

Bestinfluence.

01

Influencer Marketing

02

E-commerce & Store Operations

03

Global Media Placement

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ABOUT US

Core Strength: Platform Synergy

TikTok Shop Partner in the U.S



The Bay Area

HQ Office

CAP

OFFICIAL PARTNER

Bestinfluence is a brand globalization agency based in L.A., serving brands across North America with integrated three-pillar programs. As an official TikTok Shop partner and a long-term growth partner to 30+ global brands, we run the full chain — from creator-matrix cold start to category leadership.

Creator Marketing · E-commerce Ops · Media

ABOUT US

Core Strength: Local Execution

TikTok Shop Partner in the U.S

The Bay Area CAP

HQ Office

OFFICIAL PARTNER

- TikTok Partner and Meta/Google Tier-1 agency, with priority access to traffic and policy resources.
- Overseas warehouses, live studios and operations teams in New York, New Jersey and Los Angeles.
- People, product and place integrated — never remote-run, never outsourced.
- A direct service agreement signed with the U.S. federal government — on-the-ground U.S. execution no other agency can match.

DATA OVERVIEW · 2025

Creator-driven GMV · SINCE 2021

3,026 US signed creators
across 20+ categories

\$1.2M/mo

▲ 2026 Target \$150M

TOP 500 drive 90% of GMV

100K+

Affiliate partnered

3,026

US signed creators

20,000+

Creator database

Creator-driven
GMV

Growth
path · Illustrative

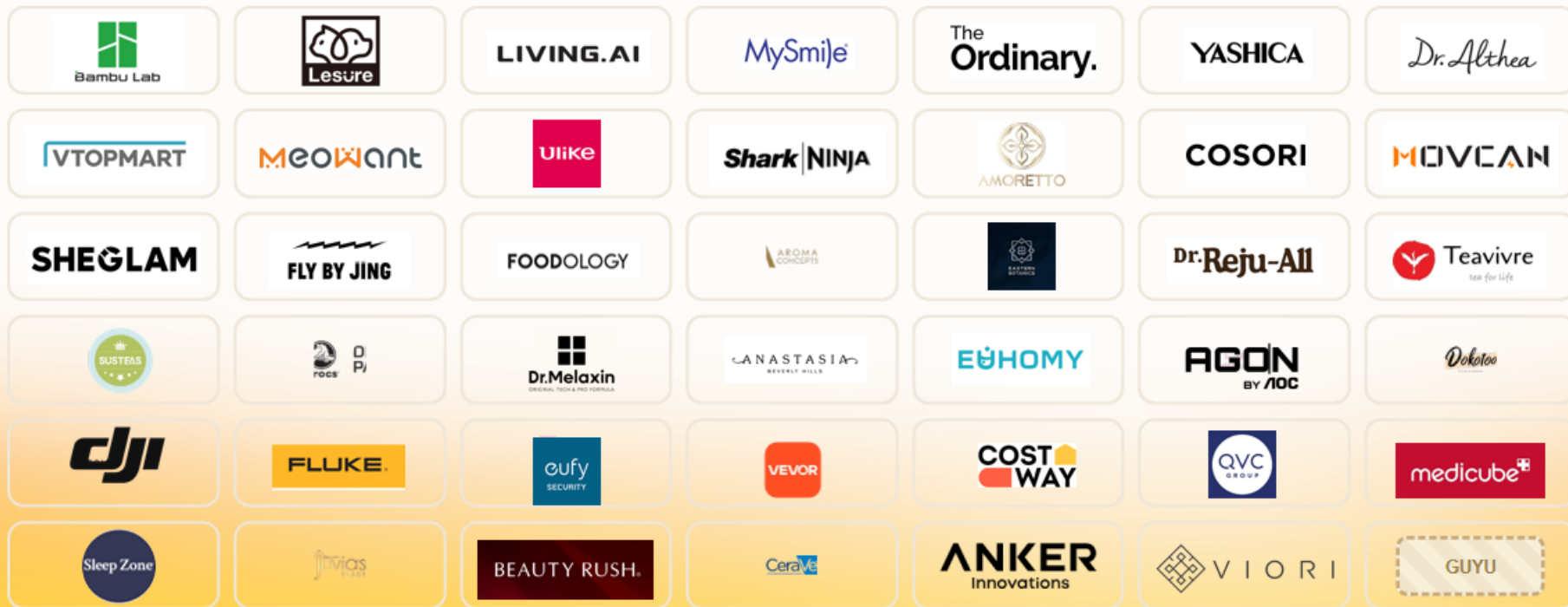


BENCHMARK CASE GMV

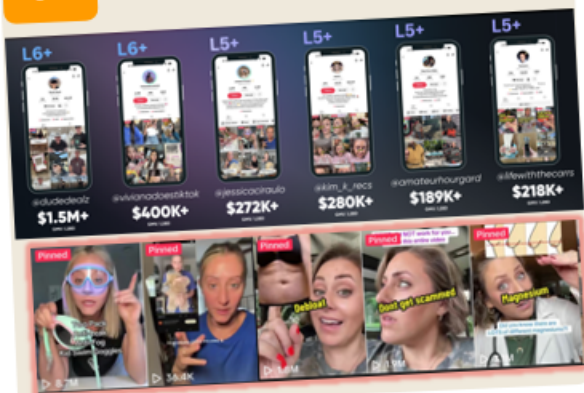
EUHOMY		\$3.00M
AOVOPRO		\$1.52M
medicube		\$1.06M
KULLAVIK		\$469K

CLIENT WALL

Trusted by 40+ global brands



01



Overseas Creator Content Marketing

Strategy to Execution

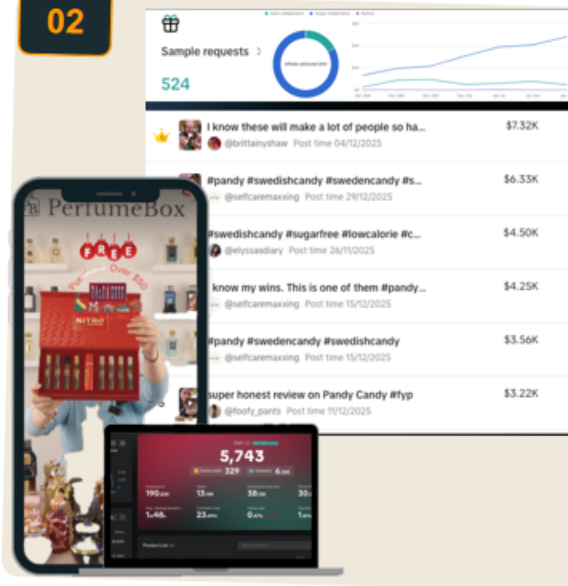
Livestream Selling

Unboxing
Reviews

Custom
Programs

20000+ Global creator database

02



Overseas Social Media Management

Building the short-
video engine

Store
management

Data-driven

TikTok · Instagram · Facebook · YouTube

03



Global Press Coverage

Press
Release

Tier-1
Media

Paid
Media

Custom
Media

Coverage across the U.S. / U.K. / Germany / Italy and more

WHAT WE DO

Integrated, three-pillar brand globalization

01

Influencer Marketing

- 20,000+ creators globally
- 3,000+ US signed creators
- Celebrity x Macro x Long-tail pyramid
- 1,000+ assets produced daily

\$7.02 Million

02

Cross-border E-commerce

- TikTok Shop store management
- Live commerce: daily + mega
- DTC site x creator seeding
- Amazon store operations

234.4 K Units sold per store

03

Off-site traffic & global media

- 100+ Tier-1 media access
- 40,000+ media outlets worldwide
- Press releases x brand authority
- Operated in-house by our California team

360 M Peak reach of a single post

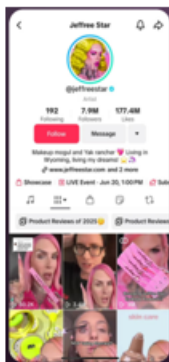


01

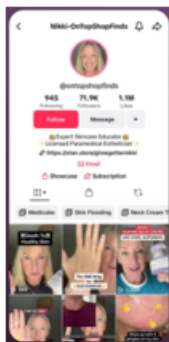
INFLUENCER MARKETING

Our seeding strategy: A dual-track content engine

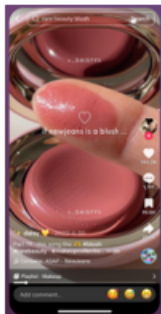
Celebrities



Selling creators



UGC

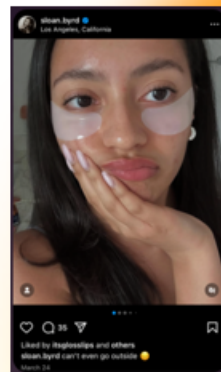
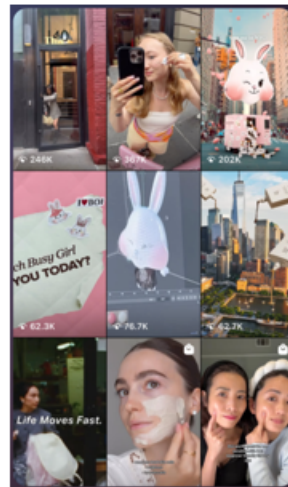


Creator-matrix short-video seeding strategy
Live + short-video content layout

Off-site multi-channel buzz

In-app TikTok closed-loop seeding

PR media authority
Offline event buzz
Social content volume



CONTENT FACTORY

1,000+ assets produced daily

DAILY CONTENT OUTPUT

1,000+

Short videos · Live clips · Static posts —
every format, at scale



Creators worked with

100K+

Creator database

20,000+

Categories covered

20+

CONTENT PIPELINE

01

Category trends · Competitor
teardown · Topic library

Topic planning**02**

Talking-head videos · In-use
content · Campaign scripts

Scriptwriting**03**

Creator self-shooting + live-clip re-
editing

Production**04**

Multi-platform distribution · Shop
Ads

Distribution**05**

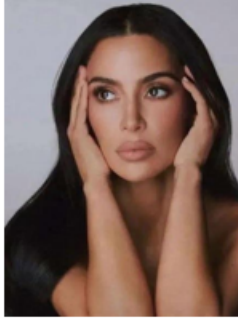
Watch-through & conversion
attribution · Topic library refresh

Performance review

Content
asset library

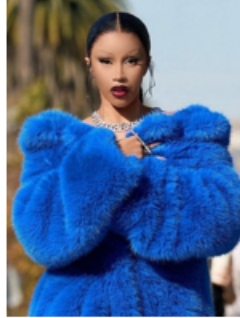
CELEBRITY RESOURCES

Working with top-tier celebrities



Kim Kardashian

MEDIA PERSONALITY



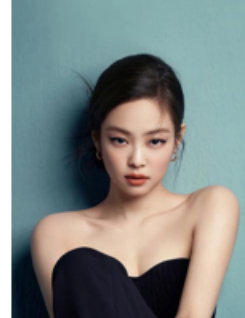
Cardi B

Grammy Winner



Beyoncé

GLOBAL SUPERSTAR



Jennie Kim

K-POP STAR



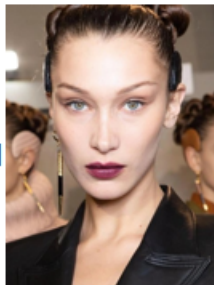
Calvin Harris

DJ / King of Electropop



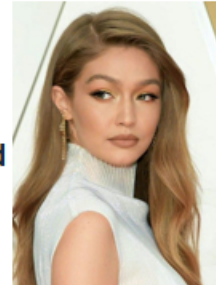
Doja Cat

POP-RAP



Bella Hadid

SUPERMODEL



Gigi Hadid

SUPERMODEL



Paris Hilton

MEDIA PERSONALITY

CREATOR MATRIX

20,000+

Global creator database

3,000+

US signed creators

500+

Top-tier creators

\$65M

Creator-driven GMV - since 2019

TOP 500

Top-tier creators



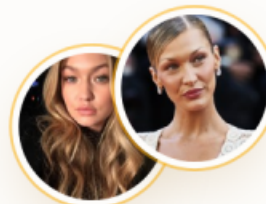
MrBeast



IShowSpeed



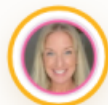
Khabane Lane



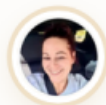
Gigi & Bella Hadid

3,026

US signed



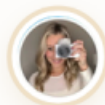
@skincarepronikk
136.3K followers



@lifewiththecarra
122.5K followers



@dudedezal
98.9K followers



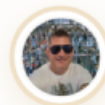
@jessicaciraulo
91K followers



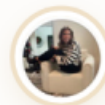
@flowersnbirdies
54.9K followers



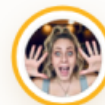
@423kidk
49.9K followers



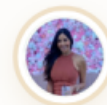
@rayjmarcotte
38.4K followers



@neutralnooks
34.9K followers



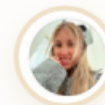
@kim_k_recs
34.2K followers



@vivianadoestikto
33K followers



@amatsurhourgard
28K followers



@little_miss_c
21K followers

20,000+

Global long-tail



TikTok Shop

Instagram

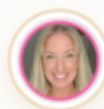
YouTube

X

SIGNED CREATORS

Signed creators

L4-L6 US signed creators · GMV \$189K+ to \$1.5M+



@skincarepronikki

L6+

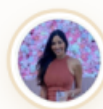
\$1.2M+ GMV

138.3K
followers

@dudedez

L6+

\$1.5M+ GMV

98.9K
followers

@vivianadoestiktok

L6+

\$400K+ GMV

33K followers



@423kidk

\$330K+ GMV

49.9K
followers

@little_miss_c_

\$328K+ GMV

21K followers



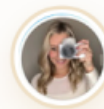
@flowersnbirdies

\$312K+ GMV

54.9K
followers

@kim_k_recs

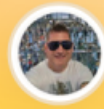
\$280K+ GMV

34.2K
followers

@jessicaciraulo

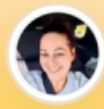
\$272K+ GMV

91K followers



@rayjmarcotte

\$218K+ GMV

38.4K
followers

@lifewiththecarrs

\$218K+ GMV

122.5K
followers

@neutralnooks

\$209K+ GMV

34.9K
followers

@amateurhourgard

\$189K+ GMV

28K followers



02 E-COMMERCE OPERATIONS

AI Tech · Electronics

Creator Live

Short Video

Full Service

- Bambu Lab on Amazon: \$10.4M a quarter, 6,842 units of one model
- EMOPET AI robot: steady 10x ad ROI of 1:10, \$88K monthly GMV
- EUHOMY content marketing: 2,236 creators, 4,578 short videos

BAMBU LAB



3D printers
Industrial & Scientific

P1S ranks #1 Best Seller in 3D Printers



2026 Q3 GMV

quarterly units

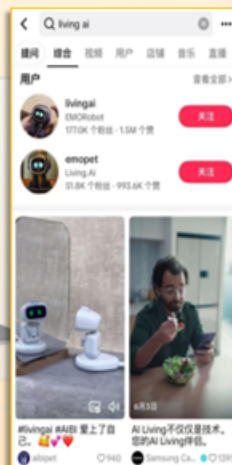
\$10.4M

27,912

EMOROBOT



AI desktop robots
Electronics & Smart Home



\$88.6K

All-channel GMV

42% bundled-item repurchase

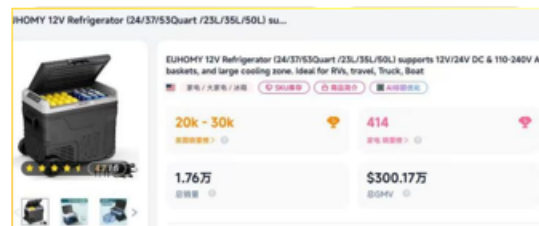
EUHOMY



Home appliances
Home Appliance

2,236
Creators

4,578
Videos produced



30

商品热度指数

2236

带货达人数

30

人气指数

4578

视频数量

\$3.00M

Cumulative GMV

12V car fridge · 17,600 units

CATEGORY SHOWCASE

3C & Appliance

EUHOMY

Influencer Marketing

Car fridge · 2,236 selling creators,
4,578 short videos

Ninja

Influencer Marketing

Single-serve capsule coffee
machine · GMV · Category rank #34 · 29,700 units

Mfish

TSP full-managed

4-in-1 multi-function cable · GMV · \$8.6M

XMWUS

Creator outreach + paid ads

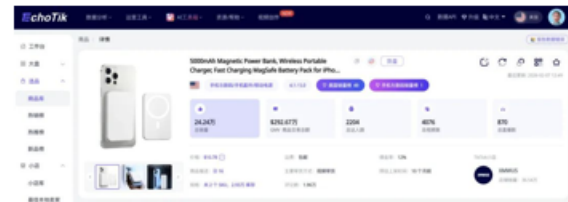
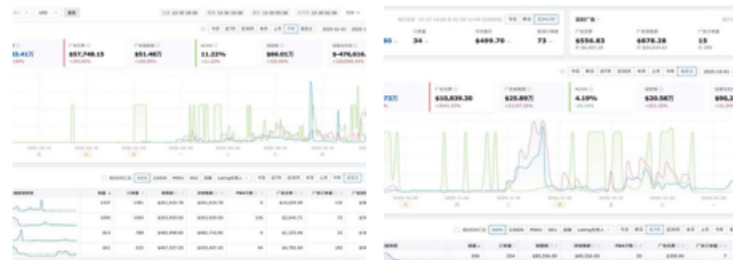
MagSafe power bank · 2,154 creators in 6 months

17K units

\$3.98M

\$1.43M/90 days

\$3.42M/6 months



CATEGORY SHOWCASE

Beauty & Skincare

SHEGLAM HAIR

TIKTOK SHOP · store Ops · 2025



SHEGLAM HAIR US

美妆个护

商品价格分布: \$1-\$79.99

收录时间: 2025-02-07

店铺类型: 跨境店

TikTok账号: SHEGLAM HAIR US

23.44万

总销量

品类均值 156.34万

\$701.55万

总销售额

品类均值 \$4025.15万

32

在售商品数

历史商品数 68

1.57万

带货直播数

同行增速 4414场/月

3.16万

带货视频数

同行增速 1631个/月

1.36万

带货达人数

同行增速 5019个/月

店铺综合评分

★★★★★ 4.3 / 5

88%

好评率

0

质量分

100%

24h客服...

234.4K

Total units
sold

\$7.02M

Total
revenue

4.3

Store rating



Medicube

Beauty · Store GMV

▲ 215.97% MoM

\$1.06M

Dr.Melaxin

Beauty · Skincare

Running the US creator network

\$729K

The Ordinary

Beauty · Super Brand Day

10-hour brand live stream · \$450K

\$250K

Ulike

Beauty · Hair Removal

Tier-1 celebrity × single

SKU

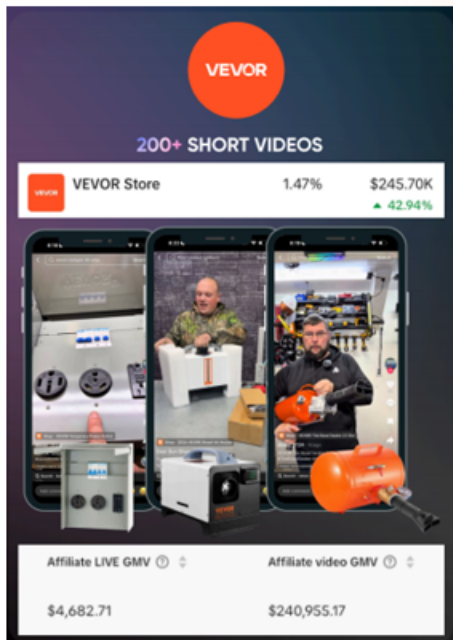


360M

Total impressions

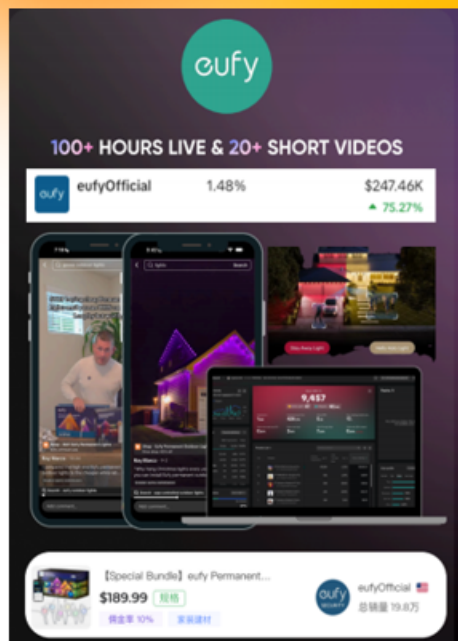
CATEGORY SHOWCASE

Outdoor & Home



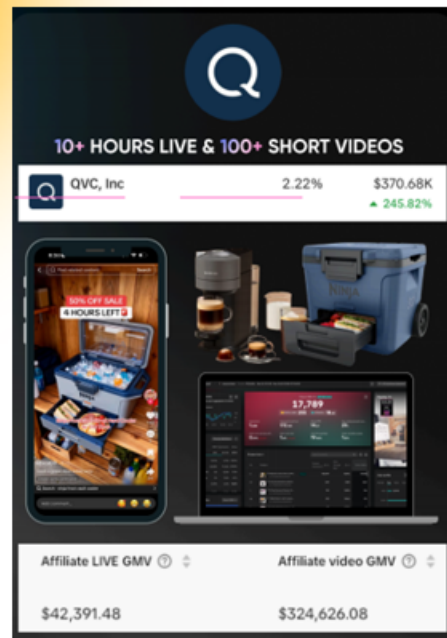
Video GMV

Air compressor

\$245.7K

LIVE GMV

outdoor lights

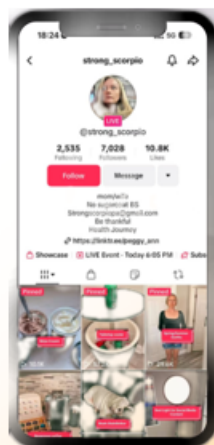
\$247.46K

Live + Affiliate GMV

Ninja cooler

\$370.68K

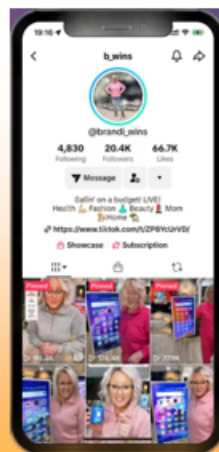
Affiliate Live: Building Best-Sellers



Sports



Pilates Reformer

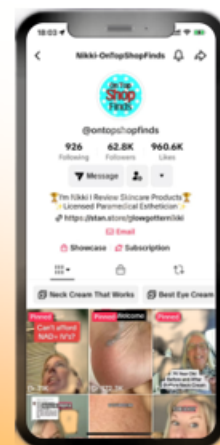


@brandi_wins
Followers:
20.4K

3C

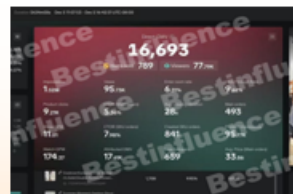


Smart Display



@ontopshopfinds
Followers:
62.8K

Beauty



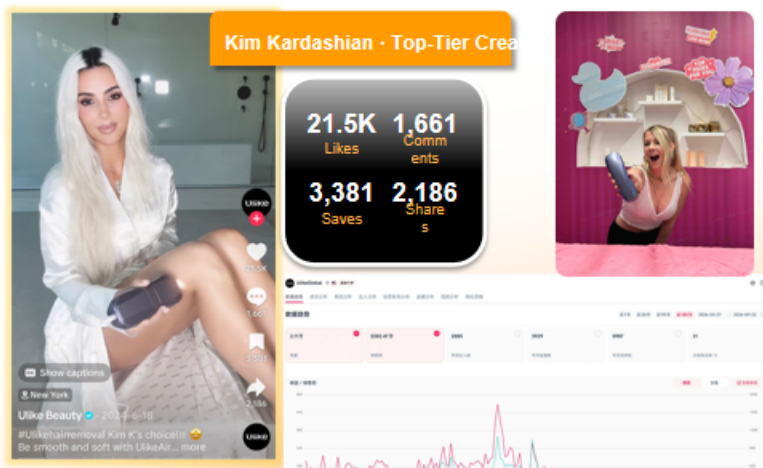
Skincare Set



Live Commerce Cases

Health & Personal Care

ULIKE



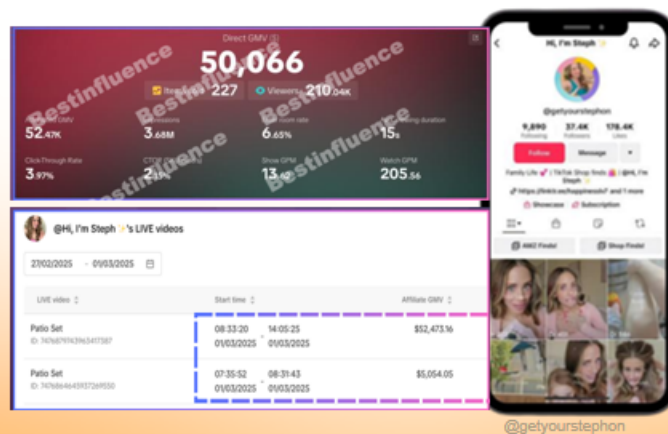
180-day GMV
\$3.82M

Selling creators
2,885

180 days · TikTok single-channel
GMV \$3.82M · 1,329 units

Outdoor & Furniture

KULLAVIK



Daily GMV
\$50K

Monthly GMV
\$628K

KULLAVIK Live Commerce: \$50K in one
live session, 3 days

Merchant Live Operations

Client background: an in-house incubated overseas luggage brand focused on value and fashion design, aiming to break out from 0 to 1 on TikTok.

Store live streaming + content marketing delivered \$960K+ GMV in 3 months.

Oohla SELECT TikTok live session (2024)

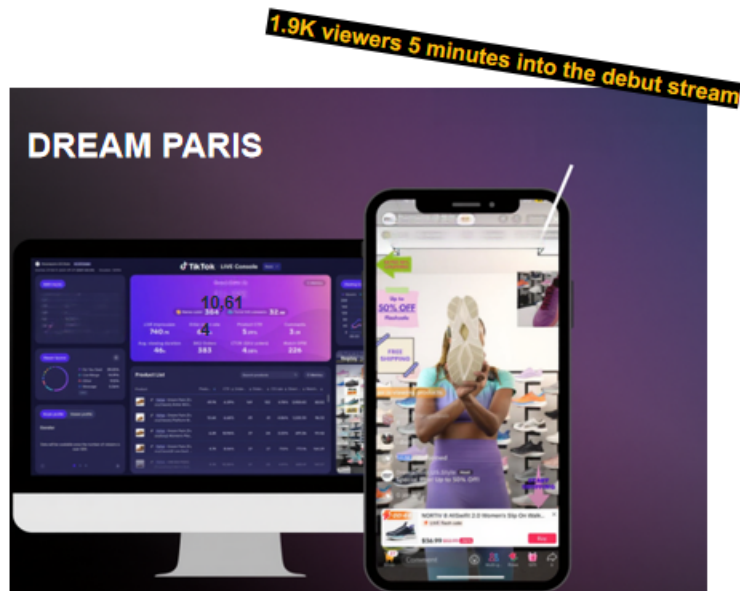


Live + Affiliate GMV / 3 mo

\$962K

Viewers on a single live session

9.21K

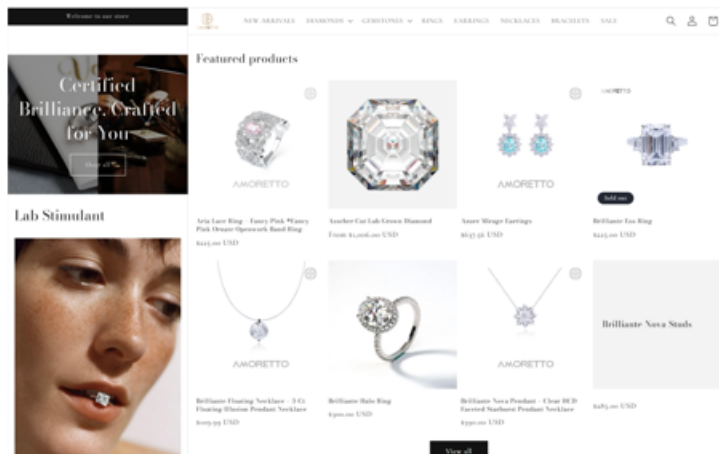


We ran live streaming as DP for a men's footwear brand. Before launch we produced 200 videos in one week to warm up the account and kept it active daily; the first session broke 10,000. We go live every evening and on holidays, and extend to 12-hour sessions on weekends.

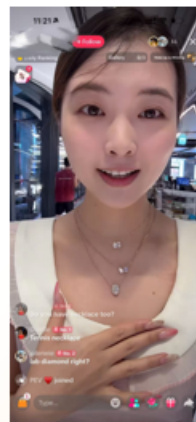
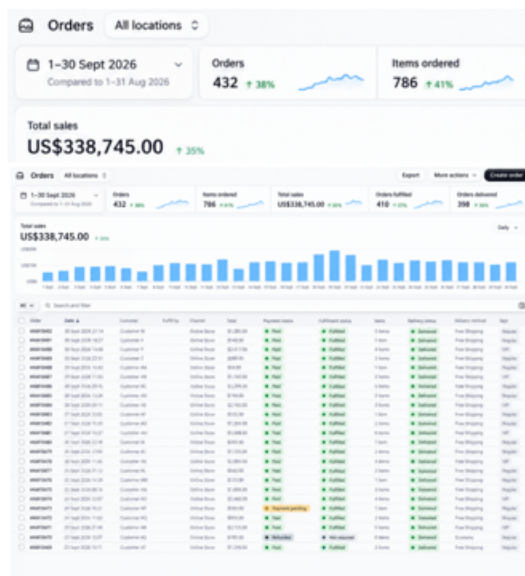
DTC SHOPIFY · OWNED SITE

DTC Case Study — Amoretto Gems

An in-house brand — Lab-Grown Diamonds · one-to-one bespoke fine jewelry



Brand DTC site



Brand live stream

Monthly Sales

\$338,745

Sep 1 – Sep 30 · DTC site backend

Average order value

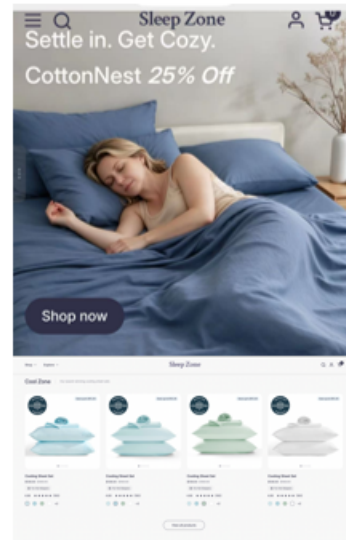
\$784

432 orders · 94.9% fulfillment rate · peak daily \$30K

DTC × CREATOR SEEDING · OWNED SITE

DTC Case Study — SleepZone

Core channel: a Shopify DTC site, supported by the Amazon marketplace; traffic mainly from TikTok / social seeding + paid ads + affiliate off-site referrals



Monthly Sales

\$1.73M

Jul 3 – Jul 31 · DTC site backend

Monthly orders

58,247

AOV \$25.94 · +6.71% MoM · content-driven pricing power

DTC & Off-Site Traffic Case Study

**3,730**

Units sold

\$94.7K

Creator GMV

240

Creators

1,027

Videos produced

创作者	视频数	播放量	点赞数	评论数	分享数
创作者1	10	100,000	1,000	50	100
创作者2	5	50,000	500	25	50
创作者3	15	150,000	1,500	75	150
创作者4	8	80,000	800	40	80
创作者5	12	120,000	1,200	60	120

CASE 01 / FULL SERVICE

Full-Service Case Study: REDHUT

From 0 to TOP 1
in a sub-category in 3 weeks

TikTok E-commerce Overall

No.15 Home-appliance best-sellers

REDHUT, a premium home-appliance startup, launched with no market presence. Our full-service program drove it to No.15 on TikTok Shop overall and #1 Best Seller in home appliances.

Videos per day

1,000 +

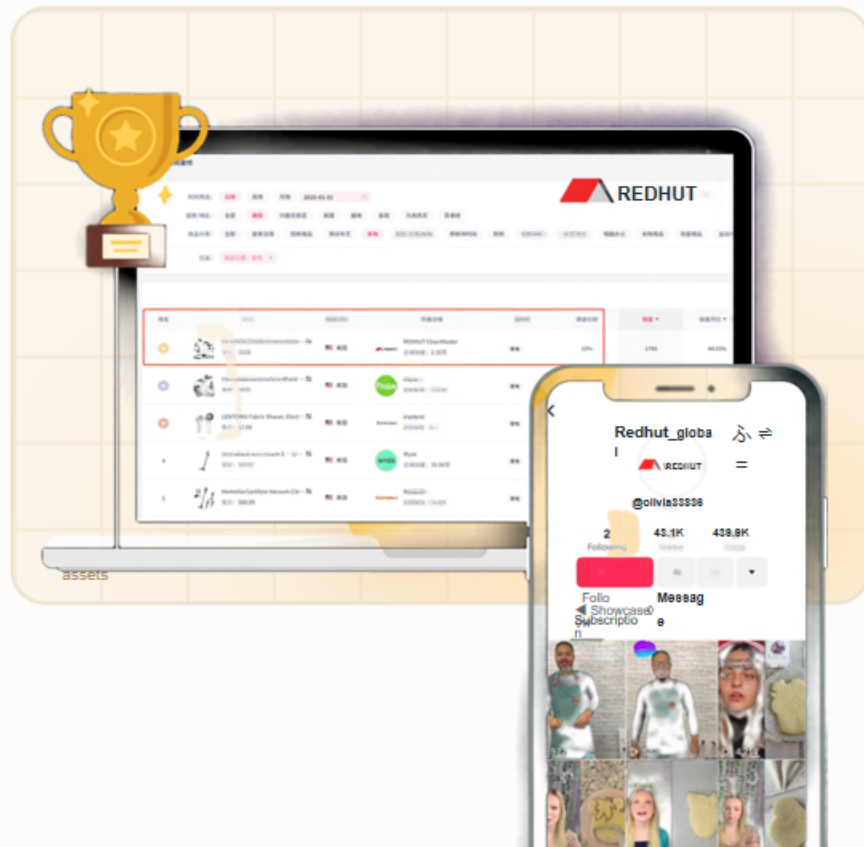
Creators

400 +

Overall ranking

No.15

Full-service | **End-to-end store operations**



FULL SERVICE MATRIX

End-to-End Service Overview

01

Store operations

TikTok Shop full / semi-managed
Listing optimization · A+ content
Paid ads & ACOS control
Customer service · rating upkeep

02

Content operations

Short-video engine · daily publishing
Creator distribution · affiliate program
Live: daily / mega dual track
Content asset library & reuse

03

Fulfillment

Overseas warehouses: CA · NJ · TX
Dropshipping
Returns & relabeling · relisting
FBA / 3PL coordination

\$703.41万

月度销售额

11.22%

ACoS

7.17%

结算毛利率

**Amazon backend · leading consumer-electronics brand**



03 OFF-SITE TRAFFIC & PAID ADS

Tier-1 Media for Brand Credibility

A media network covering North America, Europe and Southeast Asia, spanning finance, technology, fashion & lifestyle, consumer electronics, home & beauty and automotive.



REGIONS

Regional coverage

North America · Europe · Southeast Asia

TIERS

Media tiers

Tier-1 authority × vertical × local portals

VERTICALS

Verticals

Finance / Tech / Fashion / Consumer electronics

FORMATS

Formats

Press release / interview / review / ranking
placement

Exclusive Resource · New Zealand Herald Media Kit

Digital



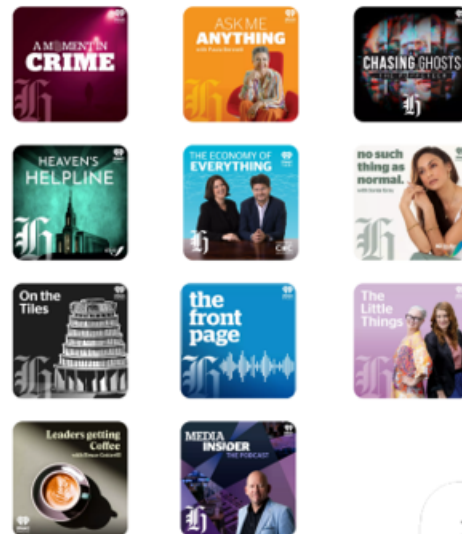
Publishing



Publishing

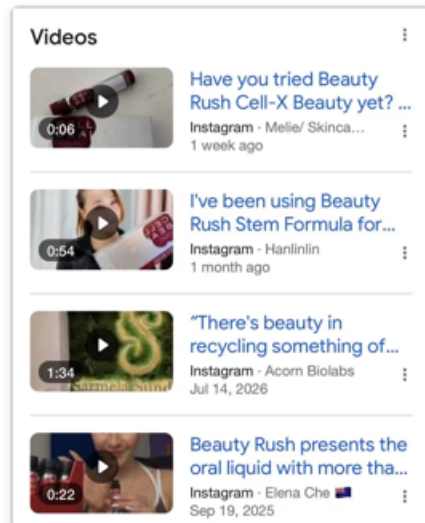


Podcasts



Building the Brand's Search Footprint

01 SEARCH Search indexing



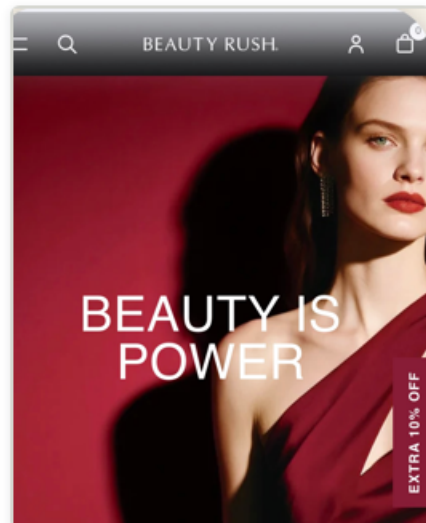
Brand terms trigger video results on Google

Google "Beauty Rush" search results page

4 types

Search entry points built

02 OFFICIAL Official site



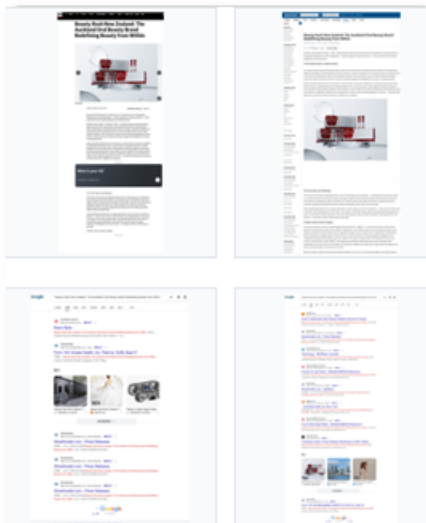
The official site anchors the brand's identity. Indexable by search engines

BEAUTY RUSH official site landing page

NZ\$499

NZ pharmacy retail price

03 PLACEMENT Media coverage



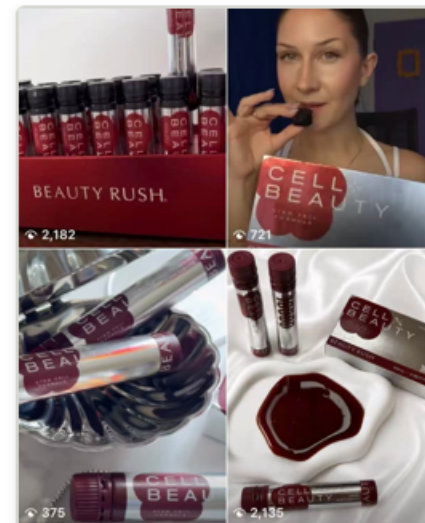
Placement Results: 500+ media pickups · 1,000+ verifiable links

labpharmacy product page · Add to Cart

2,182

Top creator video views

04 SOCIAL Content matrix



Always-on IG content

Instagram brand content grid

100 %

Publicly verifiable



04 SERVICES



FULL SERVICE · STEP 01

STEP 01 · Strategy & Research

01

STRATEGY & RESEARCH

Get the fundamentals right before launch: let data decide the category, the price band and the content playbook, so budget is never bet on the wrong track. A hands-on database covering 20+ categories backs every decision.

20 +

Categories covered

100K+

Creators partnered

KEY DELIVERABLES



Market & competitor analysis

Category size · competitor playbooks · price bands



Category opportunity mapping

Underserved niches · product upgrades · seasonality



Pricing & margin modeling

Inbound freight / commission / fulfillment / ads cost model



Content strategy

Creator tier mix · content formats · publishing cadence

STEP 02 · Store Operations

02

STORE OPERATIONS

From zero to category leader — that's the record.

REDHUT, a premium home-appliance brand, went from launch to No.1 in its sub-category, and No.15 on TikTok Shop's overall ranking, in just 3 weeks. Every step of store operations runs on battle-tested SOPs.

3 weeks

REDHUT 0 → #1

No.15

TikTok e-commerce overall

KEY DELIVERABLES



Store setup & compliance

Certifications · category approval · trademark filing



Listing optimization

Titles / A+ content / keyword localization



Paid ads

Shop Ads · ACOS control · pacing



Data review & iteration

Conversion funnel · product mix · rating upkeep

FULL SERVICE · STEP 03

STEP 03 · Creator Alliance

03

CREATOR NETWORK

Turning creator resources into an operable asset: outreach, distribution, commission and content management for 3,000+ US signed creators are fully systemized, with the TOP 500 driving 90% of creator GMV.

90%

TOP 500 creators' share of GMV

1,000+

Assets produced daily

KEY DELIVERABLES



Outreach & tiering

20,000+ database · tiered matching



Samples & briefs

SKU matching · content briefs · sample tracking



Commission & fulfillment management

Affiliate program · commission settlement · code attribution



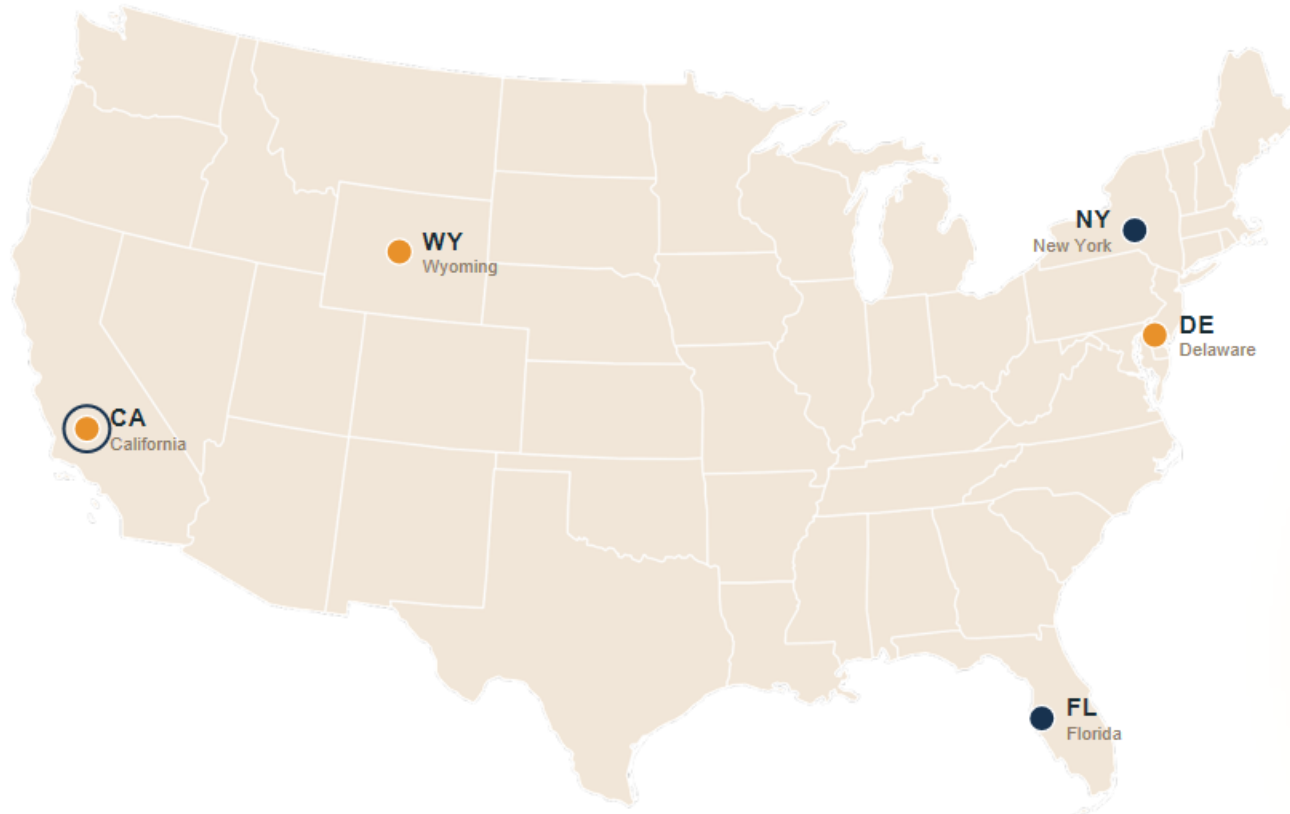
Content reuse

Asset archiving · re-editing · reuse in ads

OVERSEAS WAREHOUSE

Overseas warehouses + live studios

- Warehouse
- Live Studio
- Warehouse + Live



SERVICE PACKAGE

Full-service, or pick the modules you need

FULL-SERVICE

Strategy → Content → Store → Fulfillment, end to end

- Full STEP 1-3 management · weekly & monthly reporting
- Creator network + live commerce + store operations, working as ones
- Best for cold start and rapid ramp-up

The REDHUT playbook · 0 → sub-category #1 in 3 weeks

MODULAR

Four modules · mix as needed

Creator affiliate Live sessions Store Ops Paid media

- One module is enough to start · rolling monthly engagement
- Best for launching from zero and ramping fast
- Data flows across modules · upgrade to full service anytime

Engagement types: annual retainer / quarterly project / single campaign

01 We scope it,
and the proposal is free!

02 We start small,
prove the model in month one!

03 We scale in stages,
as targets are hit!

Let's Grow Together.

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