

Blue Wheel 

CASE STUDY

SCALING
CREATOR
COMMERCE
ON TIKTOK
SHOP

Groupe SEB's Q4
Growth Story





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The Groupe SEB Case Study includes five sections, each showcasing different aspects of our strategic efforts and achievements on [TikTok Shop](#).

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Groupe SEB

“The world leader in small domestic equipment.”

[Groupe SEB](#) is a global leader in small domestic appliances, owning major brands such as Rowenta and T-Fal, and is recognized for its innovation and extensive international presence.

Since its inception, the company has been a key player in everyday revolutions, thanks to its products that transform the daily lives of consumers worldwide.



Groupe SEB

“ Partnering with Blue Wheel has been a true collaboration for Groupe SEB. Their strategic rigor, creator expertise, and ability to execute helped us turn TikTok Shop into a scalable, repeatable growth channel, positioning us for sustained growth.

Together, we have helped establish TikTok Shop not just as a performance driver but as an integrated sales and marketing channel that builds brand equity while delivering results “

DAVID SEULING

Head of Social Commerce, Groupe SEB USA



Client Testimonial

After building early visibility and momentum on TikTok Shop, Groupe SEB entered Q4 at a turning point. Creator interest and brand awareness were rising, but the challenge was clear: visibility alone would not win the most competitive shopping period of the year.

The Challenges

— From Awareness to Conversion

Shifting from an awareness-led presence to a conversion-driven TikTok Shop strategy

— Finding the Right Creator Partners

Activating the right creators who could authentically drive trust and sales

— Scaling Through Peak Season Pressure

Ensuring enough creators were equipped to maintain a consistent posting volume through BFCM

The Goals

- Win Q4 and BFCM by driving GMV, hero SKU performance, and sustained momentum
- Activate and scale a trusted creator ecosystem capable of consistent output
- Increase paid media efficiency and ROI to prove profitability and scalability
- Build a foundation to move up TikTok Shop category rankings and scale into 2026



The Actions

Blue Wheel implemented a conversion-first TikTok Shop strategy designed to perform under peak-season pressure. By aligning creator activation, pricing, paid media, and operations into a single execution framework, we enabled Groupe SEB to scale quickly, optimize in real time, and drive consistent conversion throughout Q4 and BFCM.



1. Market & Product Mix Strategy

Conducted competitive analysis to identify pricing, product positioning, and creator gaps, leading to improved product prioritization and creative briefs, including Spanish-language versions.



2. Creator Ecosystem Development

Established a centralized Discord hub for creator engagement, resulting in a community of nearly 400 creators through recruitment, education, webinars, and challenges, facilitating rapid activation and support without relying solely on TikTok's algorithm.



3. BFCM Execution Framework

Coordinated creator “Blitz” strategies were deployed to enhance visibility and conversion during peak demand, aligning simultaneous posts around key SKUs to amplify algorithm signals.



4. Operational & Pricing Optimization

Collaboration with Groupe SEB led to competitive pricing, creator incentives, commission structures, and inventory management to maintain stock of hero SKUs during peak periods.



5. Paid Media Optimization

Daily management of paid media involved budget pacing, creative testing, and real-time performance adjustments, including setting and monitoring spend and ROI targets. Successful videos from Discord were boosted to increase engagement and attract new creators.



The Results

Groupe SEB achieved a strong performance with a **698% GMV** increase from September to November, particularly during Black Friday week, which saw a 96% week-over-week growth due to effective creator activation and enhanced paid media efficiency.

Key highlights:

- Video creator content was the main growth driver, contributing 83% of GMV
- BFCM delivered a 26% lift in video volume
- A standout creator posted over 80 videos, with a **single video generating \$10k in GMV**
- Discord engaged nearly 400 creators, improving communication and customer acquisition through effective coupon codes
- The Pure Force 2-in-1 became the flagship product, dominating sales on TikTok Shop, with 1,539 units sold during BFCM

Paid media performance showed:

- Over 724% increase in order volume month-over-month
- ROI consistently at 4-5x on peak days
- Nearly an 80% decrease in cost per order

Additionally, **live commerce** proved a surprising growth factor, with 1,247 LIVE sessions hosted by 139 creators, yielding 5.14M views.

+724%

Order volume increase
MoM

+698%

GMV increase
(Sept to Nov + Cyber
Monday)

83%

GMV from
creator-led commerce

4-5x

ROI on top-performing
days

26%

Growth in video volume

400

Active creators (owned
ecosystem engagement)

1,247

Creator-led LIVE sessions

5.14M

LIVE views





The Key Takeaways

The Key Takeaways

TikTok Shop Playbook

Blue Wheel's approach provided Groupe SEB with a clear, scalable playbook for TikTok Shop growth. By aligning pricing strategy, creator activation, paid media, and operations under a single execution framework, the brand was able to perform confidently under peak-season pressure.

Discord Creator Ecosystem

A central driver of success was the development of an owned creator ecosystem on Discord. This enabled faster activation, stronger creator relationships, and consistent content output without reliance on one-off activations or platform volatility.

Foundation for Growth

Most importantly, the collaboration proved that TikTok Shop can function as a repeatable performance channel when strategic flexibility and creator expertise are combined. The systems built during Q4 now serve as a foundation for sustained growth.



The Conclusion

By shifting from awareness to conversion and investing in creator infrastructure, [Blue Wheel helped Groupe SEB transform TikTok Shop](#) into a scalable, repeatable growth channel. Strategic pricing, coordinated creator activation, and disciplined paid media optimization enabled the brand to break through peak-season competition, deliver its strongest conversion of the year, and establish a new performance benchmark on TikTok Shop.

Crucially, this success was driven by a true partnership. Groupe SEB was willing to meet in the middle, move quickly, and adapt its approach based on real-time performance insights. Openness to adjusting pricing, aligning on creator incentives, and trusting Blue Wheel's expertise in creator-led commerce allowed the strategy to unlock its full potential during BFCM.

The foundation built in Q4 now informs Groupe SEB's 2026 growth roadmap. With proven confidence in creator performance and a flexible operating model in place, the brand is positioned to scale further through expanded LIVE activation, deeper creator partnerships, and increased paid media investment.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B 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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