



case study.



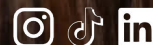
HILLBETTY

All-in-One TikTok Shop Management

GENNI — CASE STUDY — HILLBETTY

GENNI.COM

— INFO@GENNI.COM —





Campaign Overview

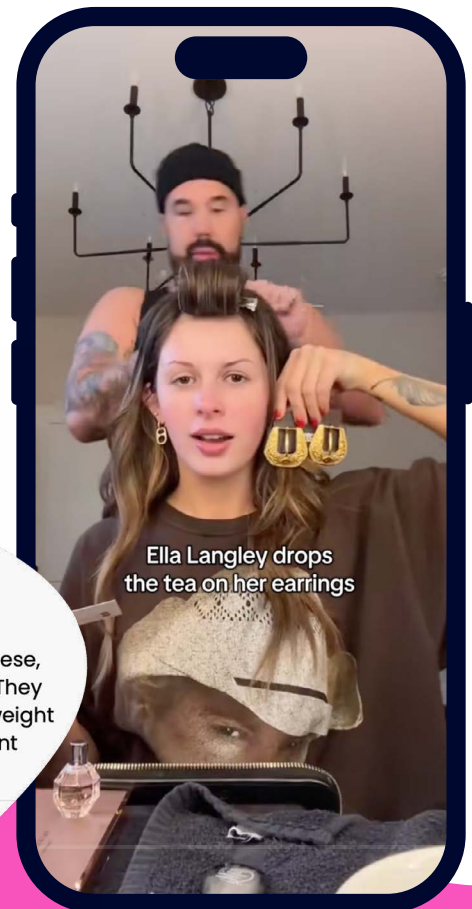
Genni partnered with Hillbetty to promote their jewelry and apparel to drive sales on **TikTok Shop**. Our goal was to generate consistent revenue through product placements with high-performing affiliate creators coupled with an AI-optimized ad campaign.

Campaign Strategy

The Genni team managed every aspect from the logistics of integrating the company's operation to getting products in the hands of selected creators. We also handled all contracts and liaised between the client and creators to get approvals and posts live. After a three-month campaign, the TikTok Shop became Hillbetty's strongest sales channel.

Specifically, Genni:

- Created the TikTok Shop
- Integrated the shop to Hillbetty's existing infrastructure
- Sourced affiliate creators
- Optimized affiliate delivery and product listings
- Managed inbound affiliates
- Bought media placement to generate 4X ROAS.



@ellalangleyarchive

*Genni did not secure Ella Langley as part of this campaign; however, we wanted to highlight the relevance of this moment that occurred during the course of our endeavors!



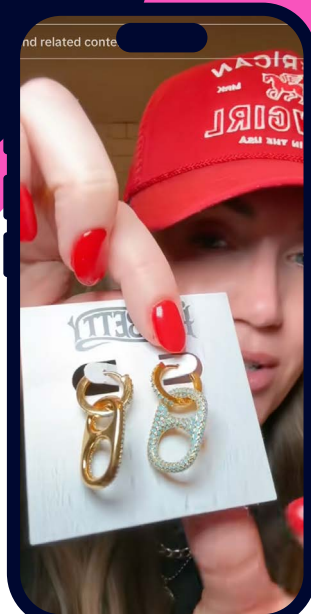
@getreadywithkatrina



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Campaign Performance

