PULSETTO
GO WITH THE WAVE

YOUNG
WITH SOLUTIONS

TikTok Marketing Partner

ACT 01 · THE HOOK

Pulsetto's first two months on TikTok Shop

$101,497

in Shop GMV, from a launch date that couldn't move.

TikTok Shop Seller Center | Sep 1 to Oct 31, 2026 · 505 orders

Pulsetto's TikTok Shop had to launch on the first day of its Labor Day sale. **Young With Solutions** built the creator program so videos were already live before launch day, then kept the Shop selling through October.

250
creators posted content in September
Goal: 200
Affiliate Center
Sep 1 to 30

77.5%
of Shop GMV came from creator content
Seller Center
Sep 1 to Oct 31

742
creator videos posted
Affiliate Center
Sep 1 to Oct 31

Sep 1
launch date held, day one of the sale
Seller Center
Sep 1, 2026

THE CLIENT

Pulsetto makes a neck wearable for calm and better sleep. Before this launch, it sold through its own website and Amazon.

ACT 02 · THE PAIN

Three problems, and a date that *couldn't move.*

BEFORE US



No TikTok Shop

Only their own site and Amazon.



A fixed date

The Labor Day sale started Sep 1.



ACT 03 · THE GOAL

GOAL 1

Live on Sep 1



A premium price

$199+. Free samples alone don't move creators.



Ads that didn't travel

Their Meta ads didn't work when reposted on TikTok.



GOAL 2

200 creators by Sep 30

BOTH GOALS HIT

✓ **Live on Sep 1, date held**

Seller Center · Sep 1, 2026

✓ **250 creators posted in September**

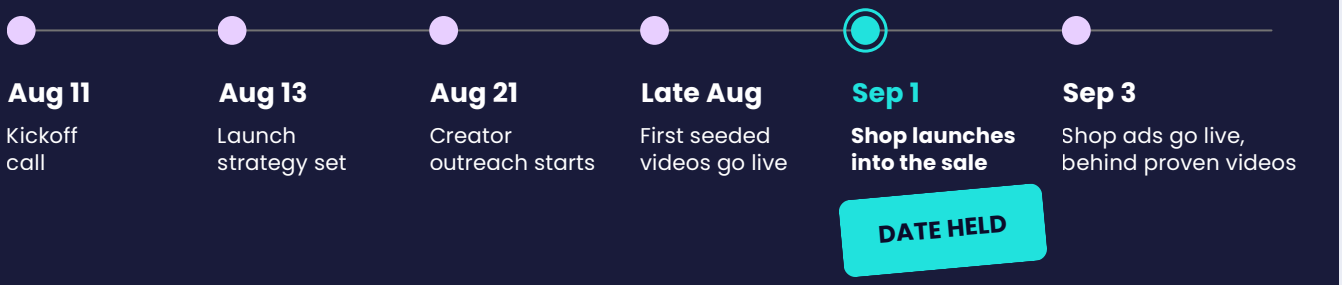
Affiliate Center · Sep 1 to 30, 2026

ACT 04 · THE STRATEGY

Every move *answered* one of those problems.

THE COUNTDOWN

Kickoff to Shop ads, 2026



01

Answers: A fixed date → Goal 1

Creators posting before launch day

WHAT WE DID

Outreach from Aug 21, samples seeded, videos live in late August

WHY

Videos had to be live before the Shop was

02

Answers: A premium price → Goal 2

Rewarded for selling, not just posting

WHAT WE DID

A September sales challenge, and Shop ads only on proven sellers

WHY

Rewards and ad budget follow what actually sells

03

Answers: Ads that didn't travel → Goal 2

Two formats inside TikTok's rules

WHAT WE DID

A first-try reaction, and the mechanism in the creator's own words

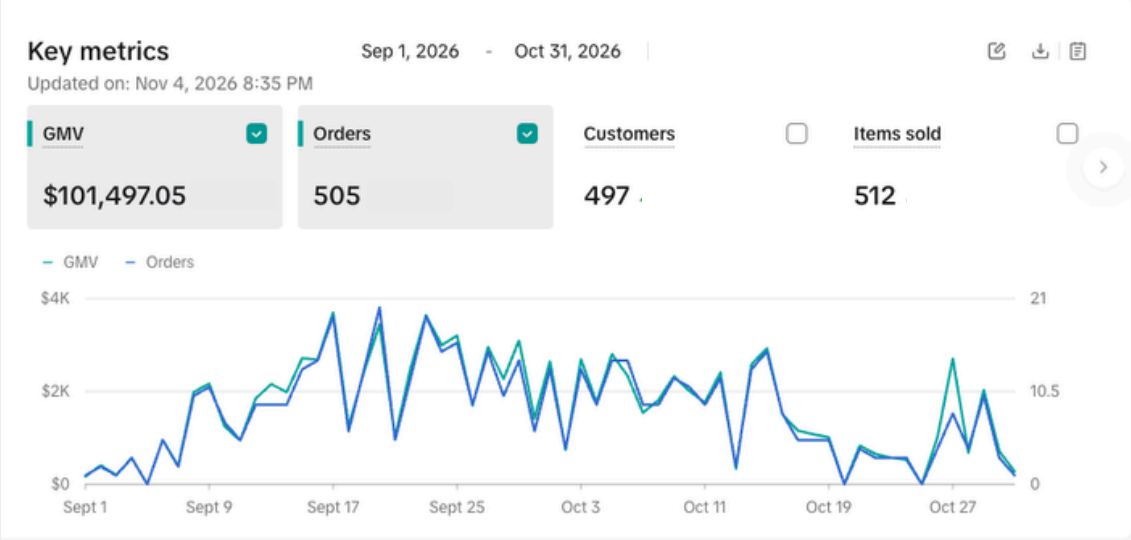
WHY

Both sell the feeling, not a health claim

Two months in, *a six-figure Shop.*

TikTok Shop Seller Center · Sep 1 to Oct 31, 2026

Growth vs. pre-launch period hidden

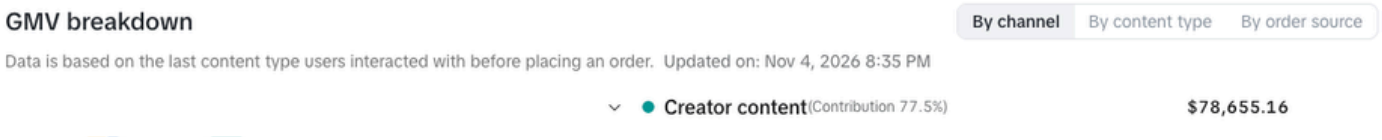


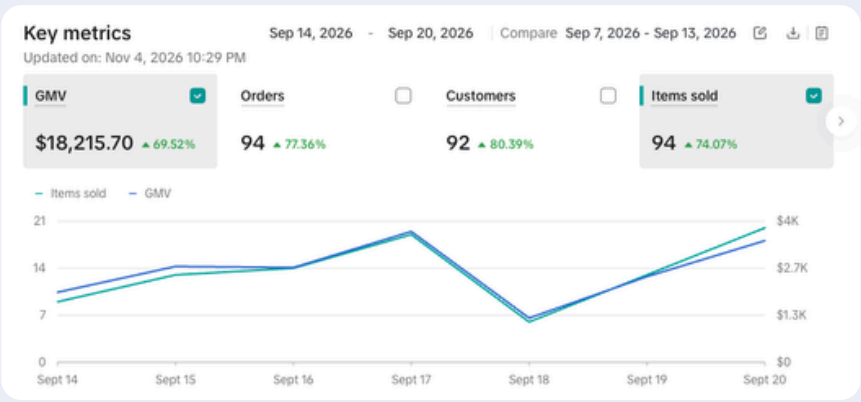
$101,497.05
Shop GMV
Seller Center · Sep 1 to Oct 31

505
orders
Seller Center · Sep 1 to Oct 31

77.5%
from creator content, $78,655.16
Seller Center · Sep 1 to Oct 31

Same Seller Center view, GMV by channel





BEST WEEK

$18,215.70

94 orders · Sep 14 to 20

Up 69.52% on the week before, in the third week after launch.

Seller Center · Sep 14 to 20, 2026

ACT 05 · THE PROOF: THE CREATORS

200 was the goal. *250 creators posted.*

GOAL 2 · 200 CREATORS BY SEP 30

250 creators posted content in September

Affiliate Center
Sep 1 to 30, 2026

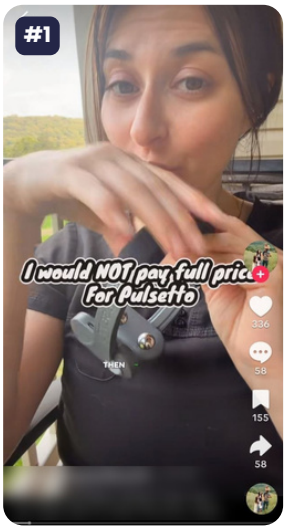




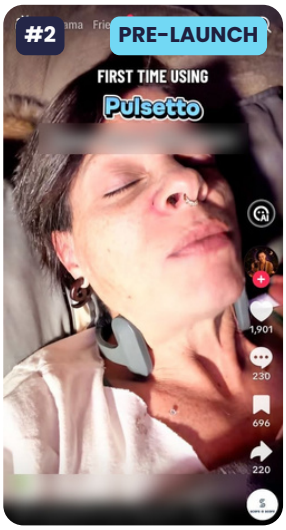
THE TOP FOUR VIDEOS

Two of the top three went live before launch day, in the two formats from the brief.

742
creator videos posted
Affiliate Center · Sep 1 to Oct 31



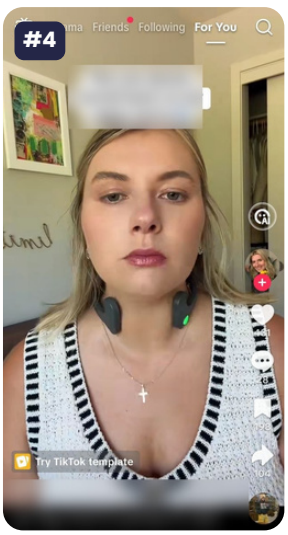
"Check the price" hook
$8,807.92



First-try reaction
$7,198.00



Mechanism first
$5,972.53



Device demo
$3,621.89

GMV per video: Affiliate Center video ranking, Sep 1 to Oct 31, 2026.

ACT 06 · THE WIN

We reached our main TikTok Shop launch goal: reach 200 creators who posted with Pulsetto on the platform by end of September!

Andrius, Marketplaces Manager · Sep 28, 2026

10 creators cleared the September Creator Challenge

Still partners as of October 2026

ACT 07 · THE CONCLUSION

BEFORE · AUGUST 2026

No TikTok Shop selling. Sales ran through Pulsetto's own site and Amazon.

AFTER · OCTOBER 2026

$101,497 in Shop GMV in two months, 77.5% of it from creator content.

WHAT'S NEXT Keep scaling Pulsetto on TikTok Shop.

The sale set the date.
The creators turned it into a launch.

Got a launch date
that can't move?

We launch TikTok Shops for premium brands, with creators posting before day one and a program that keeps them selling.

BOOK YOUR FREE AUDIT →

youngwithsolutions.com