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Challenges faced by brand merchants

Although TikTok provides huge traffic dividends and market opportunities, there are still great challenges and difficulties for most brand businesses who are new to TikTok or just entered it.

01

Lack of understanding of the platform

- -Do not understand platform algorithms/mechanisms/rules
- -don't understand how interest e-commerce operates.
- -Don't know the market culture and consumption habits of the target country, and don't know where to start ...

02

Lack of professional operation team

-It is difficult to recruit experienced
professionals such as TT operation, brand
operation, anchor and store operation.

-The team's running-in cooperation cycle is long and the cost of employing people is high.

03

Lack of mature inventory model
-Without the reference of front-end
data, I don't know which goods to
prepare, how many goods to prepare
, and when to prepare them.

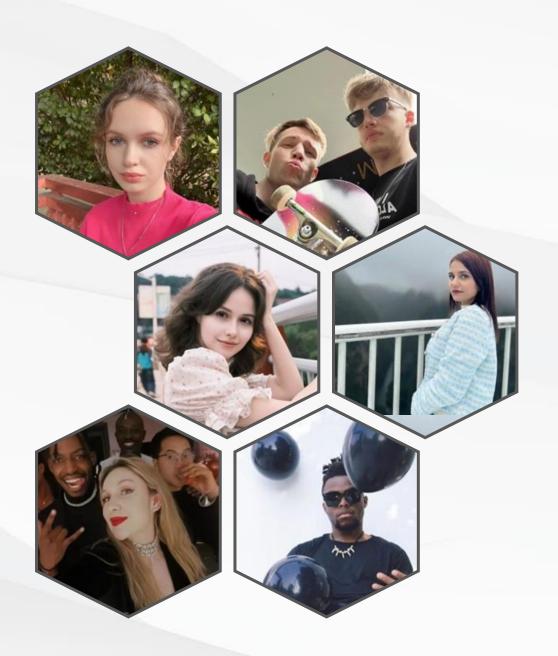
-Superior resources

10000+TikTok Online celebrity matrix

High quality, high cost performance, high exposure and high conversion

Dare to dare to do its cooperation. online celebrity covers 20 hot areas: including beauty, clothing, home, outdoor sports, cars, luggage, mother and baby, etc. Online celebrity vermicelli size: online celebrity with a head of 1M-5M, a middle waist of 500k-1M, a tail of 100k-500K and a tail of 10k-500k are all our partners;





Hatching talent steps

The number of cooperative goods in tiktok store exceeds 10, 000 SKUs, and the inventory reserved for kol exceeds 100,000 square meters in overseas warehouses and offline exhibition centers in the United States.

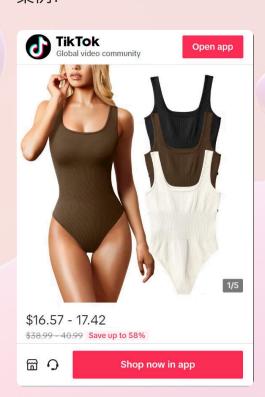
Help kol tailor its products, including (clothing, stationery, jewelry and DIY collections, etc.) and train kol to use Al video and picture tools.

Provide more than 20% commission ratio and fixed cooperation fee to the KOLs, and assist them to complete the interaction between the brand and app developers. Publish the best works to tiktok and give advertising incentives of not less than \$1,000.;

Provide opportunities to co-shoot short drama with Hollywood directors, and distribute them on mainstream streaming media apps (youtube, reelshot, shotTV, dramabox, etc.) to build a future star plan.

电商盈利能力

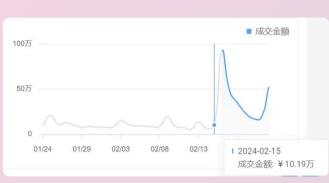
案例1

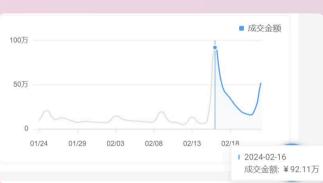


爆款塑身衣1月份总销量3.42万件,单月 gmv72万美金

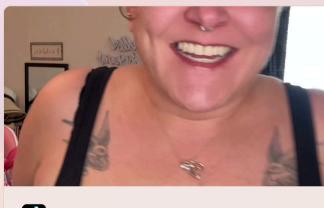


其中爆款视频的带来的销售成指数型增长





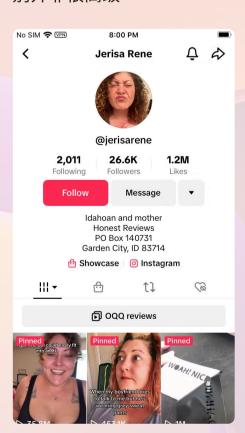
达人	(117条)			
台过	太7天 (02/16 ~ 02/22)			
	达人信息	成交金额 ⑦ ‡	销量 ⑦ ‡	视频成交 🗧
1	@jerisarene	¥145.91万	8,114	¥145.91万
2	@taylormariepullan	¥21.77 <i>)</i> 5	1,387	¥21.77万
3	@ladywonder.31	¥14.48万	713	¥14.48万
4	@oqqsports	¥10.4375	703	¥1.07万
5	@loseitwithliv.vsg	¥8.15万	485	¥8.15万



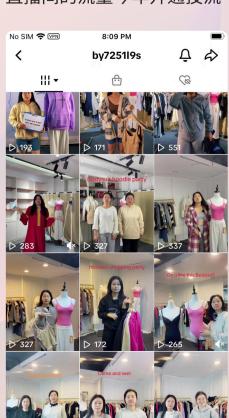
TikTok

To anyone who says wearing a ...

单条视频3500万的播放量1天之内带动了13万美金的营业额,该达人的账号和级别并非很高级



直播间的流量今年开通投流



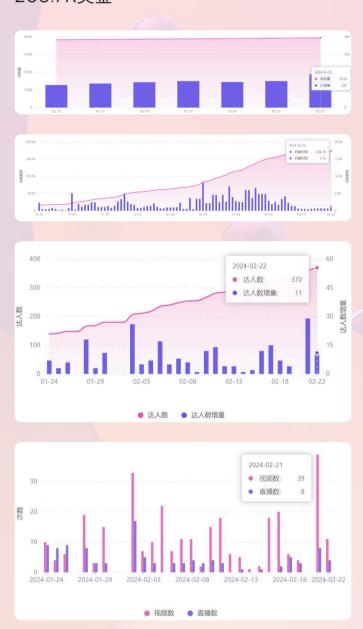
案例2



剧照展示

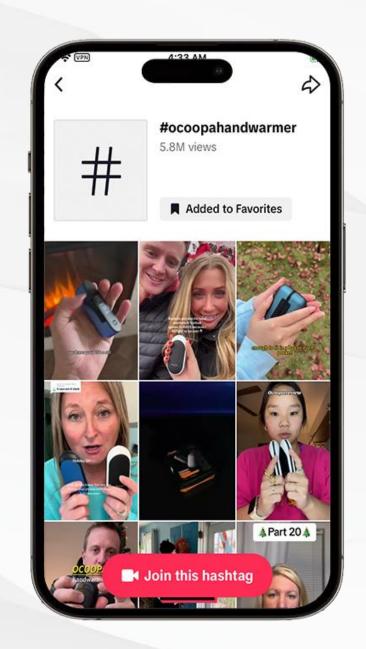


该款礼服的总销售量39.5K,总销售额 208.7K美金



该款式的达人触达数量级也是过百达人共 同带货,顶级视频的浏览量也是百万级别

同带货,	顶级视频	的流	刘贤	宣	量せ	是	百	万级	别
HOLESS	以 人	捕放	秋號	评论	分享	数据华	预估销量	授係GMV	发布时间
无标题	jesyka 画 粉絲數 91.2K	5.0M	592.7K	2.9K	2.2K	11.90%	8K	\$43.63K	2024-01-11 04:36:39
Replying to @Alayna but the red one @ @ #	Dessa Cado 画 初绘数: 124.9K	4.6M	235.9K	1.5K	1.3K	5.10%	6K	\$27.47K	2023-10-27 23:58:36
Replying to BrownPeach The green is ni	Dessa Cado 配 粉炒飲 124.9K	2.1M	56.5K	730	510	2.70%	зк	\$15.71K	2023-11-11 01:12:52
Replying to @ ② Miss Romantic 🍃 💝 I LOVE	Angel Ardito 画 彩址数: 1.2M	2.0M	161.8K	875	1.1K	8.00%	2K	\$10.08K	2023-12-05 20:22:34
T ik ⁷									Z
	Tok I chowde I	rbak	у Ј	7	ori	gin	al .		Z
		rbak	у Ј	7	ori	gin	al .		2
@clam		rbak	y J	7	ori	gin	al.		2
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@clam		rbak	y J	7	ori	gin	al .		Z
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Hashtags

Ocoopa:12.2M

OcoopaHandWarmer:5.8M

Ocoopa2023:337k

Ocoopawarmwinter:42.8k

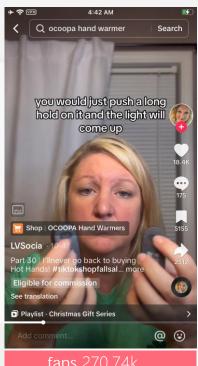
OcoopaHandWarmers:166k

Ocoopa118s:249k

Handwarmer:88.7M

Handwarmers:42.1M

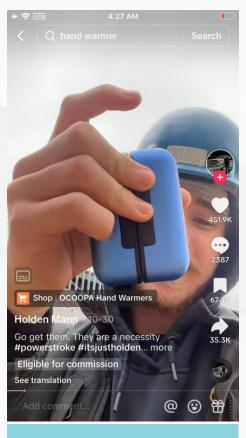
KOL showcase



fans 270.74k、 GMV:29529\$



fans:143.88k GMV:96685\$



fans:54.34k、GMV:202192\$



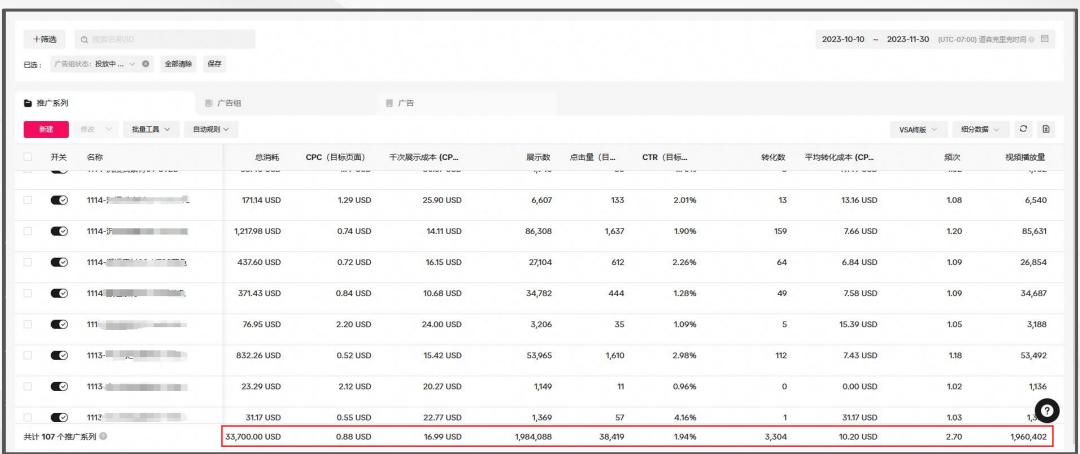
fans:313.19k, GMV:111612\$



fans:0.45k、 GMV:18139\$

TIKTOK ADS business account

Advertising consumption:33700USD, OUTPUT 138170USD, ROI:4.1



PERIODE: 2023,10,10-2023,11,30

KOL EARN

A MODLE

Fixed fee: the fee can be charged in the form of an overall resource package according to the quantity configuration of online celebrity with different vermicelli levels (subject to the actual demand).;

KOL COMBINATION	KOL QUANTITY	FEE	DEMAND	SUGGESTION
А	1M-5M:1UNIT, 500k-1M:1UNIT, 100k-500k:3-5	3wUSD	FREE SMPALE	CPM/CPA
В	1M-5M:2UNIT, 500k-1M:2UNIT, 100k-500k:6-8	4.5wUSD	FREE SMPALE	CPM/CPA
С	1M-5M:3UNIT, 500k-1M:3, 100k-500k:10-15	6wUSD	FREE SMPALE	CPM/CPA

B MODLE

Fixed fee+commission: all-inclusive package +20%-35% commission;

FANS LEVEL	KOC QUANTITY	FEE	DEMAND	SUGGESTION
10k-100k	50UNIT+	\$100/V+20%-35%commision	FREE SMPALE	CPS
100k-500k	50UNIT+	\$200/V+20%-35%commsion	FREE SMPALE	CPS

-KOL/KOC short videos sell products



DO NOT BUY the #ocoopa #handwarmers and heres...

m rkrager1

D 60.6K



Replying to @gracefultrees if you have bad blood flow, are...

Eligible for commission

> vanillacrush

→ 7.4M



magreat Christmas present for anyone who works...

> vanillacrush

D 2.2M



No doubt these would make a great #stockingstuffers...



D 83.3K



Winter is coming and this is the gift you need...

ocoopahan... D 10.3K



With this hand warmer you will not be afraid of the cold ...

homehacks...

D 50.2K



Replying to @sweettemptingcreations a...



D 81K

D 1M

the last feature = extremely clutch Clink in Bio!...

this brand is called Occopa-

D 127.7K

D 45.2K

WINTER

HACKS

So this rechargeable

theshoppin...

2022-12-23

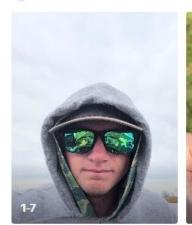
hunters out there!!! ...

Calling all sports moms and

Relly.surian...

2023-10-

D 1.4M



Yes this is an ad but I promise these are worth it! #ocoopa...





and is on sale for 40%off...





You must have this is your life! #winterhacks #ocoopa...

flying7.3

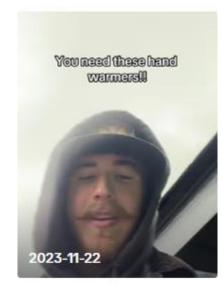
D 16.5K



Holiday Gift Idea Series Hand Warmers #holidaygifts...



D 2.7M



You need them!! #powerstroke ... Eligible for commission

its_justhold...

D 440.6K



Replying to @Mellssa Bowen dont miss out this time! I am... D 1.1M

stephiep23



I'm dreading winter (2) #tiktokshop...

(lollyjaneblog

🎄 Part 20 🎄 2023-10-18

l'Ilnever go back to buying Hot Hands!...



D 3.2M

D 746.6K

