

Blue Wheel 

PWR LIFT
(A VITA COCO
BRAND)

CASE STUDY

SOCIAL
COMMERCE



BLUE WHEEL CASE STUDY

PWR LIFT (A Vita Coco Brand)

“Harder working hydration.”

PWR LIFT (Vita Coco) offers protein-infused waters designed for anyone looking to refuel during or after workouts, as well as to stay hydrated throughout the day. The line includes Berry Strawberry, Orange Mango, Lemon Lime, and Blueberry Pomegranate flavors, as well as a Variety Pack.





Contents

The PWR LIFT case study has four sections, showcasing different aspects of our strategic [Social Commerce](#) efforts and accomplishments.

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The Challenges and Goals

The challenges we encountered and our client's goals

The Actions and Creative

The strategic steps we took and the creative we used

The Results

The results we achieved for our client

The Conclusion

Our final thoughts





The Challenges & Goals

The Challenges & Goals

PWR LIFT sells products exclusively on DTC and Amazon without a brick-and-mortar presence. They came to Blue Wheel, looking to launch the protein-infused water brand on TikTok Shop.

The client approached us with the exciting opportunity to establish their presence on the platform for the first time. They had identified three specific personas to target and provided focused parameters. While this resulted in a niche pool of creators, it also allowed us to tailor our new approach for maximum relevance.

The brand was thoughtful in its initial strategy, carefully considering its investment in promotional tactics, commission incentives, and paid media amplification, which limited the ability to gain early traction on the platform.

PWR LIFT aimed to get insights from affiliate activity for a potential rebrand, while simultaneously looking to scale both awareness and revenue on TikTok Shop.

Strategy implementation revealed valuable growth opportunities, such as enhancing content supply, boosting conversions through targeted promotions, and improving visibility with paid media efforts.



The Actions

Blue Wheel leveraged data, competitor insights, persistent strategic guidance, and partnership with TikTok to influence PWR LIFT to expand its original approach. This resulted in our client embracing promotional campaigns, increasing commission for VIP creators, broadening affiliate outreach, and investing in paid media to amplify content performance.

Through consistent weekly reporting and strategic check-ins, our team demonstrated clear improvements across key metrics and tackled each challenge methodically.

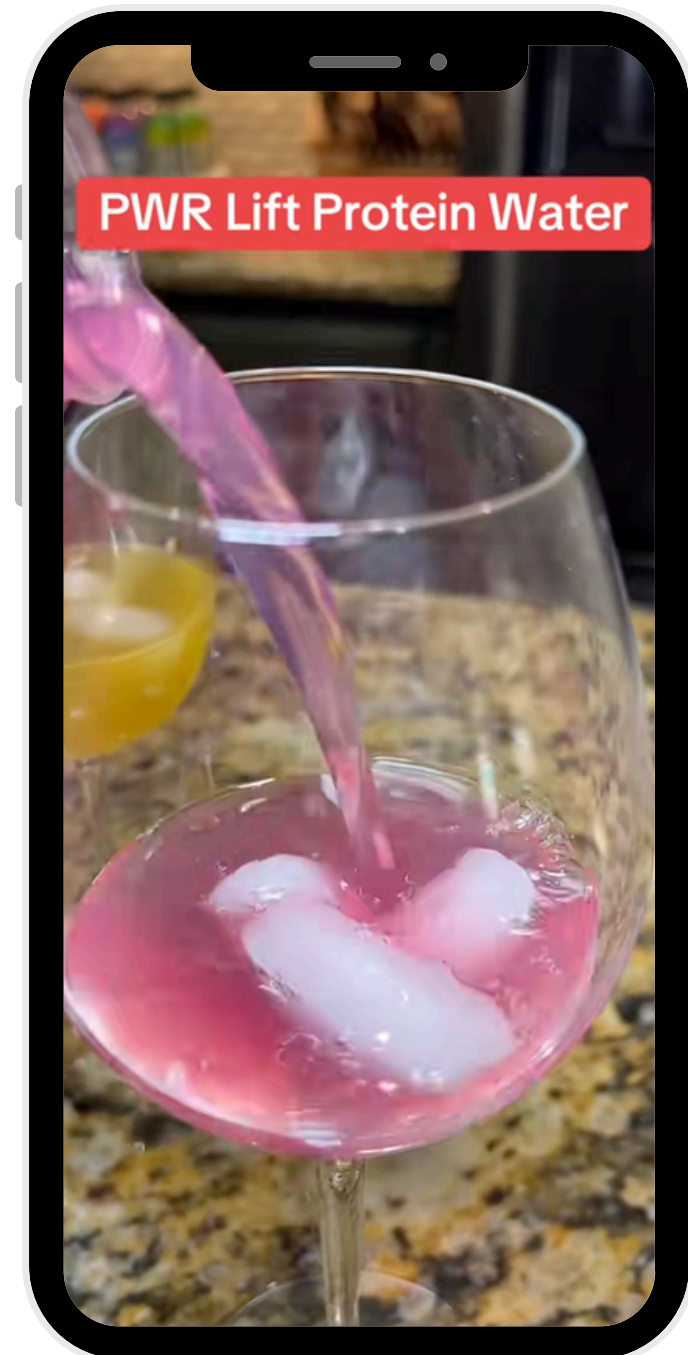
We began by expanding the affiliate outreach to build a steady content pipeline. Next, we encouraged the brand to lean into promotional campaigns to drive awareness and boost visibility of their Shop.

Finally, we secured a test budget for paid media, focusing on brand-approved, top-performing posts. This approach helped build our client's confidence and comfort with platform investment.



Affiliate Content Creative

[TikTok Shop Affiliate Video](#)



The Creative



The Results

PWR LIFT was a cold start. Without existing credibility or sales data, cold-start brands face a steep uphill climb on TikTok Shop. Blue Wheel successfully approached this challenge, and within 90 days, we helped our client generate 58,543 product page views on TikTok Shop, an 802.41% increase in GMV returns, and 535 average daily Shop visitors.

PWR LIFT was excited to see brand awareness metrics rise and a significant boost in creator content after the first 30 days, once the ads and our affiliate outreach playbook were activated. Affiliate collaborations resulted in over 1.9 million video impressions and 9k+ likes in 90 days, with a significant jump in GVM from days 31-90.

Five of their top-performing posts (days 61-90) were outside of the brand's initially proposed demographic for creators. We focused on paid media profitability, resulting in 0.92 ROI. Brands should target an average ROI of 0.8 according to TikTok Shop, and our client has surpassed that benchmark.

The surge in affiliate posts and visibility validated the power of a scaled, strategic approach and marked a clear turning point as the Shop began to generate consistent GMV.

+1.9M

Affiliate Video Impressions

+802%

Increase in GMV Returns

+59k

Product Page Views

+9k

Affiliate Video Likes

0.92

ROI





The Conclusion

The Conclusion

Blue Wheel was selected for its expertise in Social Commerce. Our agency provides white glove service, supplying clients with direct access to TikTok alums who know the platform better than most.

We helped PWR LIFT set up its Shop, manage its Shop Operations, and own the Creator Partnerships & Affiliate Strategy, plus all Paid Media for TikTok Shop.

The client has gained insights and learnings beyond what they initially expected when they joined the platform. Interestingly, some of their top-performing affiliates emerged outside the original outreach parameters, challenging initial assumptions and validating a more multi-faceted strategy.

They are now seeing meaningful progress across key metrics, and as confidence has grown, so has their investment, reflected in the paid media budgets to further amplify success.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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