

TIKTOK SHOP → AMAZON HALO · CLIENT CASE STUDY

The brands winning on Amazon are the ones *flooding TikTok Shop with video.*

ALT. Fragrances — an Amerify-managed Amazon brand — put 34,000 shoppable videos on TikTok Shop through its affiliate roster. As the video volume climbed, Amazon branded search climbed with it. Here's the proof, and the exact 3-month playbook behind it.

\$10.1M

TIKTOK SHOP GMV · LIFETIME

34,363

SHOPPABLE VIDEOS POSTED

3x

AMAZON BRANDED SEARCH

SEARCH + SCROLL SNAPSHOT

Where *ALT. Fragrances* stands today

**ALT. Fragrances — designer-inspired fragrance dupes**

Fragrance · TikTok Shop + Amazon · brand search term "alt fragrances"

TIKTOK SHOP · SCROLL

GMV · lifetime	\$10.1M
GMV · last 28 days	\$656.9K
Shoppable videos · lifetime	34,363
New shoppable videos · 28d	1,413
Affiliate creators	16,470

AMAZON · SEARCH

Branded search · recent	~16K/wk
2025 baseline	~5,600/wk
April peak	17,134/wk
Lift since January	~3x
Search term	alt fragrances

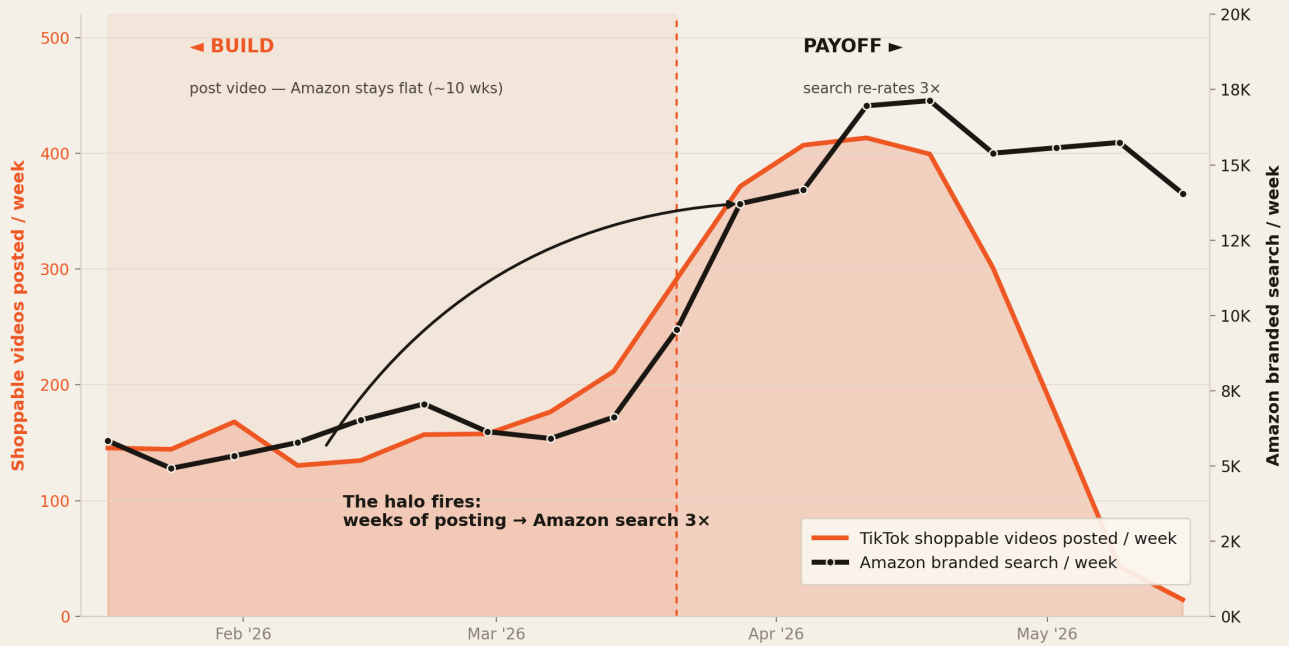
Two channels, one loop. ALT's TikTok Shop scroll and its Amazon search demand aren't separate strategies — the **scroll is quietly creating the search**. The next page shows exactly how tightly the two move together.

THE PROOF

Post the video, *win the search.*

ALT posted shoppable video for ~10 weeks while Amazon search stayed flat — then the accumulated volume hit critical mass and search re-rated 3x. Effort first, payoff after. That lag is the halo's fingerprint.

HOW THE HALO FIRED — VIDEO POSTING LEADS, AMAZON SEARCH FOLLOWS · JAN–MAY 2026



Most brands never see this. TikTok Shop tools stop at TikTok; Amazon tools stop at Amazon — so the two never land on one timeline. Because we run both channels, we can line up shoppable-video volume against Amazon search demand and see the halo directly.

Through 2025, ALT's Amazon search sat flat at **~5,600/week**. As the shoppable-video library grew, search stayed quiet for ~10 weeks — then, once the volume hit critical mass in spring, Amazon branded search **tripled to ~17K/week**. The halo creates the demand; a fully-managed Amazon program converts it.

+53%

AMAZON NET PROFIT · 3 MO

+39.7%

AMAZON SALES GROWTH

3x

AMAZON BRANDED SEARCH

Net-profit and sales figures reflect ALT's full Amerify-managed Amazon program; the TikTok halo is a primary driver of the search demand behind it.

THE PLAYBOOK

How ALT did it — *the 3-month build.*

The halo has a lag. ALT activated affiliates and posted consistently for two months while search stayed flat — then month three's accumulated volume triggered the jump. Here are the real numbers.

MONTH 1 • SEED

+2,653 videosAffiliates added **+479**Total affiliates **14,854****Search: ~6,500/wk (flat)**

Activate the roster. Get more affiliates posting shoppable video consistently — don't expect Amazon movement yet.

MONTH 2 • BUILD

+2,169 videosAffiliates added **+486**Total affiliates **15,340****Search: ~6,600/wk (building)**

Hold the cadence. The content library compounds; the brand starts showing up across more of the For You feed.

MONTH 3 • HALO FIRES

+2,981 videosAffiliates added **+562**Total affiliates **15,902****Search: 6.6K → 17K/wk (2.6×)**

Critical mass hits. Amazon branded search explodes — and the demand converts on your optimized listing.

Over three months ALT added **~1,500 affiliates** and posted **~7,800 shoppable videos** — and Amazon branded search climbed from **~5,100 to ~17,000 per week (+230%)**. That demand, converted through a fully-managed Amazon program, lifted net profit **+53%** and sales **+39.7%**. The lever is simple: more affiliates → more shoppable video → more Amazon search.

amerify

Want this run for *your brand*, end to end?

[Book a call with the Amerify team →](#)

Full TikTok Shop + Amazon funnel · managed by the team behind ALT. Fragrances