

From Zero to Performer

Finding your next best performing product is everything, and we're here to help. Launch the right product at the right price and turn zero awareness into high-potential sales on TikTok Shop.

Why New Products Are Critical

Every product **peaks** then **fades**. New launches keep your **shop growing**.

Less than
0.6%
of best selling products,
drive most of GMV



A **cold-start milestone** is when you hit these benchmarks in your first 30 days; proving product-market fit:
US → \$250+ GMV/≥3 orders
SEA → 1–30 orders.

TikTok Shop Best Practices

Phase 1: Product Selection & Testing

- ✓ **Pick with Purpose:** Choose flavors, formats, or designs primed for TikTok trends.
- ✓ **Quick Market Fit Tests:** Use Promote or Brand Auction Reach to test 3–5 SKUs over 1–2 weeks and iterate on products that gain traction.

Phase 2: Launch & Cold-Start



- ✓ **Generate Videos:** Produce at least two high-quality videos (minimum 15 seconds) each week showcasing taste, texture, and usage. Aim for over 1000 views per video.
- ✓ **Optimize Buyer Experience:** Maintain a high SPS (Shop Performance Score), respond quickly to queries, encourage customer reviews, and ensure smooth shipping.
- ✓ **Affiliate Co-Marketing:** Affiliates drive ~70 % of F&B GMV. Aim to reach out to 100 creators a day with free product samples to create product review videos, and use AMA to auto-authorize their clips in Ads Manager. For commissions, set open-collaboration (ACA) rates at 10–15% and targeted collaborations at 15–20 % to keep creators engaged.
- ✓ **Listing Quality:** Upgrade your PDPs with clear product images, nutrition information, and “Add to Cart” CTAs. Use the Product Optimizer for extra Shop Tab traffic.
- ✓ **Free Shipping:** Offer free shipping (even under \$30) to build social proof and reduce friction and drop off.

Shop Ads Best Practices



Promotions (Launch & First 7 Days)

- Drive awareness and sales by running targeted promotional ads during your product's critical first week.
- Launch shop ads ASAP: Run at least one promotion-focused ad within the first week to kickstart performance signals.

Budget Allocation: Allocate \$500–

- \$1,000 budget for your promotional ad; monitor spend daily and increase budgets by 10–20% if ROI goals are met.

Search Ads

(Capture High-Intent Shoppers)

- Reach shoppers actively seeking products like yours by bidding on targeted keywords, then tune weekly by scaling top performers and pausing underperformers.

Interactive Add-Ons

(Drive Urgency & Engagement)

- Combine countdown timers, display cards, polls, and gift-code stickers to drive clicks, conversions, and deeper brand interactions.

GMV Max (Scale with Super-Campaigns)

- Automate and scale-up with a “super-campaign” that leverages TikTok’s entire content ecosystem for maximum reach and sales.
- One-Click Kickoff: Use the “One-Click GMV Max” setup to launch immediately across the ForYou page and Shop Tab.
- Creative Pool: Begin with 5–10 videos (demos, recipes, unboxing), and increase to over 14 videos by Week 2. More videos lead to better results, and stores with 100+ videos experience the strongest performance and scale quickly with GMV Max.
- Budget Ramp & Bidding: Maintain weekly spending of \$500 or more in Week 1, then increase by 10–30% every 2–3 days based on ROI; switch to Target-ROI once you reach \$1500/week GMV.
- Auto-Select & Refresh: Enable Auto-Selection so top performing ads get the majority of the spend, and automatically refresh creatives weekly.

Action Steps



new

- 1** Choose 3 to 7 SKUs and conduct quick Promote and Brand tests to confirm fit.
- 2** Produce 5–10 videos, refine your PDP page, and set up free shipping.
- 3** Launch GMV Max super-campaigns with your initial videos + AMA-enabled content.

Ready to find your performer?



Talk to your TikTok sales rep about onboarding your first Cold-Start campaign today!