



**BULLSEYE
SELLERS**

TIKTOK SHOP BENCHMARK REPORT · AUGUST 2026

The TikTok Shop Growth Curve: \$0 to \$100K+ a month

What actually changes at every revenue tier — video volume, ad efficiency, traffic mix and commission — measured across a live census of 121 managed shops.

121

Managed TikTok Shops
in the census

\$1.45M

Affiliate-attributed
GMV in one 28-day
window

5

Growth tiers
benchmarked end to
end

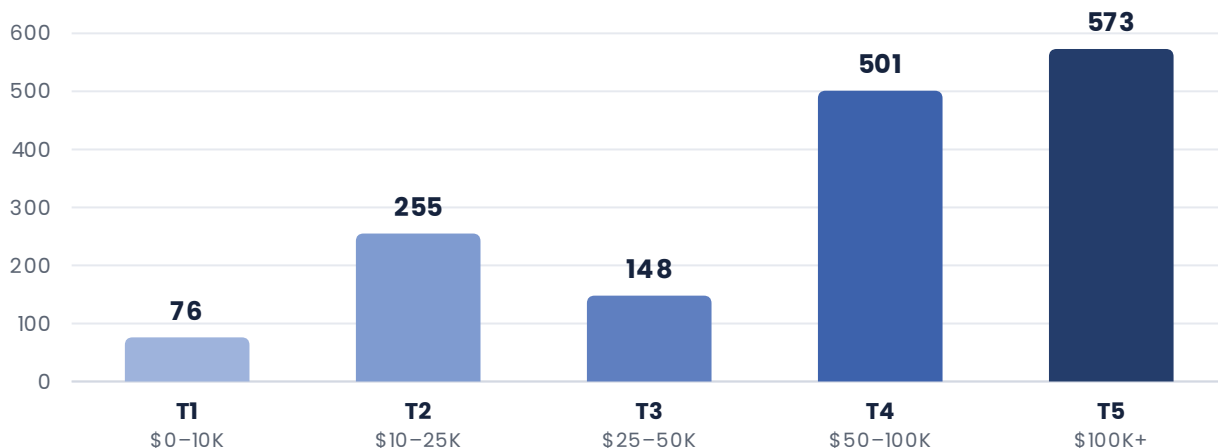
THE ONE-SENTENCE FINDING

Affiliate GMV is creator video count multiplied by GMV per video — and both rise together as a shop scales.

That is why growth on TikTok Shop feels non-linear rather than gradual. Operators tend to push one lever at a time: recruit more creators, or chase better creators. The portfolio says the tiers that break through move both at once.

Creator videos published per shop

28-day window. Volume of creator content running against the shop.



Top-tier shops publish 7.5x more creator videos than sub-\$10K shops.

GMV generated per creator video

28-day window. How productive each individual video is once it is live.



Each video at the top tier earns 16x what a sub-\$10K shop's video earns.

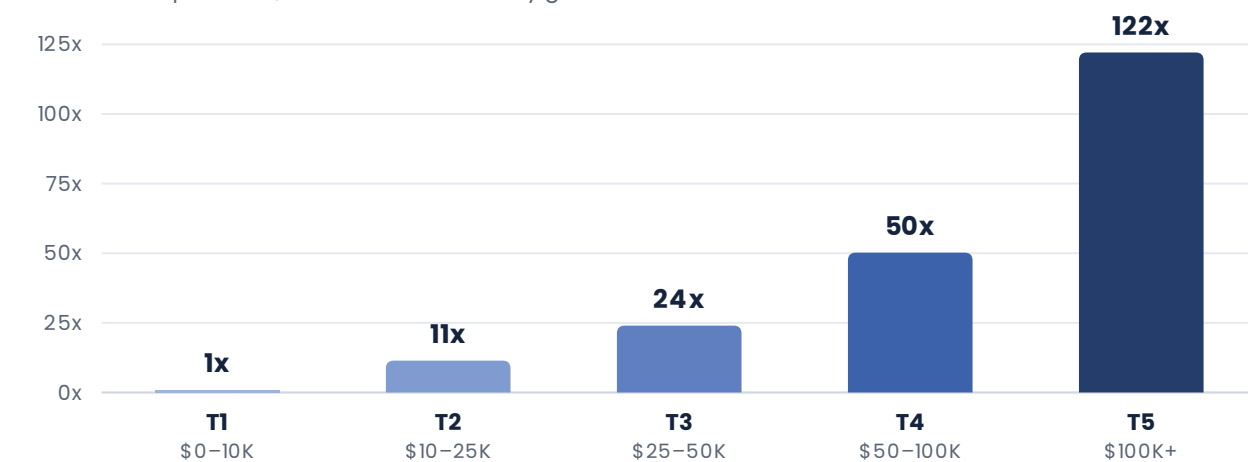
WHY GROWTH IS NON-LINEAR

Multiply the two levers and you get 122x

Volume and productivity do not add together — they multiply. Indexed against a sub-\$10K shop, the affiliate output of a \$100K+ shop is roughly 122 times larger, and almost none of that gap is explained by either lever on its own.

The compounding effect

Videos x GMV per video, indexed to T1 = 1x. Why growth feels non-linear.



Neither lever alone explains scale — volume and productivity must rise together.

This is why the jump from \$10K to \$25K feels harder than the jump from \$50K to \$100K. Early tiers are fighting both levers at once from a standing start.

Index basis: creator videos per shop multiplied by GMV per video, with T1 set to 1x. Using an index rather than raw dollars keeps the comparison clean across tiers of very different size.

THE BENCHMARK TABLE

What each tier looks like under the hood

All 121 managed shops, 28-day window ending August 2026. Use this to locate your own shop and see which numbers should move next.

Metric	T1 \$0–10K	T2 \$10–25K	T3 \$25–50K	T4 \$50–100K	T5 \$100K+
Creator videos per shop (28d)	76	255	148	501	573
GMV per video	\$18.87	\$64.27	\$232.56	\$143.63	\$305.49
Video-attributed % of GMV	71.0%	83.7%	76.4%	85.1%	82.4%
Affiliate % of GMV	57.5%	79.2%	64.3%	71.7%	75.8%
Product-card % of GMV	26.2%	13.7%	16.6%	13.2%	14.3%
LIVE % of GMV	0.6%	1.2%	6.1%	0.5%	2.4%
Ads-attributed % of GMV	80.3%	81.5%	97.0%	97.1%	107.5%*
Ads ROI (ad GMV ÷ ad cost)	1.19	1.80	2.30	2.67	1.80
Ad cost per order	\$24.62	\$12.48	\$10.52	\$7.15	\$13.07
Refund % of GMV	5.5%	3.7%	7.2%	6.3%	6.2%
Average conversion rate	3.88%	3.59%	3.78%	3.39%	3.48%
Paid ads in use	Partial	Universal	Universal	Universal	Universal
Commission rate paid	15.1%	17.1%	13.6%	16.0%	14.9%

*T5 ads-attributed GMV exceeds 100% because ad and organic attribution windows overlap on the same orders. This is normal at scale, not an error.

Read the table down a column to understand a phase. Read it across a row to see which levers actually change with scale — and which ones never do.

FIVE FINDINGS

What separates the phases from each other

1 Ad adoption is the hardest dividing line in the book.

Above \$10K a month, paid ads are universal — every single shop in every tier from T2 upward runs them. Below \$10K, adoption is only partial. Across 121 shops there was no meaningful population that scaled past \$10K a month organically. Getting ads live is the most common unlock at T1, and not spending is the most common reason a shop stays there.

2 Efficiency improves as you scale — the opposite of what most sellers fear.

Ad cost per order falls from \$24.62 to \$12.48 to \$10.52 to \$7.15 as shops climb, with T4 as the efficiency floor. Small shops pay roughly 3.4x more per order than \$50–100K shops. Scale buys learning data, creative supply and stronger conversion signals, and the algorithm rewards all three.

3 ROI peaks at T4 (2.67), then falls at T5 (1.80) on purpose.

The largest shops trade efficiency for reach deliberately, running lower ROI targets while organic video is hot and letting part of the return land on Amazon and DTC instead. Read a falling ROI at T5 as strategy. Read a low ROI at T1 (1.19) as a leak.

4 Growth means shifting the mix from product card to creator video.

Product-card GMV is 26.2% at T1 and collapses to 13–17% in every tier above it, while affiliate share climbs from 57.5% to roughly 72–79%. T1 shops live on browse and search traffic; scaled shops live on creator video. That transition *is* the T1-to-T2 leap.

5 Conversion rate does not improve with scale.

Every tier converts between 3.4% and 3.9%. Bigger shops are not better at converting — they put far more qualified traffic in front of the same funnel. "Fix your conversion rate" is not the growth lever here. Traffic volume through creators and ads is.

Four of the five levers move with scale. Conversion rate is the one that doesn't — which tells you where not to spend your attention.

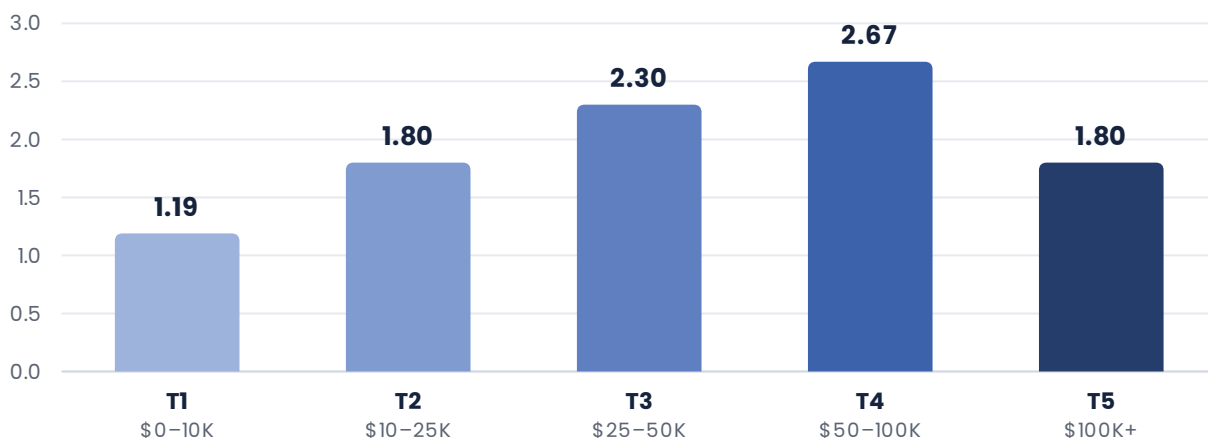
THE EFFICIENCY CURVE

Scale makes ads **cheaper**, not more expensive

The most common objection to raising ad spend is that efficiency will collapse. Across 121 shops it does the opposite — until the top tier chooses to give efficiency away.

Ads ROI by growth tier

Ad-attributed GMV divided by ad cost. Peaks at T4, then falls at T5 by design.



A falling ROI at T5 is reach-buying. A low ROI at T1 is a leak.

Ad cost per order

28-day window. What each shop pays in ad spend to generate one order.



Efficiency improves as shops scale — the opposite of what most sellers expect.

T4 is the efficiency floor at \$7.15 per order. A sub-\$10K shop pays \$24.62 for the same order — roughly 3.4x more for the identical outcome.

\$0 TO \$100K A MONTH

What each phase's job **actually** is

Each phase has one dominant constraint. Solving the wrong one is the most expensive mistake at every tier.

T1 \$0 to \$10K — break the cold start

Ad adoption is only partial in this band, and shops average just 76 videos at \$18.87 each. Two gates have to open together: seed real sales history so creators will engage, and get ads live. Product-card GMV sits at 26% versus 13–14% at scale, which means the shop is surviving on browse traffic rather than creators. This is precisely the phase a Sellico seeding campaign compresses — verified purchase velocity creates the sales history that unlocks creator vetting, plus the 40–60% voluntary review base that lifts Shop Performance Score.

T2 \$10K to \$25K — multiply creator count

Video volume has to roughly triple, from 76 to 255. This tier pays the highest commission in the portfolio (17.1%) and carries the highest affiliate dependence (79.2%) — it is buying its way into creator attention. Accept the margin hit temporarily, and widen the roster so that no two or three creators hold the shop hostage.

T3 \$25K to \$50K — fix quality before adding fuel

Refund rate peaks here at 7.2% and video volume actually drops versus T2, to 148 per shop. But GMV per video jumps to \$232, so the creators are good — the operation is the bottleneck. Sloppy fulfillment and weak product satisfaction cap Shop Performance Score at this tier and choke the climb.

T4 \$50K to \$100K — pour it on

Best ads ROI in the portfolio (2.67) and the lowest cost per order (\$7.15), at 501 videos per shop. This is the maximum-leverage zone: every incremental dollar of ad spend and every additional creator returns more here than anywhere else on the curve.

T5 \$100K+ — buy reach, harvest off-platform

ROI drops to 1.80 and cost per order rises to \$13.07 as shops deliberately trade efficiency for visibility, running 573 videos per shop at \$305 each. The binding constraint stops being demand and becomes inventory and the halo — Amazon branded search, Subscribe & Save, and DTC.

THE MYTH

Commission is **not** the lever

Every tier pays between 13.6% and 17.1% commission, and the biggest shops pay *less* (14.9%) than mid-tier shops (17.1%). Raising commission on its own will not scale a shop — it buys entry, not scale.

The caveat runs the other way at launch: a brand-new listing with a sub-10% offer gets ignored entirely, because creators screen on expected earnings before they screen on product. Treat commission as a threshold to clear, not a dial to push. Clear it, then stop optimising it and go spend the attention on video volume instead.

THE REAL SEQUENCE

What actually moves **GMV per video**, in order



On step 02, the practical screen that correlates with performance in this portfolio is \$500+ trailing 30-day GMV on the creator plus genuine category fit. Both matter; category fit matters more than follower count.

Most operators run this sequence backwards — they lead with offer strength and commission, then wonder why good creators still won't take the sample.

ANONYMISED SHOP-LEVEL DATA

What good actually looks like

Six shops from the portfolio, 28-day window. Names and categories are withheld; the figures are unmodified.

Shop	Monthly GMV	Ads ROI	Cost / order	Affiliate %	What it demonstrates
Shop A	\$365K	3.41	\$9.14	78%	Best large-scale operator
Shop B	\$48K	9.68	\$2.52	58%	Efficiency champion
Shop C	\$56K	6.40	\$2.97	71%	Second-best efficiency
Shop D	\$97K	2.79	\$5.56	58%	Strong T4 economics
Shop E	\$142K	2.69	\$6.56	66%	Scale plus efficiency
Shop F	\$113K	0.93	\$13.21	72%	Deliberate reach-buying

A

The ceiling on ad efficiency is much higher than most operators assume.

Shops B and C are converting ad spend at 6–10x with sub-\$3 cost per order — at \$48K and \$56K a month, not at trivial scale. If your cost per order is triple that, the gap is structural, not a budget problem.

B

A low ROI is only acceptable when it is a decision.

Shop F runs 0.93 ROI on purpose while organic video is hot, harvesting the return through Amazon branded search and DTC instead. The same number without that off-platform harvest is simply a loss.

C

Very high affiliate share is a growth engine and a single point of failure.

One shop in the portfolio sits at 93% affiliate-attributed GMV with almost no owned demand. Past roughly 85%, creator concentration stops being leverage and starts being risk — build product-card and owned demand alongside it.

HOW THIS WAS MEASURED

Method and scope

Every figure in this report was read directly from the TikTok Shop Partner Center — a full census of all 121 shops under Bullseye Sellers management, not a sample.

The dataset covers GMV, items sold, attribution mix, ad spend, ad-attributed GMV, cost per order, refunds, conversion rate, commission and affiliate detail, across a 28-day window ending August 2026. Bullseye Sellers is a Full Service Management Partner on TikTok Shop.

Three honest limits. First, this is one portfolio in one 28-day window — treat the numbers as directional benchmarks rather than universal constants, and expect category and seasonality to move them. Second, tier averages hide real variance; a shop can sit well outside its tier's numbers and be perfectly healthy. Third, some drivers of performance live inside each seller's own Seller Center rather than the Partner Center — message response rates, bid-level settings, and open-versus-target collaboration quality — so they are not reflected here.

Individual shop identities have been withheld throughout. All per-shop figures are reported anonymously and no client is identified.

Where does your shop sit on this curve?

Bullseye Sellers has managed ecommerce growth since 2018 across Amazon, TikTok Shop and Shopify. If you can find your tier in this report but not your next move, that is the conversation we are good at.

[Get a TikTok Shop growth assessment](#)

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