



SWISS ARABIAN

SINCE 1974


CASE STUDY

Scented for Scale:

From Zero TikTok to \$449k in 5 Months.

 **650k+**
TOTAL POST
VIEWS

 **3600+**
TIKTOK
FOLLOWERS

 **\$449k+**
REVENUE

COMPANY: SWISS ARABIAN

Swiss Arabian blends bold Arabian scents with Swiss precision, creating luxury fragrances that hit global stages.

But entering the US market, they were invisible. No account, no content, and zero presence while competitors dominated the TikTok "PerfumeTok" space.


That's when **Swiss Arabian** teamed up with **Young With Solutions** to craft Swiss Arabian's TikTok presence from scratch, turning a blank page into a high-velocity revenue engine.



CHALLENGES


**Competitors
Dominating**


**Luxury
Positioning**


**Revenue
Pressure**


**Zero
Presence**

THE SCENT-TO-SALE PLAYBOOK

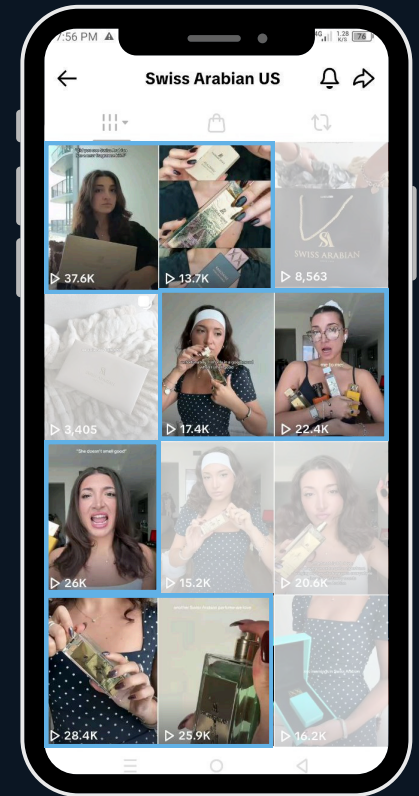
Young With Solutions took Swiss Arabian with zero TikTok presence and generated **\$449,552** in revenue in under 5 months using organic content + TikTok Shop.

PERSONA PRECISION

Targeted five high-value audiences that already spend on niche fragrance instead of mass TikTok → 89% of traffic came from FYP with purchase intent.

AUTHORITY AESTHETICS

Posted *expert-led product demos* instead of lifestyle fluff → 650,000+ total organic post views.

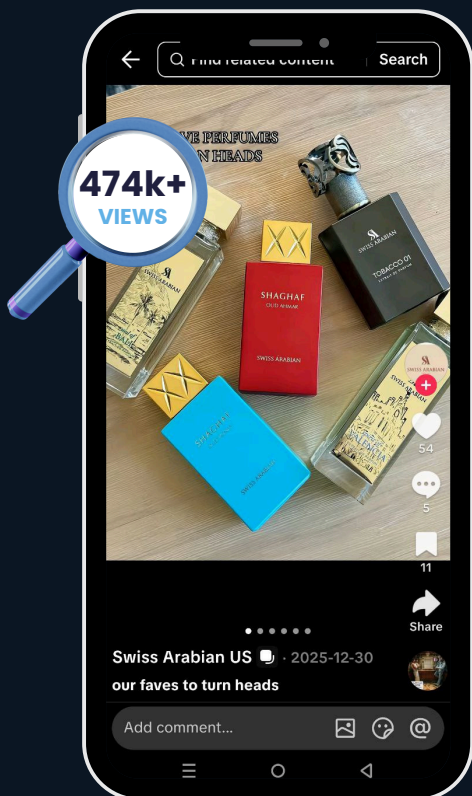


CONTENT VELOCITY

Built *@swissarabian_us* from zero and published **70+ native-first videos**, keeping brand momentum high and FYP traffic flowing.

CONVERSION ENGINES

Launched *TikTok Shop affiliates*, *shipped 254 samples*, and ran *GMV Max ads* to turn engagement into **\$449K+ revenue**.



THE \$450K SCENT TRAIL



ORGANIC REACH DID THE HEAVY LIFTING

From a digital ghost town to the center of the fragrance conversation. *We engineered a massive organic lift* that turned "scrolls" into "shares" and "likes" into a loyal, high-intent community.



650,000+

Total Post Views



3,615

Followers Growth



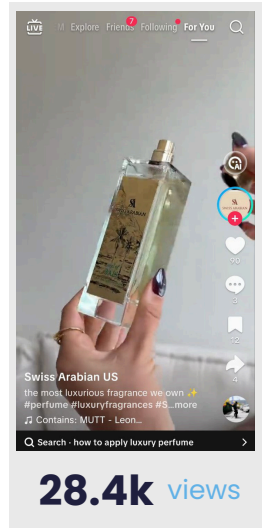
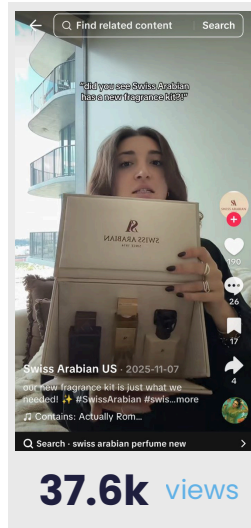
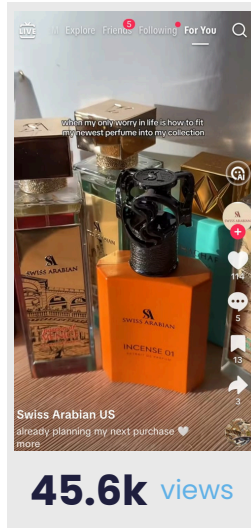
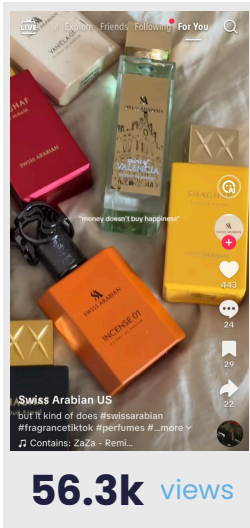
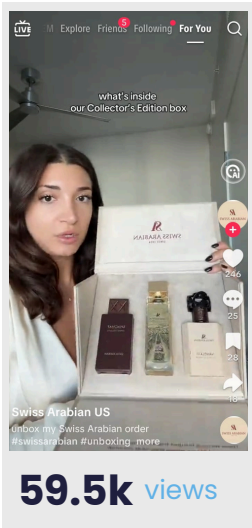
5,783

Profile Views



89%

Traffic Driven by the FYP



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

Revenue Engine:

We turned TikTok views into purchases using GMV Max + affiliates. By syncing TikTok Shop's ecosystem with precision-targeted ads, *we generated nearly half a million dollars in sales* with an efficiency that redefined the brand's US presence.

The Big Flex	The Paid Play	The Creator Play
\$449,552.75	\$229,349.58	\$220,203.17
Total Revenue Generated	GMV Max Ads (4.50x ROI)	Affiliates (4.48x ROI)



4.49x

The Efficiency Stat:
Overall Campaign ROI

THE LEGACY-TO-LIQUID REVENUE

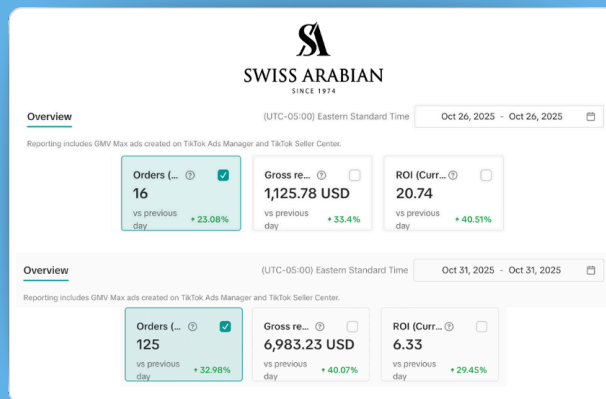


Zero followers to six-figure scale. These are some of the **receipts of a zero-to-one takeover.**



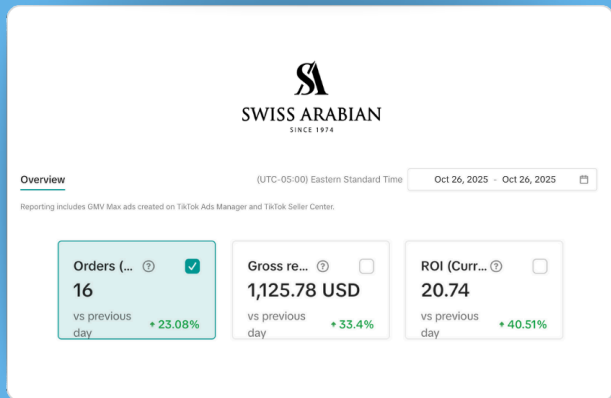
The Ecosystem Pulse

All channels moving in sync.



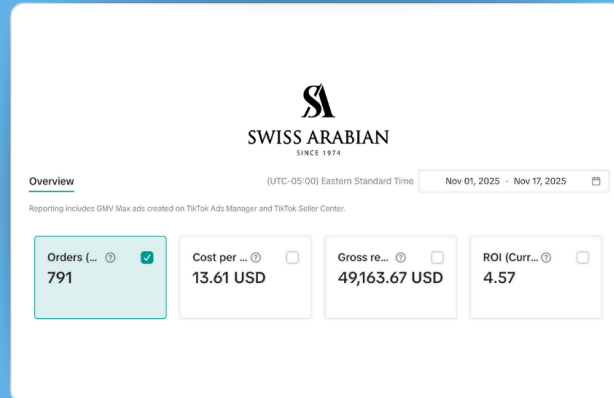
High-Velocity Spikes

Proof of our ability to turn a single 24-hour window into a massive revenue event.



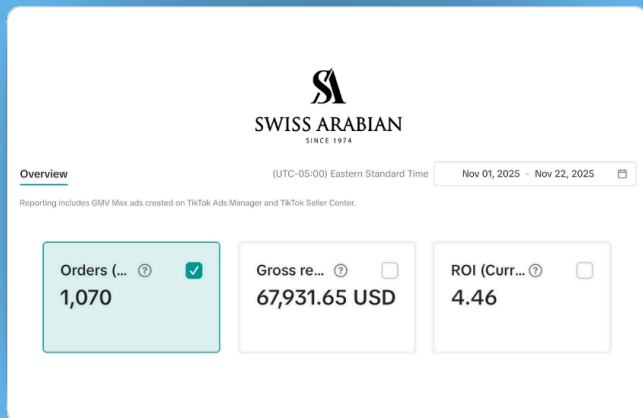
The Efficiency Strike

Surgical precision—hitting a massive 20x ROI in a single 24-hour window.



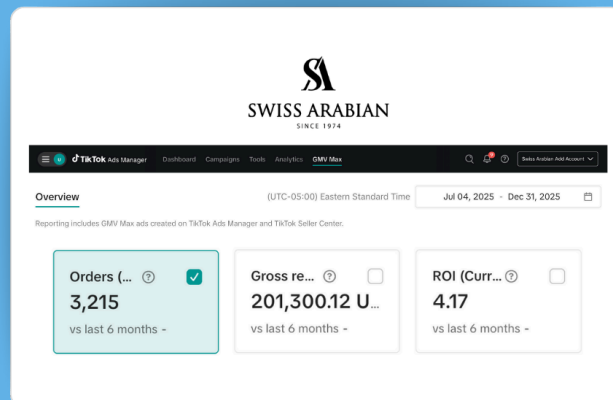
Sustainable Scaling

Maintained high-level ROI week-over-week by optimizing winning creatives in real-time.



The Volume Play

Pure scale—moving 1,000+ units and \$67k in revenue in just three weeks.



The Revenue Blueprint

The long-term view of a brand transformed

TikTok became a **real sales channel**, not just a brand experiment.

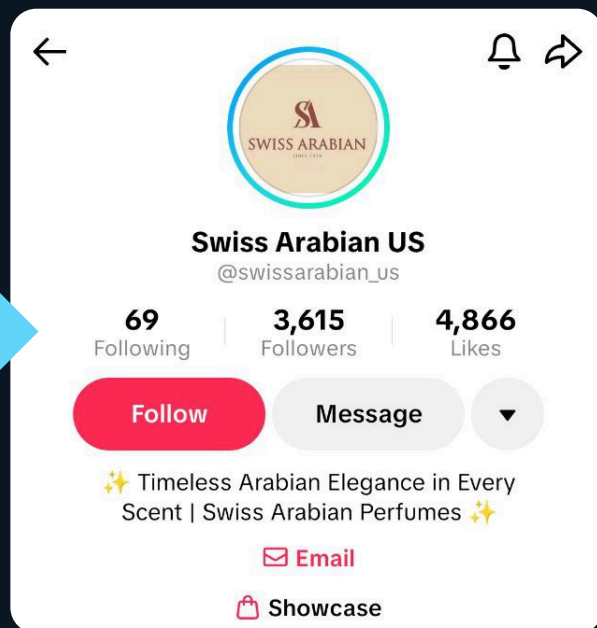
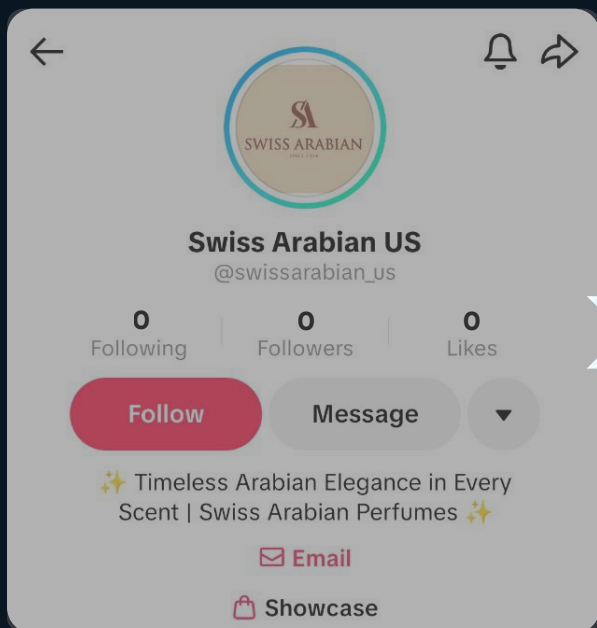
THE SCENT LEFT BEHIND

FROM ZERO TO AUTHORITY

Swiss Arabian launched late — and still claimed a premium voice through expertise-led, elevated content.

TIKTOK AS A SCALABLE REVENUE ENGINE

We turned TikTok into a predictable, scalable revenue channel rather than a one-off launch spike.



FROM INVISIBLE TO ESSENTIAL

Swiss Arabian didn't just join the conversation—they dominated it. By treating TikTok as a high-stakes revenue engine rather than a social experiment, *Young With Solutions* turned a heritage house into a US bestseller in record time.

We proved that with the right creative velocity and a "conversion-first" mindset, zero-to-one isn't just possible —it's predictable.

We build TikTok channels that sell products.



\$449k+
REVENUE



4.49x
OVERALL
CAMPAIGN ROI



650k+
TOTAL POST
VIEWS