

FULL PARTNERSHIP CASE STUDY

Zero followers. Gaming culture. Three renewals.

How **Young With Solutions** Powered **Recharge's** TikTok presence from scratch — and kept producing results compelling enough to earn back their trust three times over.



THE COMPANY

Recharge.com makes digital gift cards, mobile top-ups, and payment cards instantly accessible from over 750 brands. Breaking into gaming culture on TikTok — with zero followers and zero credibility — was the real challenge.

That's why **Recharge** teamed up with **Young With Solutions** to build a channel that didn't just advertise — it became part of gaming culture.

THE CHALLENGES

- Zero Presence
- Cultural Relevance
- Brand Credibility
- Engagement Deficit

ACT 01

THE FIRST UNLOCK

Build the identity. Earn the audience.

YWS didn't launch with ads. The **first move was identity** — building a channel from scratch that gamers would actually want to follow, not scroll past.



BUILT FROM SCRATCH

Channel identity built before a single video went live.



CONTENT TESTING

"Free Games" and "Game News" — the two pillars that won.



VIRAL GIVEAWAY

Nintendo Switch Giveaway. Community moment, not a marketing activation.

FIRST TERM RESULTS



500K+

SINGLE VIDEO VIEWS

\$0 AD SPEND



18.2%

ENGAGEMENT RATE

VS

3-6% INDUSTRY AVG



\$0.01

COST PER VIEW

VS

\$0.01-\$0.03 AVG



13K+

AVG VIEWS / VIDEO

VS

5K-10K INDUSTRY

THE LESSON FROM ACT 1

Viral moments can be engineered

— but they can't be the whole system. **Giveaways have a ceiling.**
The next move had to go deeper.



THE STRATEGIC PIVOT

Stop pushing. Start showing up where they're already looking.

The real unlock: TikTok isn't just a feed — it's a search engine. Especially for gamers. **YWS rebuilt Recharge's strategy around discoverability, not virality.**

BEFORE

Giveaways & Gaming-Adjacent Content

Great for early momentum. Gets attention. But relies on novelty — and novelty fades. Recharge was still on the outside of gaming culture, pointing in.



AFTER

Search-Native Gaming Content

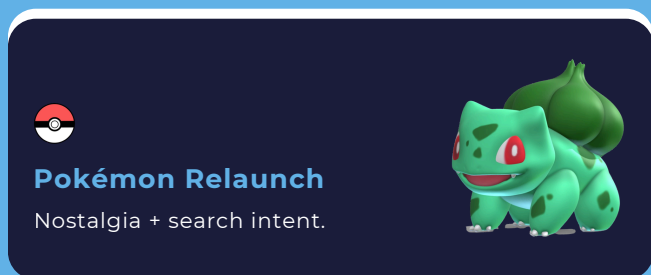
Tutorials, hacks, walkthroughs, hidden features. Content gamers are actively searching for — with Recharge living inside it, not interrupting it.

THE YWS FRAMEWORK

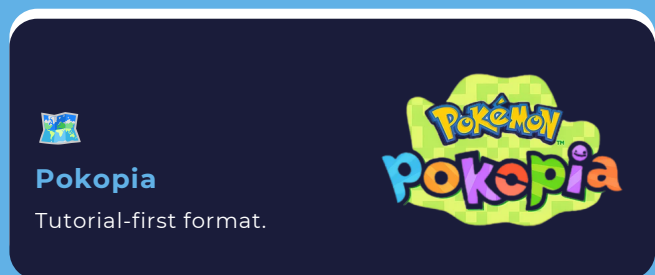
Soft Integration — Being Part of the Content, Not the Point of It

- Gaming hacks & tutorials
- Mission walkthroughs
- Natural brand mentions
- Hidden features & item tips
- Trending game tie-ins
- Supporting account content

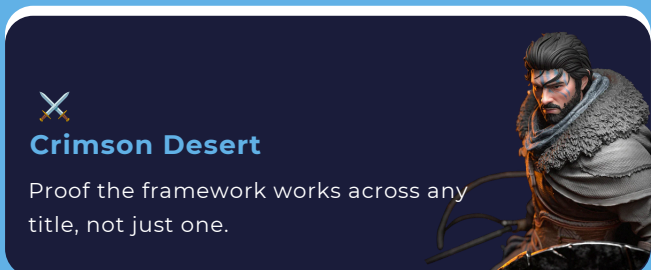
THE CONTENT SERIES THAT DROVE IT



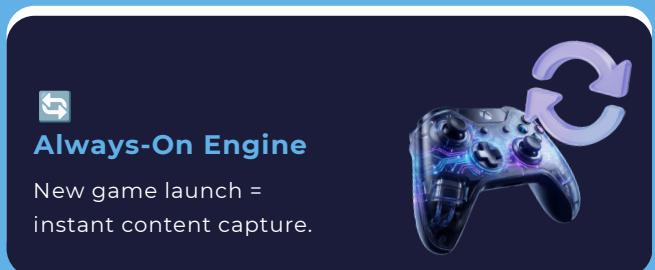
Pokémon Relaunch
Nostalgia + search intent.



Pokopia
Tutorial-first format.



Crimson Desert
Proof the framework works across any title, not just one.



Always-On Engine
New game launch = instant content capture.



IN-HOUSING THE PLAYBOOK

The system delivered.

The final term produced the **highest viewership of the entire partnership** — proof that the framework compounds over time.

36.9K+

Net new followers

68K+

Profile views

681K+

Likes on TikTok

147.2K+

Total engagements

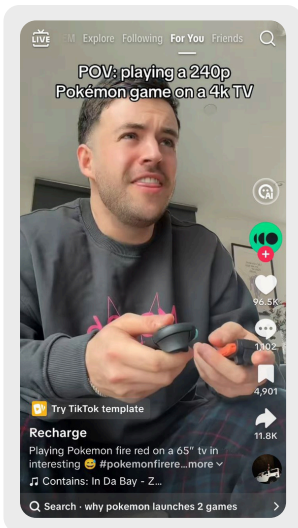
\$0.01

Cost per view

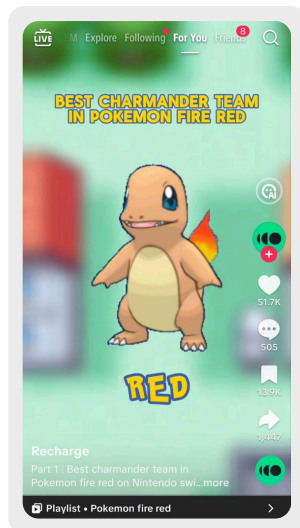
124K+

Total comments

VIRAL PEAKS



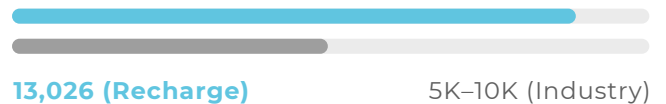
2M+
Single video views



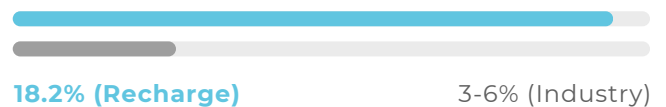
1.5M+
Second breakout

HOW WE COMPARED TO INDUSTRY

AVERAGE VIEWS / VIDEO



ENGAGEMENT RATE



COST PER ENGAGEMENT

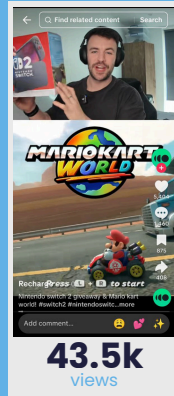
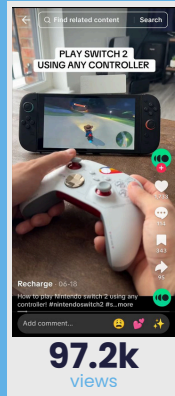
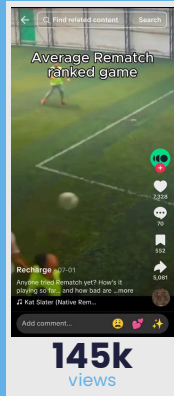
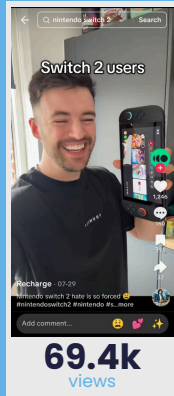
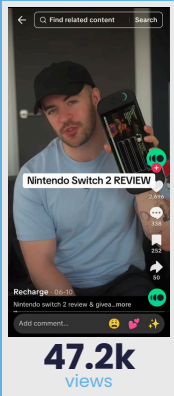
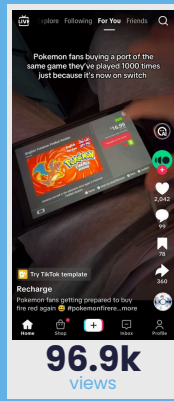
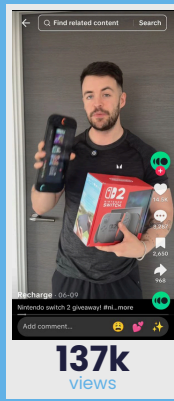
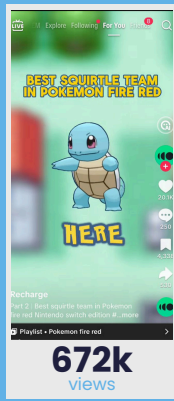
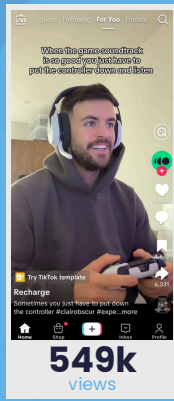
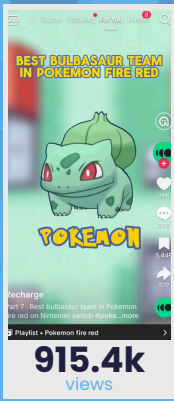


COST PER VIEW




For Recharge, virality wasn't chance — it was the outcome of a strategy built to win with gamers again and again.

+ Multiple viral videos — not just one-off success.



Influencer Program

 **175K+**

Total Views Across Influencer Videos

Roudus
Nintendo switch 2 my dream 🙏🙏
06-06 Reply 10

Tatiana Gómez
I want one! Thanks Recharge, so nice from you guys to do this! 🙏
06-05 Reply 13

I would love a switch 2
06-05 Reply 8

Wxshed FN
I love the way that you are giving back to ye community like not many content creators do that
06-05 Reply 8

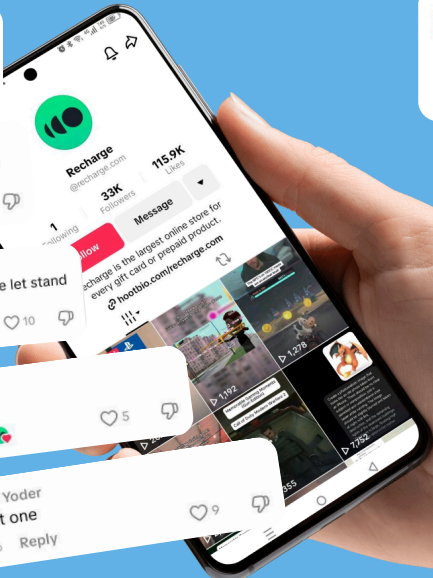
maxii
I need this for mario odyssey 2 when it becomes a thing 🙏🙏
06-05 Reply 10

Dexhibit
Ooo another giveaway, I wish the best of luck to everyone participating!
06-25 Reply 6

EllasDC
It's crazy that you Guys got one let stand one to give away 🙏🙏
06-05 Reply 10

Rashad
i want one pls
06-07 Reply 5

Jaden Yoder
I want one
06-06 Reply 9



THE REAL METRIC

They came back. 3 times.



Follower counts and view rates tell part of the story.
Renewals tell the rest.

Recharge didn't just see results — they trusted the system
enough to keep building on it.

Zero to Identity

Built the channel from scratch.
Giveaway strategy.
First viral moment.
Benchmarks crushed.

First Renewal

Continued momentum.
Refined content pillars.
Proof of audience growth
and retention.

The Pivot

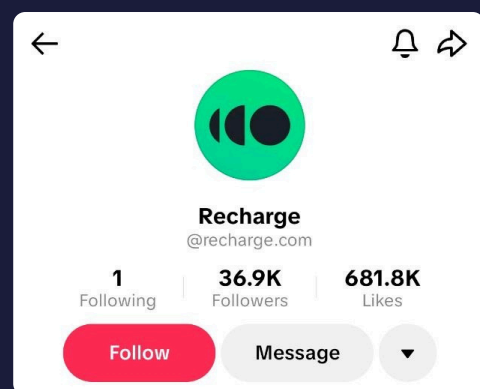
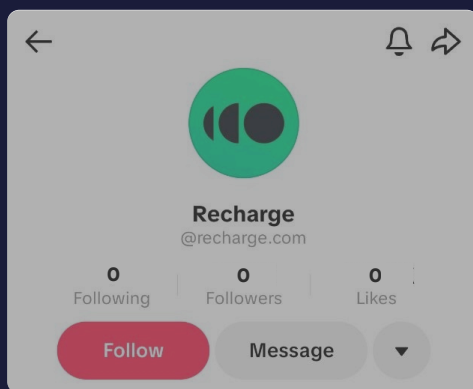
Search-native
strategy introduced.
Gaming tutorial
framework built.
Soft integration model
deployed.

Peak Performance

Highest viewership of
the entire partnership.
Framework proven.

THE TAKEAWAY

After three renewals, Recharge took the framework in-house — still producing gaming
hack content tied to every new game launch, **exactly the way YWS built it.**



**TikTok was the platform.
Recharge committed.**

Young With Solutions built the system.