

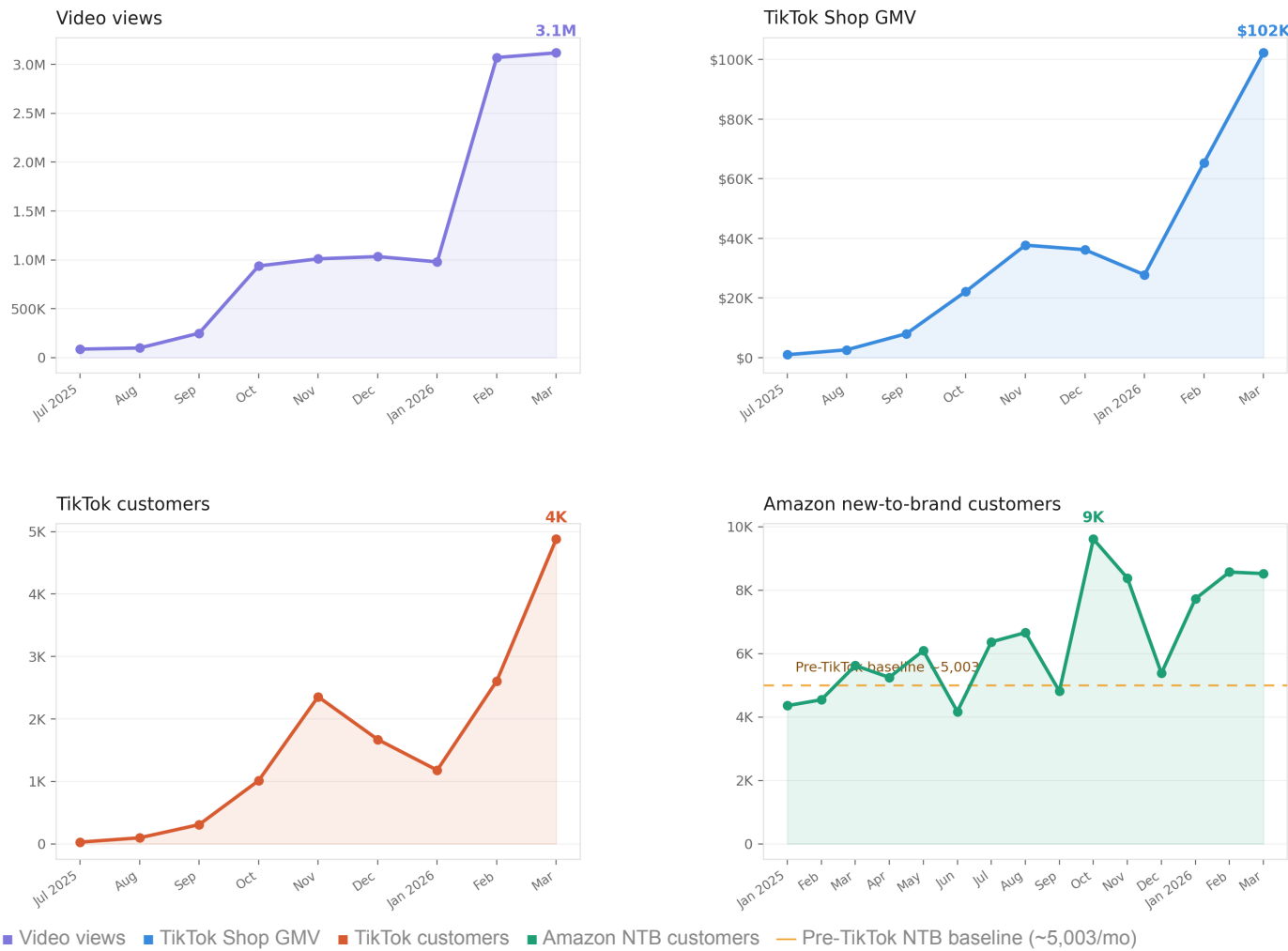
TikTok Shop → Amazon Halo

We onboarded the brand on TikTok Shop in **July 2025**. The data below shows both channels growing in tandem, demonstrating the measurable halo effect TikTok Shop drives on Amazon

For ref: Amazon NTB baseline pre TikTok was ~5003/mo.

KEY RESULTS: JULY 2025 TO MARCH 2026

ALL METRICS MONTH BY MONTH



MONTH-BY-MONTH BREAKDOWN

Note: December 2025 & March 2026

Both months experienced stock-outs and Buy Box issues as reported by their Amazon team.

July 2025

87K	\$981	28	6,371
Video views	TikTok GMV	TikTok customers	Amazon NTB

87K views, \$981 GMV, 28 TikTok customers. Amazon NTB came in at 6,371.

August 2025

99K	\$2,632	97	6,663
Video views	TikTok GMV	TikTok customers	Amazon NTB

Views grew to 99K and GMV more than doubled to \$2,632 with 97 TikTok customers. Amazon NTB held strong at 6,663 consistent upward pressure on brand discovery continuing to build.

September 2025

250K	\$8,023	308	4,816
Video views	TikTok GMV	TikTok customers	Amazon NTB

First major content breakout. Views tripled to 250K. GMV jumped to \$8,023 with 308 TikTok customers. Amazon NTB dipped to 4,816.

October 2025

938K	\$22,200	1,013	9,615
Video views	TikTok GMV	TikTok customers	Amazon NTB

Explosive growth. Views surged 3.75x to 938K. GMV hit \$22,200 with 1,013 TikTok customers. Amazon NTB spiked to a record peak of 9,615.

November 2025

1.01M	\$37,717	2,356	8,382
Video views	TikTok GMV	TikTok customers	Amazon NTB

Views crossed 1M for the first time (1.01M). GMV grew to \$37,717 with 2,356 TikTok customers. Amazon NTB remained elevated at 8,382, well above the pre-TikTok baseline.

December 2025

1.03M	\$36,189	1,672	5,382
Video views	TikTok GMV	TikTok customers	Amazon NTB

TikTok momentum held with 1.03M views and \$36,189 GMV. Amazon NTB dropped to 5,382. Stock-outs and Buy Box loss suppressed Amazon conversion despite strong TikTok driven intent.

January 2026

980K	\$27,774	1,180	7,732
Video views	TikTok GMV	TikTok customers	Amazon NTB

Views remained strong at 980K. GMV pulled back to \$27,774 with 1,180 TikTok customers. Amazon NTB recovered to 7,732.

February 2026

3.07M	\$65,331	2,607	8,574
Video views	TikTok GMV	TikTok customers	Amazon NTB

Views more than tripled to 3.07M driven by viral content. GMV surged to \$65,331 with 2,607 TikTok customers. Amazon NTB climbed to 8,574.

March 2026

3.12M	\$102,189	4,881	8,525
Video views	TikTok GMV	TikTok customers	Amazon NTB

Views held at 3.12M and GMV reached \$102,189 with 4,881 TikTok customers. Amazon NTB was 8,525, constrained once again by stockout and Buy Box issues.