Not just a funnel to Amazon.

Lift average order from £8.92, too low to scale ads on.

Fix the shop score from 3.9, dragged down by late dispatch.

THEIR BREAK-EVEN

3.8x

ROAS. THE LINE TO CLEAR.

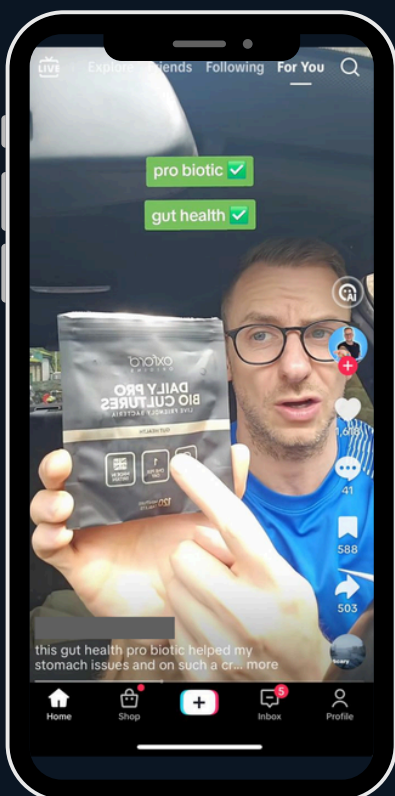
Ads launched late January. Cleared it in 3 weeks (3.96x, Feb 6–13). Cost per order down 45% by week 4.

After the restock, all five weekly reports came in above 3.8x, at **4.16x** combined.

THE STRATEGY

Four moves. *Each one fed the next.*

Nov–Feb: we seeded creators, launched ads and started fixing the shop. From March, it scaled.



CREATORS

1

874 samples. Problem-first hooks.

Supplements sell when the problem is said out loud.



ADS

2

GMV Max on videos already selling.

Proven angles got the budget.



SHOP HEALTH

3

Daily score checks, dispatch alerts.

TikTok rewards shops it trusts.



CAMPAIGNS

4

Built the buying habit, then full price.

The old flash sales sold at a loss.

Premium creator, June. Micro Probiotics, back in stock as Digestive Enzymes sold out.

Video ranking

[View all](#)

- @Oxford Origins #guthealth #acidophilusprobiotic #ibsawareness #vegantiktok #probiotics**
Viewers 437.2K | £3,456.34
- Micro probiotics tablet#guthealth**
Viewers 81.3K | £705.19
- Quick question... does your stomach ever feel constantly bloated or just off? That's actually why I started looking into p...**
Viewers 73.8K | £702.18
- If you struggle with bloating you need to listen to this one #bloating #flatulence #probiotics**
Viewers 45.5K | £475.57

PROBLEM-FIRST HOOKS, APR 6–12:

"Does your stomach ever feel constantly bloated or just off?"

THE CREATORS

Creators did the selling. 92% of it.

Affiliate videos drove 92% of shop GMV from May 15 to Jun 22. TikTok's number, not ours.

▼ LIVE streams	View analysis (Contribution 0%)	£11.21	+49.87%
➤ Affiliate	(Contribution 0%)	£11.21	+49.87%
➤ Seller	(Contribution 0%)	£0.00	+-
▼ Videos	View analysis (Contribution 92.8%)	£52,721.63	+141.85%
➤ Affiliate	(Contribution 92.2%)	£52,372.26	+141.49%
➤ Seller	(Contribution 0.6%)	£349.37	+209.53%
● Product cards	(Contribution 7.1%)	£4,060.40	+87.15%

Seller Centre GMV breakdown, May 15–Jun 22, 2026

£17.3K

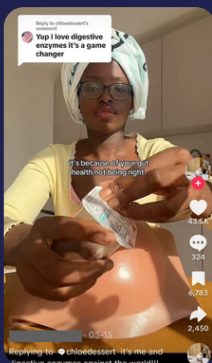
BEST AFFILIATE WEEK
(MAY 15–21)

2,285

VIDEOS
POSTED

8,958

AFFILIATE ITEMS SOLD,
NOV 2025–JUN 2026



TOP CREATOR

3.8M views in 3 days.

One reply video. **£5.3K in GMV in five days.**
Now past 4.4M views.

£16.4K

HER TOTAL
GMV

Video Information

Affiliate video...

GMV

Video-attribu...



Replying to @chloedessert it's me and dige...

£5,838.84

£5,302.85

483

Post time 14/05/2026

Creator Handle

Products

Affiliate GMV (Nov 1 – Jun 22)

<p>Followers: 16.6K</p> <p>Beauty & Personal Care</p> <p>Health</p>	<p>3 products</p> <p>£16,382</p>
<p>Followers: 10.5K</p> <p>Health</p> <p>Food & Beverages</p>	<p>4 products</p> <p>£10,720 +137%</p>
<p>Followers: 5.1K</p> <p>Beauty & Personal Care</p> <p>Home Supplies</p>	<p>1 product</p> <p>£8,551</p>
<p>Followers: 4.2K</p> <p>Beauty & Personal Care</p> <p>Health</p>	<p>2 products</p> <p>£7,607</p>
<p>Followers: 1.9K</p> <p>Health</p> <p>Phones & Electronics</p>	<p>5 products</p> <p>£7,451</p>

5 creators. £7K+ each.

None had more than 17K followers

MICRO CREATOR

3.53K → £3,790

followers in April

in 7 days

Creator	Affiliate GMV
<p>£3,790.34</p> <p>Followers 3.53K</p>	<p>46.29% of total GMV</p>

46% of affiliate GMV, Apr 6–12

PREMIUM (PAID) CREATOR

99 units

in one weekend

<p>Micro Probiotics for Gut Health – Blo...</p> <p>Attr. GMV</p> <p>£988.43</p>	<p>Attr. Items sold</p> <p>99</p>
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Micro Probiotics, while Digestive Enzymes sold out

Not polished ads. Real people naming a real problem.

THE SELL-OUT

Apr 24-27.

The weekend before the sell-out.

Healthy shop. Daily creator videos. Then one campaign weekend.

THE WEEK BEFORE · 7 DAYS

Apr 17-23

£4,412.59

472 orders · 538 units

CAMPAIGN WEEKEND · 4 DAYS

Apr 24-27

£5,727.44

689 orders · 764 units

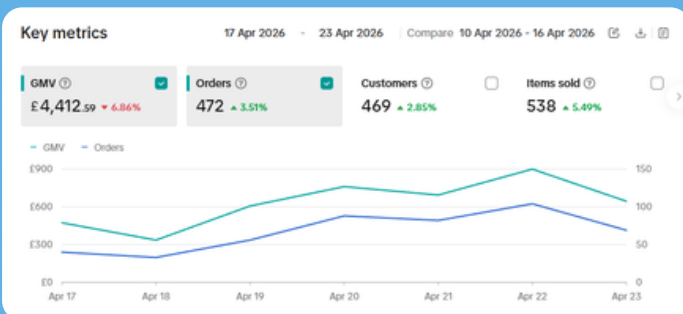
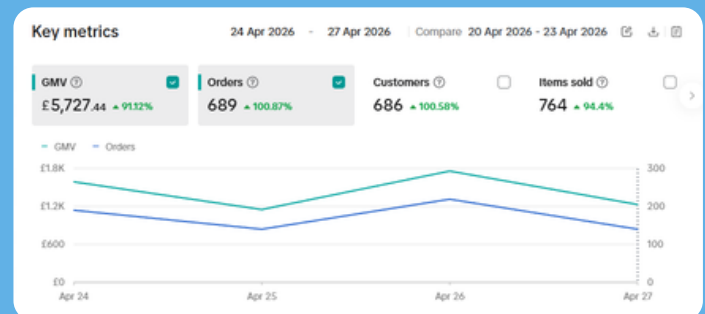
**4 days out-sold
the 7 before.**

2.3×

SALES PER DAY
£630 → £1,432

2×

ORDERS VS THE 4 DAYS
BEFORE



Seller Centre, Apr 17-23

Seller Centre, Apr 24-27



STAR SHOP · EARLY MAY

SPS 4.5 / 5

Up from 3.9 in February.
Dispatch back under control.



THEN IT SOLD OUT

Twice.

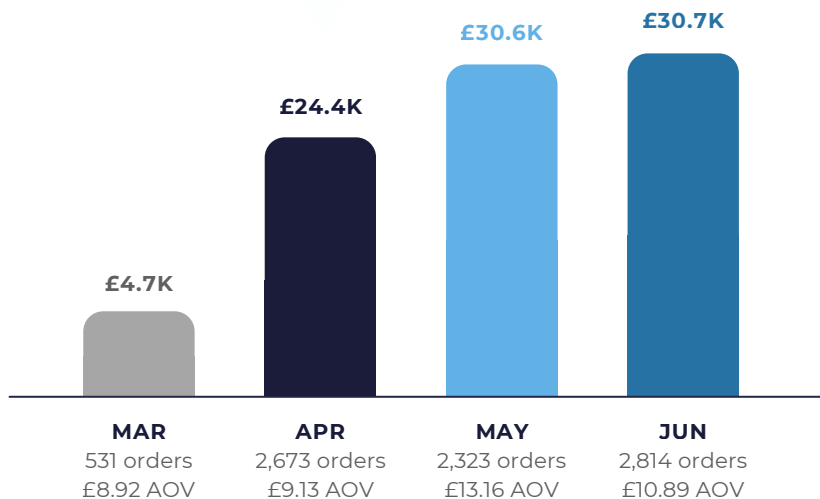
Micro Probiotics by early May, Digestive
Enzymes in early June.

**In October, the shop was on mute. Now it was selling faster
than stock could keep up.**

THE NUMBERS

£4.7K a month To £30.7K

Monthly TikTok Shop GMV, March to June 2026.



6.5×

MONTHLY GMV, MARCH TO JUNE

+22%

AVERAGE ORDER, MARCH TO JUNE
£8.92 → £10.89
PEAKED AT £13.16 (+47%) IN MAY

Key metrics			
1 May 2026 - 31 May 2026 Compare 31 Mar 2026 - 30 Apr 2026			
GMV	Orders	Customers	Items sold
£30,579.01 ▲ 24.09%	2,323 ▼ 14.15%	2,310 ▼ 14.32%	2,589 ▼ 13.84%

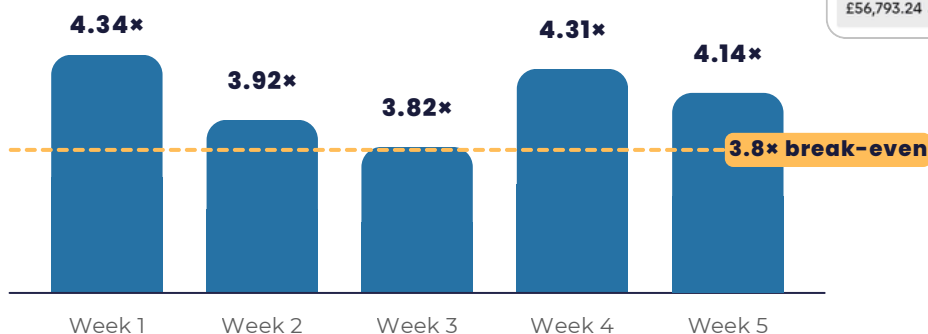
Key metrics			
1 Jun 2026 - 30 Jun 2026 Compare 2 May 2026 - 31 May 2026			
GMV	Orders	Customers	Items sold
£30,651.89 ▲ 1.62%	2,814 ▲ 23.69%	2,798 ▲ 23.64%	3,046 ▲ 19.97%

Seller Centre, May 1–31

Seller Centre, Jun 1–30

£13.3K in. £55.2K in ad-attributed sales.

All five weekly reports above break-even. Shop GMV from May 15 to Jun 22 was £56.8K: ads boosted creator videos, so most sales count in both.



Weeks 1–5: May 15–Jun 22. Axis starts at 3.0×

Key metrics			
15 May 2026 - 22 Jun 2026 Compare 6 Apr 2026 - 14 May 2026			
GMV	Orders	Customers	Items sold
£56,793.24 ▲ 136.87%	4,746 ▲ 83.1%	4,719 ▲ 62.77%	5,208 ▲ 80.71%

£2.93

TO WIN A £12.20 AD ORDER

4.16×

BLENDED ROAS, 5 WEEKS

Overview

(UTC+00:00) Europe/London 2026-05-11 - 2026-05-18

Reporting includes GMV Max ads created on TikTok Ads Manager and TikTok Seller Center.

Cost

1,822.89 GBP

vs last 7 days -

SKU ord...

675

vs last 7 days -

Cost per...

2.70 GBP

vs last 7 days -

Gross re...

9,069.69 GBP

vs last 7 days -

ROI (Cur...

4.98

vs last 7 days -

Relaunch week, May 11–18:

4.98×

Ads were off until May 16, so all £1.8K of spend and £9.1K back came in the first three days after restock.

WHAT WE BUILT

Came for Amazon sales.
Left with a second revenue channel.



WE WOKE UP THE SHOP

£49.68 in its first affiliate report.
Sold out twice by June.



WE BUILT THE ENGINE

874 samples approved, 2,285 videos. **Ads behind what was already selling.**



WE CLEARED THE BAR

Five weeks of ads above break-even. Shop score from 3.9 to 4.5.

THE REAL METRIC

They came back. 3 times.

Signed the contract

Renewal 1

Renewal 2

Renewal 3

Engagement complete

12 months. 3 renewals. From a shop on mute to a £30K-a-month channel by June.
We built the engine. Now they run it.

Selling everywhere
except TikTok?

We help product-based brands grow through creator networks, influencer collaborations and TikTok Shop, all working together.

For Amazon-first brands ready to sell on TikTok.
We'll check your TikTok Shop for free.

BOOK YOUR FREE AUDIT →

youngwithsolutions.com

ENGAGEMENT: OCT 2025 – OCT 2026. RESULTS SHOWN: MARCH–JUNE 2026.