
Empowering Global Brands with AI-driven Social Commerce Solutions

01

GLOBAL EXPANSION

Chinese Brands Going Global

- In 2020, China became the world's largest trading nation, surpassing the U.S.
- Cross-border e-commerce exceeded ¥2T in 2022, entering a high-growth phase
- Cross-border e-commerce exports grew over 10x in the past five years

02

SOCIAL COMMERCE

A 10x Growth Opportunity

- TikTok U.S. GMV grew from \$1.56B (2023) to an estimated \$17.5B in 2024
- Over 2 million U.S. TikTok Shop sellers as of Oct 2024
- Daily GMV reaches \$36M
- 1.97M creators with commerce access; 175K+ have sales, up 243% YoY

03

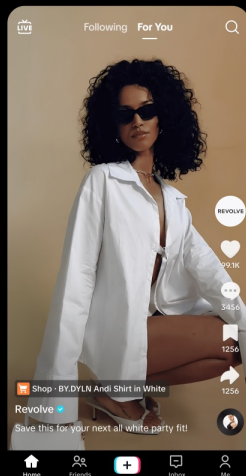
ARTIFICIAL INTELLIGENCE


Reshaping Every Industry

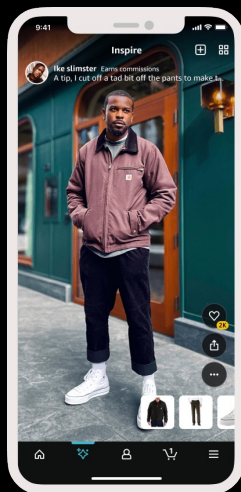
- Global AI market hit \$515B in 2023; projected to reach \$2.74T by 2032
- CAGR: 20.4%
- By 2026, AI is expected to reach 20% penetration across industries


The Rapid Rise of \$600B Social Commerce

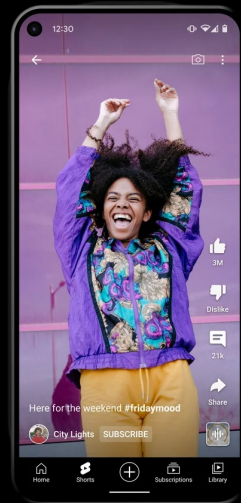
 TikTok Shop



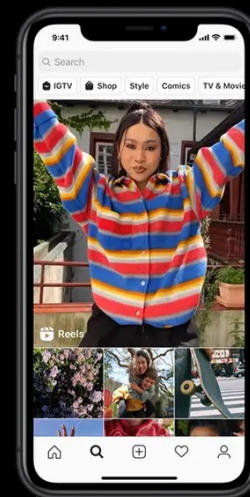
 amazon inspire



 YouTube Shorts



 Instagram Reels



TikTok U.S. e-commerce set to reach \$17.5B in 2024, with a 1021% YoY growth



2M+ sellers set up TikTok Shop



Amazon's social commerce launched to 9.7M sellers



Top creators can earn over \$1M in commissions



YouTube Shorts boasts over 2B monthly users



YouTube partners with Shopee for Southeast Asia e-commerce



130M subscribers engage with Instagram Shopping globally



25M+ sellers active on Instagram, with 2M+ using the Shopping feature

Source 1

<https://bloom.bg/3BmA2dC>

Source 2

<https://bit.ly/4dcUGSt>

Source 3

<https://bit.ly/4eAa7W7>

Source 4

<https://reut.rs/4eanM6t>

Source 5

<https://bit.ly/3XR0KeU>

Total Addressable Market

\$600B+

Projected to grow to \$1.3T+
by 2029



Serviceable Available Market

\$200B+

Starting with TikTok Shop's
170M+ U.S. users, with plans
to expand globally across all
social commerce platforms



Serviceable Obtainable Market

\$20B+

Through seller education,
influencer partnerships, and
content creation campaigns





Lack of Expertise

- **55%** of brands cite lack of social commerce expertise as a major barrier
- Steep learning curve due to frequent platform updates
- Limited knowledge leads to poor campaign performance



High Labor Costs

- Social commerce specialists average **\$70,000/year**, raising costs
- Top sellers handle **1,500** influencer collaborations, increasing labor expenses
- Manual outreach and content management further drive up costs



Low Efficiency

- Lack of automation lowers efficiency by **300-400%**
- Fragmented tools lead to inefficient workflows and errors
- Managing influencers takes **5-10 hours** per week per influencer

A Unique Blend of Industry Expertise and Technical Excellence

Technical Moat

Superior Tech Team



MarTech AI Agent

Influenbase is the world's first fully automated TikTok influencer marketing tool, using AI to find creators and reach 100+ per minute via email and DM — 24/7. It delivers 10x productivity at under 10% of traditional cost

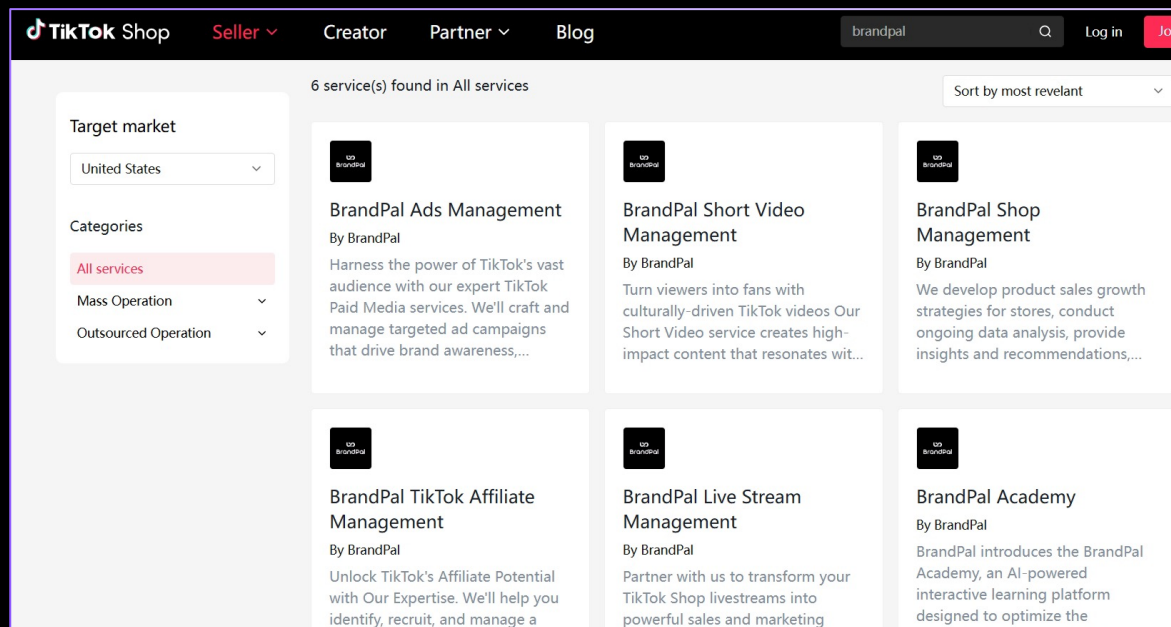
Expertise Moat

AI RaaS: Result As a Service

As a top TikTok Shop Partner, seller education agency, and leading Creator Network, BrandPal brings unmatched market expertise. Powered by in-house AI tools, we drive superior results and next-level cost efficiency

Strategic Partnerships





The screenshot displays the TikTok Shop Seller Center interface. At the top, there's a navigation bar with 'TikTok Shop', 'Seller', 'Creator', 'Partner', and 'Blog' tabs. A search bar contains 'brandpal', and there are 'Log in' and 'Join' buttons. Below the navigation bar, a message states '6 service(s) found in All services'. On the left, there's a sidebar with 'Target market' set to 'United States' and 'Categories' including 'All services', 'Mass Operation', and 'Outsourced Operation'. The main content area shows six service cards, each with the BrandPal logo and a brief description:

- BrandPal Ads Management**: Harness the power of TikTok's vast audience with our expert TikTok Paid Media services. We'll craft and manage targeted ad campaigns that drive brand awareness,...
- BrandPal Short Video Management**: Turn viewers into fans with culturally-driven TikTok videos. Our Short Video service creates high-impact content that resonates with...
- BrandPal Shop Management**: We develop product sales growth strategies for stores, conduct ongoing data analysis, provide insights and recommendations,...
- BrandPal TikTok Affiliate Management**: Unlock TikTok's Affiliate Potential with Our Expertise. We'll help you identify, recruit, and manage a...
- BrandPal Live Stream Management**: Partner with us to transform your TikTok Shop livestreams into powerful sales and marketing...
- BrandPal Academy**: BrandPal introduces the BrandPal Academy, an AI-powered interactive learning platform designed to optimize the...

BrandPal at TikTok Shop Seller Center

TSP (TikTok Shop Partner)

Short Video Management
Shop Operation and Management
Mass Tutoring
Mass Recruiting
LIVE Stream Management
Content Management
Affiliate Management

MCN/CAP (Creator Agency Partner)

Creator Management

TAP (TikTok Affiliate Partner)

Seller and Scalable Creator Match-Up

ISV (App Developer)

CRM
Creator collaborations



BrandPal is proud to be a Certified TikTok Shop Partner, empowering businesses to thrive in the dynamic world of social commerce. As a trusted partner, we specialize in helping brands launch, manage, and optimize their TikTok Shop presence to achieve measurable growth

CERTIFICATE

OF COMPLETION IS PRESENTED TO:



BrandPal

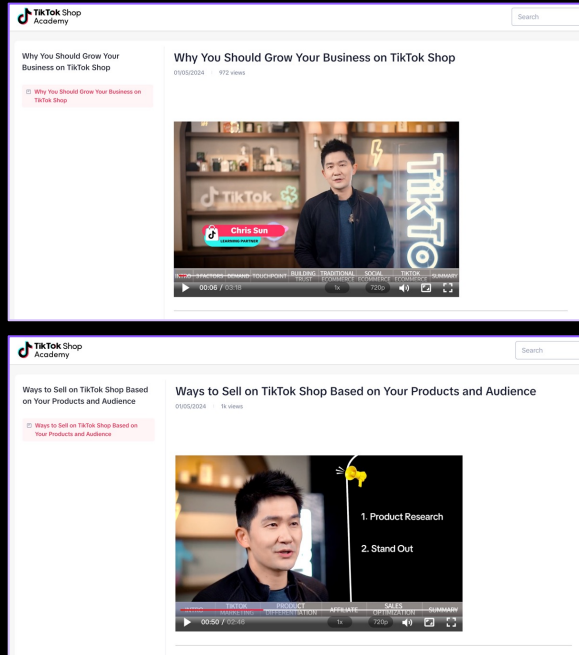
6/4/2024

This certificate recognizes the agency's completion of necessary foundational training related to TikTok Shop operations, therefore demonstrating excellent knowledge and commitment to servicing TikTok Shop members.

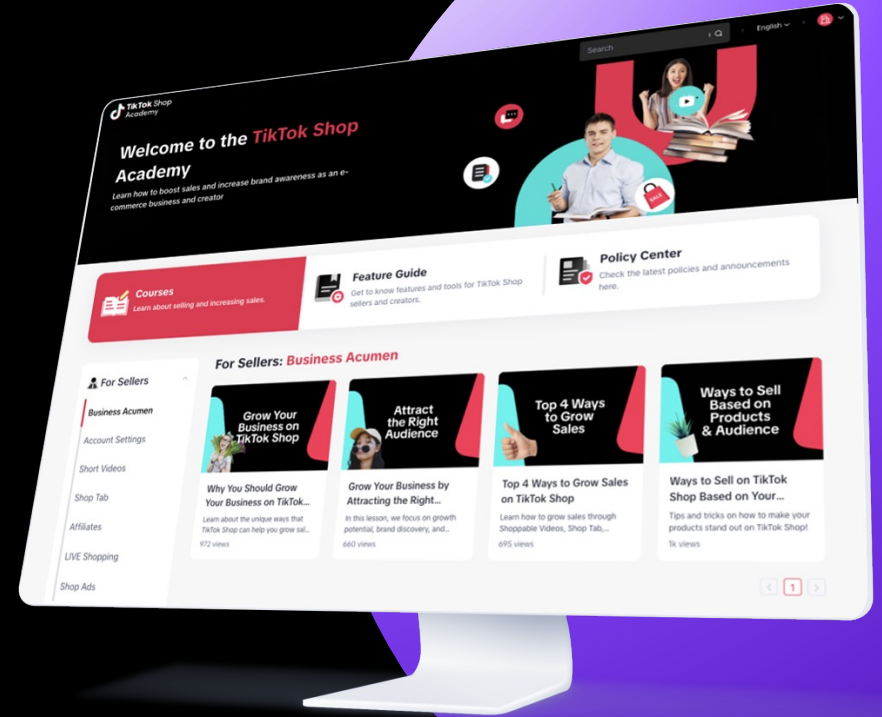
TikTok Shop

TikTok Shop Certified Agency

TikTok Shop Academy



TikTok Shop Academy Courses Presented by Chris Sun



TikTok Shop Academy Courses Produced by BrandPal

BrandPal Live Streaming Center

As an Official TikTok Shop Partner, BrandPal provides comprehensive live streaming services to help brands harness the power of this dynamic platform. Our expert team is dedicated to delivering real-time, engaging interactions that drive significant sales.

Located at the Hollywood Production Center in Glendale, Los Angeles, the BrandPal Live Stream Center spans 7,000 square feet and is designed to meet the needs of brands across a wide range of industries.





121 W. Lexington Dr.
Suite 401
Glendale, CA 91203, USA

11 LIVE Streaming Rooms with well-trained professional operators and top hosts.

2 Exclusive Rooms reserved for top influencers, providing a premium experience.

A Dedicated Product Sample Center to ensure seamless product demonstrations.



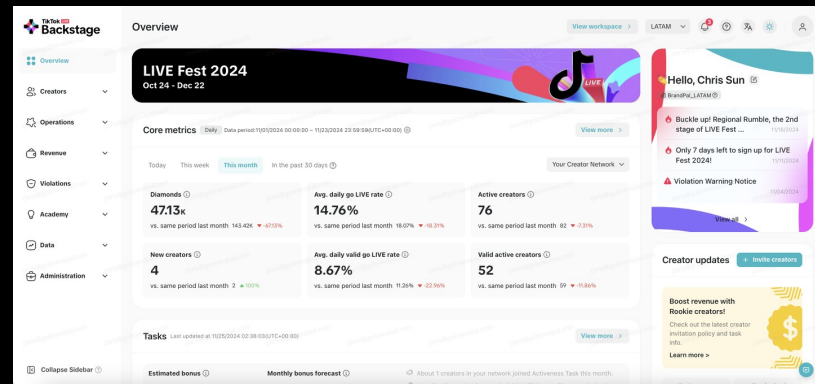
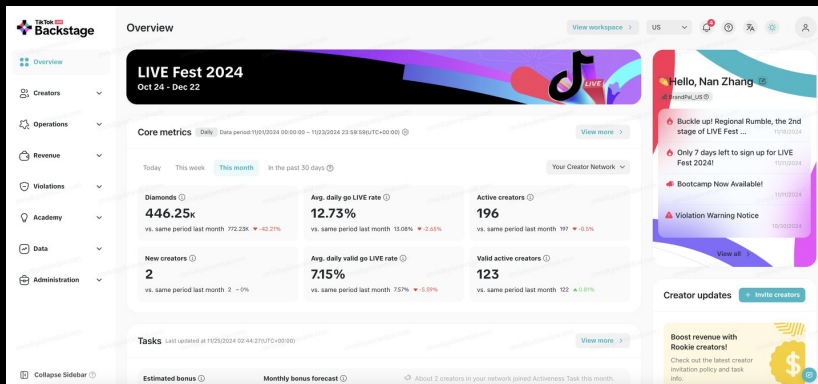
BrandPal is a leading talent management agency specializing in the TikTok Creator Network, seamlessly connecting creators with their audiences through our strategic partnership with TikTok.

Recognized as the #1 Creator Network in the U.S. for 2023, we deliver unparalleled services, including premium content creation, live streaming mentorship, comprehensive technical support, and a rewarding incentive program. At BrandPal, our mission is to drive influencer growth, maximize earnings, and amplify their impact to extraordinary heights.



Recognized as the #1 Creator
Network in the U.S. for 2023

US & LATAM Creator Network



The US Creator Network Backstage Manage creators table displays a list of creators with their relationship status, joined time, days since joining, last LIVE time, and action buttons. The table is sorted by Diamonds in L3D0.

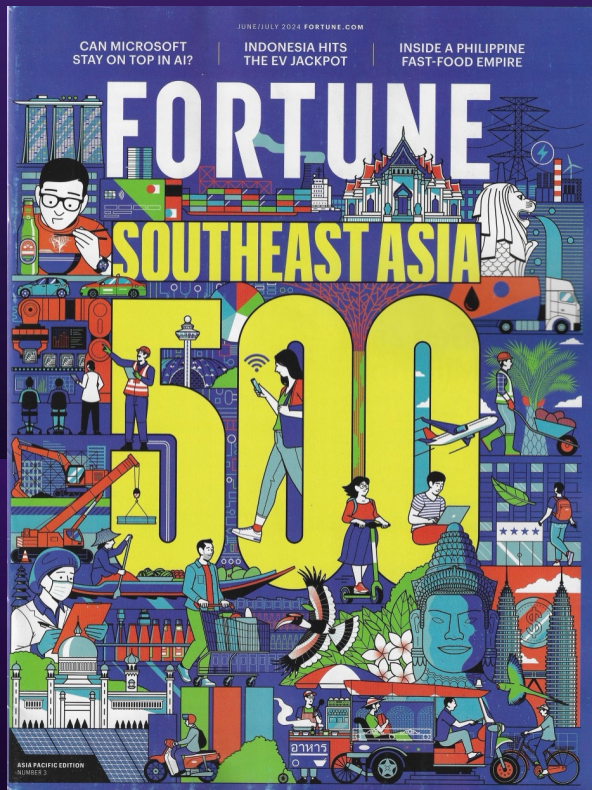
Creator	Creator type	Relationship status	Joined time	Days since joining	Last LIVE time	Action
th33z3ar9	Rookie	Effective	04/18/2024 23:01:11	22d	4 days ago	Add notes Transfer
l_dan_wan_you_86	Veteran	Effective	05/16/2024 22:52:46	190d	2 days ago	Add notes Transfer
castigateme	Veteran	Effective	10/23/2024 19:05:23	34d	1 week ago	Add notes Transfer
beautyskirts	Veteran	Effective	04/09/2024 20:50:08	230d	19 hours ago	Add notes Transfer
we_dedray	Veteran	Effective	05/02/2024 18:16:24	207d	2 days ago	Add notes Transfer
huanhuan24	Veteran	Effective	12/28/2023 13:39:00	354d	2 hours ago	Add notes Transfer
michigogaming	Veteran	Effective	02/27/2024 09:18:24	275d	8 hours ago	Add notes Transfer

The LATAM Creator Network Backstage Manage creators table displays a list of creators with their relationship status, joined time, days since joining, last LIVE time, and action buttons. The table is sorted by Diamonds in L3D0.

Creator	Creator type	Relationship status	Joined time	Days since joining	Last LIVE time	Action
3_danr0_official	Rookie	Effective	07/18/2024 21:05:31	130d	4 hours ago	Add notes Transfer
andromeda88	Rookie	Effective	04/21/2024 06:52:53	158d	28 hours ago	Add notes Transfer
victoriapalmyrean	Rookie	Effective	09/18/2024 05:30:08	69d	43 minutes ago	Add notes Transfer
gellin_campes	Rookie	Effective	07/23/2024 10:57:48	124d	21 hours ago	Add notes Transfer
th33z3ar9	Rookie	Effective	07/10/2024 01:37:35	139d	17 hours ago	Add notes Transfer
carlos73	Rookie	Effective	08/27/2024 19:39:32	90d	2 weeks ago	Add notes Transfer
oscarbenedict	Rookie	Effective	08/02/2024 02:10:32	116d	3 days ago	Add notes Transfer

US Creator Network Backstage

LATAM Creator Network Backstage



CONTENT FROM BRANDPAL

LEADING THE AI-POWERED E-COMMERCE REVOLUTION

BrandPal, an agency harnessing artificial intelligence, is redefining social media marketing for its clients.

CHRIS SUN, FOUNDER AND CEO
BRANDPAL, SPEAKS AT
GLOBAL TECHNOLOGY WEEK
AT THE SICHUAN CENTER
IN SHANGHAI.

Deputy Director of G20
Young Entrepreneurs
Alliance International
Cooperation Center and
Director of Sichuan Center



AS THE WORLD BECOMES MORE CONNECTED and digital, e-commerce business continues to boom. Global retail e-commerce sales have reached an estimated \$5.8 trillion, according to a 2023 Statista report, and projections indicate that number will only continue to rise.

Still, many in the e-commerce industry aren't equipping themselves with the cutting-edge marketing solutions they need to attract customers in a saturated sector. Brands continue to struggle with ineffective product navigation and a lack of personalization, hampering their ability to attract and retain consumers. Fortunately, artificial intelligence (AI) is expanding what is possible in the digital economy, helping companies overcome these challenges.

"2024 isn't just another year in the calendar of social e-commerce; it's the year when AI and social e-commerce synergize to create unprecedented opportunities," says

Chris Sun, founder and CEO of BrandPal, a premier marketing agency specializing in short video monetization services. With a vision to redefine the digital marketing landscape, BrandPal has been an innovator, particularly in the realm of content-powered solutions, since it was founded in 2022. In the era of widespread AI adoption, the Los Angeles-based company has been working to find new ways to harness the technology to boost conversions, impressions, and cost efficiency for its clients. Today, its consumers are using the tech to improve customer engagement and service, generate content, and enable personalized ad targeting.

"Our aim is to equip global brands with cutting-edge marketing solutions, merging AI with social e-commerce to reshape the future of marketing," says Sun. "Used together, these tools produce staggering results. Our clients have reported up to an 830% increase

in monthly revenue after partnering with us—all for a fraction of the cost of a traditional marketing campaign."

Evolving with Industry Trends

In recent years, the social media platform TikTok has been a powerful driver of social commerce. In September 2023, the platform launched its e-commerce business, which allows users to purchase items directly on their feeds. It also offers tools that enable influencers and brands to create shoppable content—facilitating an incredible opportunity for brands to drive sales.

As a TikTok-preferred partner, BrandPal helps brands take advantage of these features by connecting them with a stable of creators, from nano-influencers to social media celebrities with millions of followers, who are well-positioned to reach their target audiences. The agency is involved in the entire production process, from selecting suitable influencers to helping brands create premium content to providing logistical support. This ensures that their TikTok campaigns are high-quality, targeted, and most importantly, effective.

Leveraging a proprietary content database and generative AI, BrandPal has significantly optimized content creation, reducing labor costs and making high-quality social e-commerce strategies accessible to cost-conscious sellers. With this technology, the company can deconstruct data from viral content into its basic elements—topics, hooks, selling points, calls



"Our aim is to equip global brands with cutting-edge marketing solutions, merging AI with social e-commerce to reshape the future of marketing."

CHRIS SUN
FOUNDER AND CEO
BRANDPAL

to action, background music, sound effects, punchlines, and more—to increase performance for its clients.

BrandPal's innovative streak extends to its educational initiatives. The company has launched an AI-driven learning platform, BrandPal Academy, custom-tailored for the 1 million TikTok Shop sellers. This platform has played a pivotal role in scaling the number of U.S. sellers, empowering them to capitalize on its vast potential. The results are tangible, with some experiencing a 40-fold increase in live sales on TikTok after implementation.

Driving the Digital Economy with AI

KILLWINNER is a Chinese footwear brand boasting annual sales of around \$70 million. Despite its strong market presence in China, this direct-to-consumer brand faced challenges entering the U.S. market—the world's largest for footwear. In collaboration with BrandPal, KILLWINNER developed a comprehensive marketing strategy that included a detailed analysis of the global positioning within the footwear ecosystem.

To develop the campaign, BrandPal leveraged AI for idea generation, content creation, and automated A/B testing. The results in just one quarter, KILLWINNER's video campaign garnered approximately 120 million impressions across various platforms, and its influencer campaign added more than 320,000 followers to KILLWINNER's social media accounts. Furthermore, TikTok was a major driver of sales, with the brand's live shopping events on the platform increasing the compounded monthly growth rate by 480%. With the help of AI-powered insights, content creation, and targeted marketing, these outcomes were accomplished at just 14% of the cost of a traditional marketing campaign. Looking ahead, Sun says that a top priority for the agency will be investing in emerging AI tools to better serve its clients.

"We're committed to staying at the forefront of the e-commerce AI revolution," says Sun. "AI's impact on the industry is just getting started. Companies that are proactive about these changes will thrive, while those that aren't are at risk of getting left behind."



CHRIS SUN, FOUNDER AND CEO
OF BRANDPAL, MEETS CHINESE
INVESTOR JACK MA AT THE
2023 WORLD ECONOMIC FORUM
IN DAVOS, SWITZERLAND.



MARKETS

BUSINESS

INVESTING

TECH

POLITICS

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LIVESTREAM



CHINA ECONOMY

China's exporters enjoyed the benefits of a weak yuan. Now that's changing and cutting into profits

PUBLISHED WED, AUG 7 2024 8:42 PM EDT



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@CHENGVELYN

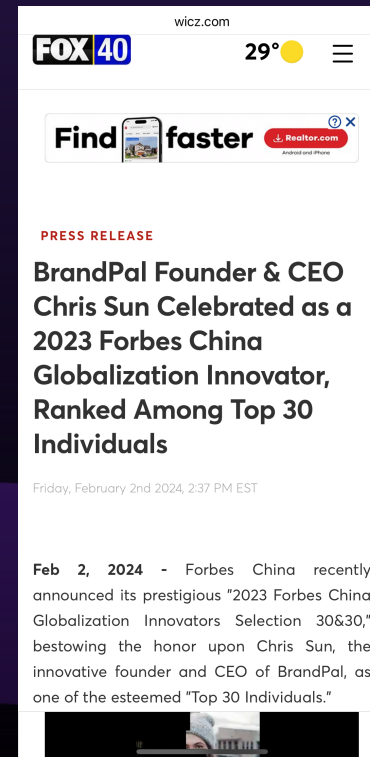
SHARE



For many smaller businesses, their expansion overseas has been part of an effort to move capital outside China, making them less affected by the latest currency moves, said Chris Sun, founder and CEO of BrandPal, an AI-based marketing company focused on short video monetization. The company claims its backers include Plug and Play Tech Center.

He said the companies, many newly registered in the last year or two, have focused on spending yuan within China while making U.S. dollars via overseas sales.

<https://www.cnbc.com/2024/08/08/chinas-exporters-enjoyed-the-benefits-of-a-weak-yuan-now-thats-changing-and-cutting-into-profits.html>



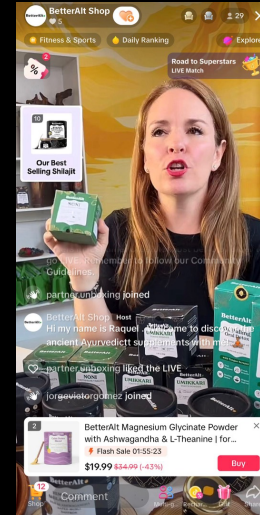
2023 Forbes China Globalization Innovators Selection 30&30 - Top 30 Individuals

DT Award at the 3rd Global Digital Trade Expo

BrandPal serves a wide range of clients, from world-famous brands to emerging ones



BrandPal helped BetterAlt become the top-selling supplement brand on TikTok Shop, driving over \$21.08 million in GMV



Case Studies: Psylos1



Psylos1 is a Canadian Designer Fashion Brand

All-In-One Marketing Service for Psylos1

Orders	213		Order	Date	Customer	Channel	Total	Payment status	Fulfillment status	Items	Delivery status
Drafts		<input type="checkbox"/>	#2939	Thursday at 09:54 pm	Jasleen Kaur Chahal	Online Store	\$84.93	Paid	Fulfilled	1 item	Tracking added
Shipping labels		<input type="checkbox"/>	#2932	Thursday at 01:02 am	Felicia Ferrano	Online Store	\$137.37	Paid	Fulfilled	1 item	In transit
Abandoned checkouts		<input type="checkbox"/>	#2931	Wednesday at 01:23 pm	Rahfiq Holmes	Online Store	\$110.71	Paid	Fulfilled	2 items	Tracking added
Products		<input type="checkbox"/>	#2929	Wednesday at 10:27 am	Xavier Carter	Online Store	\$108.05	Paid	Fulfilled	1 item	Tracking added
Customers		<input type="checkbox"/>	#2927	Wednesday at 09:33 am	Zhanil Ruiz	Online Store	\$108.03	Paid	Fulfilled	1 item	Tracking added
Content		<input type="checkbox"/>	#2926	Wednesday at 08:41 am	Kenneth Green	Online Store	\$61.36	Paid	Fulfilled	1 item	Tracking added
Analytics		<input type="checkbox"/>	#2925	Tuesday at 11:46 pm	Janujan Varatharajan	Online Store	\$235.90	Paid	Fulfilled	5 items	Delivered + 1
Marketing		<input type="checkbox"/>	#2924	Tuesday at 05:34 pm	Ajd Hasa	Online Store	\$200.84	Paid	Fulfilled	1 item	Delivered
Discounts		<input type="checkbox"/>	#2923	Tuesday at 04:49 pm	xuancheng mao		\$413.08	Paid	Fulfilled	3 items	
Sales channels	>	<input type="checkbox"/>	#2922	Tuesday at 04:28 pm	Hao Cheng	Online Store	\$200.84	Paid	Fulfilled	1 item	In transit
Online Store		<input type="checkbox"/>	#2921	Tuesday at 01:51 pm	Katherine Perez	Online Store	\$83.01	Paid	Fulfilled	1 item	Tracking added
Point of Sale		<input type="checkbox"/>	#2919	Tuesday at 12:11 pm	TORRENCE EDWARDS	Online Store	\$111.13	Paid	Fulfilled	2 items	Tracking added
Inbox		<input type="checkbox"/>	#2917	Tuesday at 01:17 am	Aili Baker	Online Store	\$117.91	Paid	Fulfilled	1 item	Delivered
Apps	>	<input type="checkbox"/>	#2916	Monday at 11:42 pm	James Johnson	Online Store	\$107.19	Paid	Fulfilled	1 item	Tracking added
		<input type="checkbox"/>	#2915	Monday at 10:19 pm	Grace Young	Online Store	\$105.44	Paid	Fulfilled	1 item	Tracking added
		<input type="checkbox"/>	#2908	Monday at 05:08 pm	David Chenault	Online Store	\$106.91	Paid	Fulfilled	1 item	Tracking added
		<input type="checkbox"/>	#2906	Monday at 03:49 pm	Lina Zhang	Online Store	\$212.90	Paid	Fulfilled	5 items	In transit + 1
		<input type="checkbox"/>	#2904	Monday at 02:35 pm	Haichuan Qu	Online Store	\$461.28	Paid	Fulfilled	3 items	Tracking added
		<input type="checkbox"/>	#2900	Monday at 10:39 am	Chamon Hogan	Online Store	\$179.07	Paid	Fulfilled	1 item	Tracking added
		<input type="checkbox"/>	#2899	Monday at 09:46 am	That Boi Theo	Online Store	\$179.07	Paid	Fulfilled	1 item	Tracking added
		<input type="checkbox"/>	#2898	Monday at 08:54 am	Sara Basdeo	Online Store	\$237.30	Paid	Fulfilled	1 item	Delivered
Settings		<input type="checkbox"/>	#2897	Dec 18 at 3:32 am	Ryan Ho	Online Store	\$239.37	Paid	Fulfilled	3 items	Tracking added

Psylos1 Official Website

Case Studies: Psylos1

Within just two weeks of launching on TikTok Shop
Skyrocketed to the **second-best seller in the footwear category**

Shops ranking ⓘ

Authorizations Day: Dec 30, 2023 - Dec 30, 2023 📅

List Type ☒ Sales ranking ☐ Growth ranking

Shoes ▾

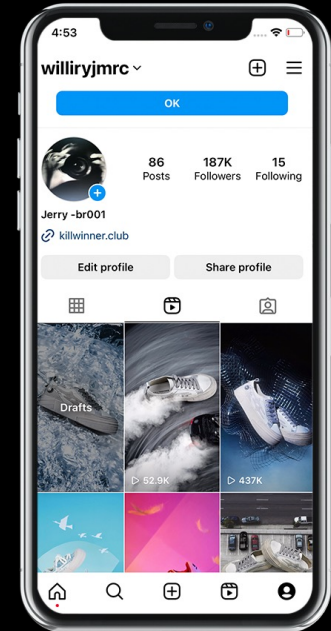
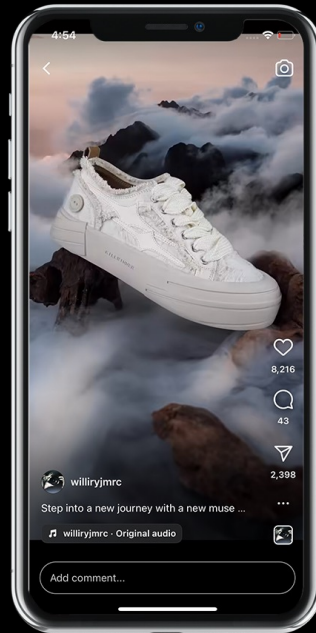
Rank	Shop	Sales score ⓘ	Growth score ⓘ	Livestream Count	Video Count
2 ↑ 2	PSYLOS1	84.79	0	0	2
1 ↑ 0	Erasers	88.59	0	4	2
2 ↑ 2	PSYLOS1	84.79	0	0	2
3 ↓ 1	R Revolve	84.46	0	5	22
4 ↑ 1	Alfa Western Wear	83.18	0	0	0
5 ↓ 2	Belovely Shoe	81.56	0	1	8
6 ↑ 3	Walker Rose Boutique	77.65	0	0	0
7 ↓ 1	Bello optimization	72.06	0	0	1
8	Bronco Western Supply Co.	70.68	71.38	0	0

Meta ads consistently deliver high returns
With ROAS reaching as high as **1:41**

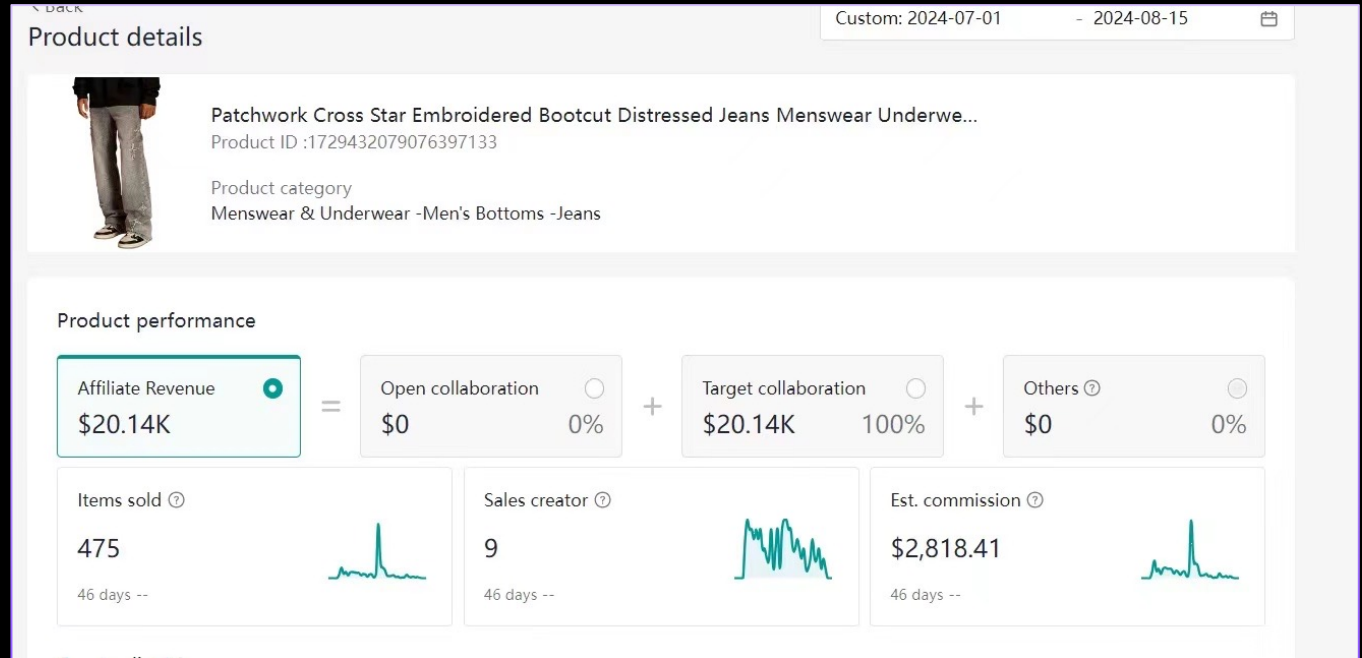
Purchase ROAS (return on ad spend) ▾	Cost per result ▾	CTR (all) ▾
41.18 ^[2]	\$13.86 ^[2] Per Purchase	2.48%

Purchase ROAS (return on ad spend) ▾	Cost per result ▾	CTR (all) ▾
34.16 ^[2]	\$10.21 ^[2] Per Purchase	3.51%

High-quality original content creation and account incubation, empowering brand content marketing



Consistently leveraging a vast network of TikTok influencers to drive brand marketing, achieving a monthly GMV growth of 890%

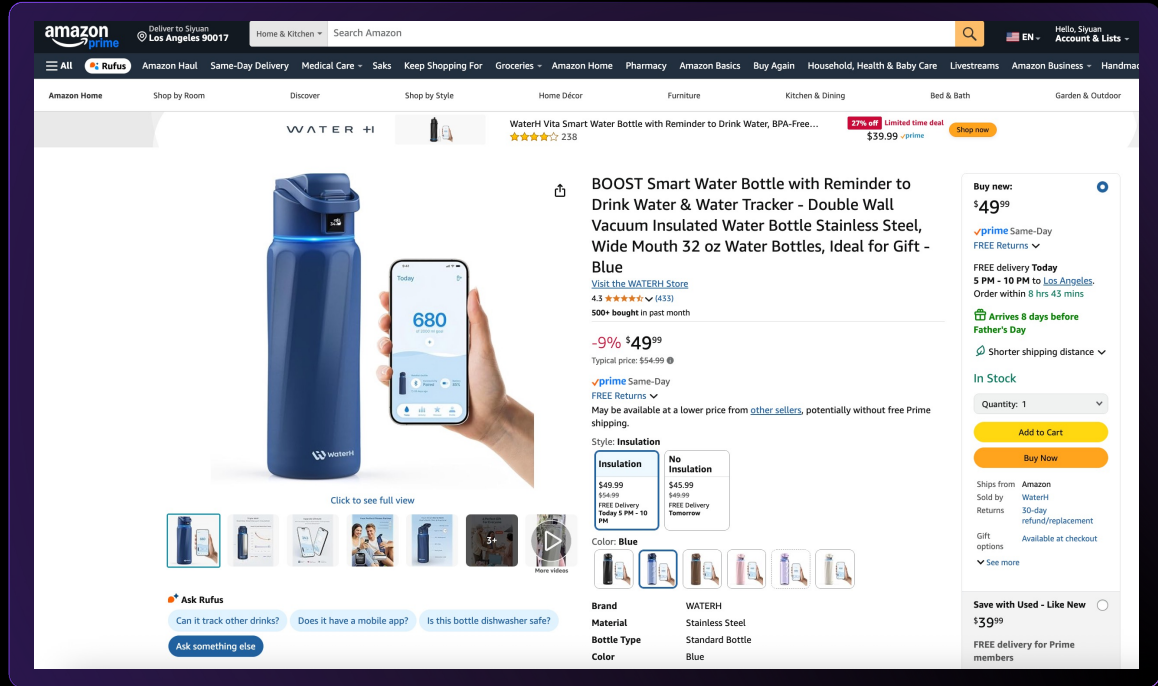


Case Studies: WaterH



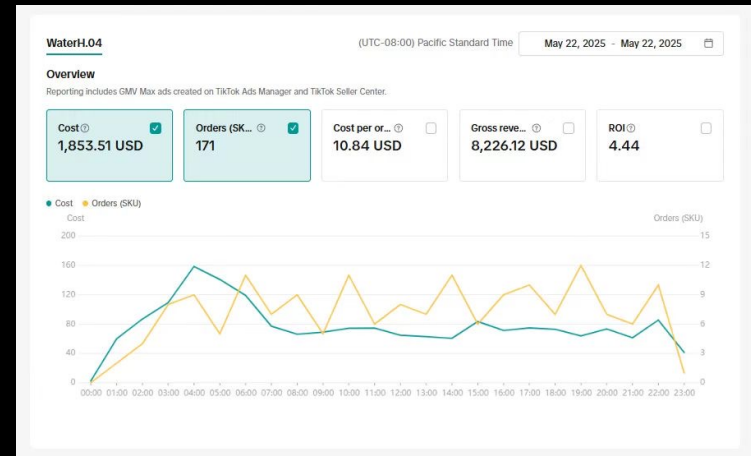
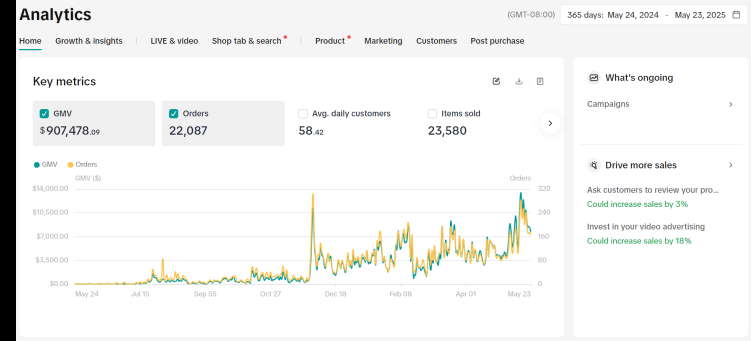
WaterH is a smart water bottle brand from Canada, originally a water filter OEM

Led the all-in-one global expansion and TikTok monetization for WaterH

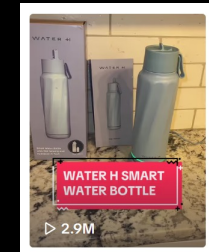
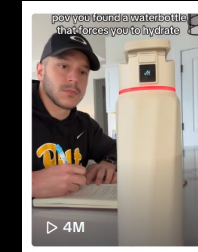
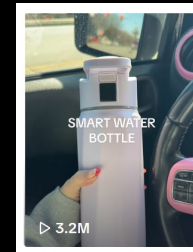
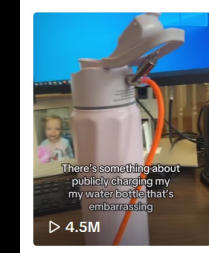
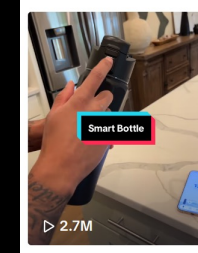
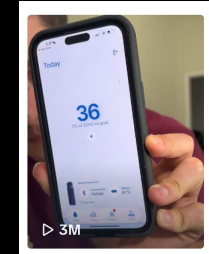
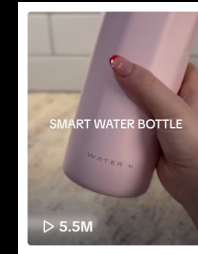
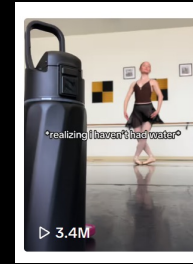


WaterH Amazon Store

- From 2024 to 2025, WaterH generated over \$6M in GMV across all channels, with 100,000+ orders and 120,000 units sold
- The brand ranked #3 in the Kitchen & Drinkware category by 30-day sales and achieved the #1 overall ranking in the smart water bottle subcategory on both Amazon and TikTok
- Ads return has remained steady since launch, with a daily ad spend over \$4,000 and a consistent ROI above 1:4



- Over the past year, WaterH has focused on social commerce, collaborating with 3,000+ high-quality creators, including 800+ with over 100K followers. More than 80% of partnerships were commission-based only
- The team maintained a daily output of 50+ short videos, achieving 20% order conversion rate. Top-performing creators generated 1,900+ orders in a single day, driving a highly efficient content-to-commerce engine
- To date, 9,000+ videos have been published, with 30+ videos exceeding 1 million views, generating over 100 million impressions on TikTok alone



- As a new brand, WaterH initially struggled with traffic acquisition. ROAS on Amazon and its DTC site was relatively fixed, requiring an alternative breakthrough to stand out
- After shifting focus to TikTok, brand awareness began to grow through influencer marketing. Due to low brand credibility in the early stage, the team invested in paid creators and tightly controlled content quality to drive breakthrough results
- Once viral videos began to emerge, ROI improved steadily. The growth flywheel kicked in — high-performing content attracted commission-only creators organically, and traffic began to spill over to Amazon and the DTC site
- This volume-driven momentum led to a qualitative shift: WaterH achieved both performance and brand equity across all major channels — TikTok, Amazon, and DTC — completing its journey from 0 to 1 and entering the next stage of scale and brand elevation

1	theastinbrown	57596.30	https://www.tiktok.com...	2.7M
2	jessica.santalucia	54465.62	jessica.santalucia (@je...	5.4M
3	dahlia.bri	50299.45	https://www.tiktok.com...	2M
4	michlvinliffe	42359.85	https://www.tiktok.com...	2.9M
5	larvae.io	37448.72	https://www.tiktok.com...	3M
6	gembosells	28004.50	https://www.tiktok.com...	2.2M
7	tiffv	24715.83	https://www.tiktok.com...	2M
8	yourfriendscar	22446.22	https://www.tiktok.com...	3.2M
9	yandofamily	22165.19	https://www.tiktok.com...	1.4M
10	chaosinthecarolinas	20771.20	https://www.tiktok.com...	1.1M
11	_show_and_tell_	19648.89	https://www.tiktok.com...	139.3k
12	ulianochka_g	19034.09	https://www.tiktok.com...	459.1k
13	garythebbqchef	18593.35	https://www.tiktok.com...	2.8M
14	kourtneylynn76	15888.51	https://www.tiktok.com...	46.6k
15	sydneyyallison	14254.08	https://www.tiktok.com...	67.1k
16	thegreats_	13805.78	https://www.tiktok.com...	444.3k
17	madelineslagel	12946.59	https://www.tiktok.com...	855.5k
18	yourfriendxan	12511.73	https://www.tiktok.com...	697.7k
19	thereeseco2.0	11219.03	https://www.tiktok.com...	140.3k
20	leeelesfavfinds	9221.16	https://www.tiktok.com...	949.8k
21	me_in_the_moment	8498.49	https://www.tiktok.com...	1.1M
22	iam.thats.a.bad.idea	7454.32	https://www.tiktok.com...	1.3M
23	livingwith_purpose	7323.02	https://www.tiktok.com...	469.6k
24	fouroaksfarm	6832.39	https://www.tiktok.com...	384.3k
25	sincerelyzina	6465.71	https://www.tiktok.com...	450.9k
26	jacquelinejensen0	5627.97	https://www.tiktok.com...	233.1k
27	dbakesss	5210.97	https://www.tiktok.com...	344.1k
28	idkbritney_	4811.13	https://www.tiktok.com...	1.5M
29	cuh.deals	4510.82	https://www.tiktok.com...	3.6M
30	palinroman	4276.78	https://www.tiktok.com...	200.6k
31	dealoftheday1.0	3501.47	https://www.tiktok.com...	10.5k
32	momingmyway_4	2678.68	https://www.tiktok.com...	208.8k
33	sunkissedhispanic	2398.00	https://www.tiktok.com...	107.8k
34	meilius087	2254.99	https://www.tiktok.com...	27.4k
35	423kidk	1974.52	https://www.tiktok.com...	66.3k
36	kreate_your_future	1898.79	https://www.tiktok.com...	29.7k



Lord & Berry is a professional runway makeup brand from Milan with a 32-year legacy

Led full-funnel U.S. operations, including TikTok, Amazon, and more

/ Splashproof Mascara

1. Waterproof, perfect for cryers, swimmers and all-day wear

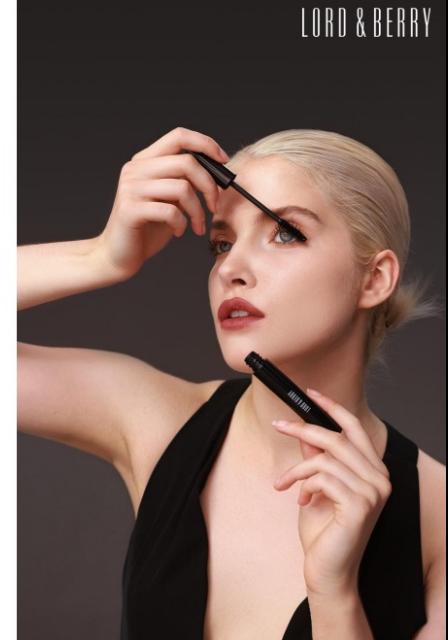
Its waterproof formula combines the perfect balance of hard and soft waxes with a unique blend of film-forming agents. The waxes create bold volume in one stroke, while the high concentration of film formers ensures a long-lasting, waterproof, and smudge-proof finish that stays flexible all day. Perfect for any occasion, rain or shine!

2. Voluminous & Lengthening

This formula hugs each lash perfectly, giving you bold, intense black color and a flexible, all-day hold. With every layer, your lashes get more volume and length—ready to stand out from morning to night!

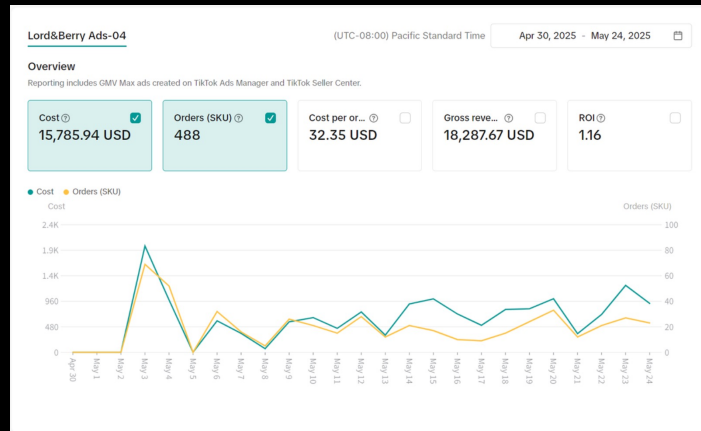
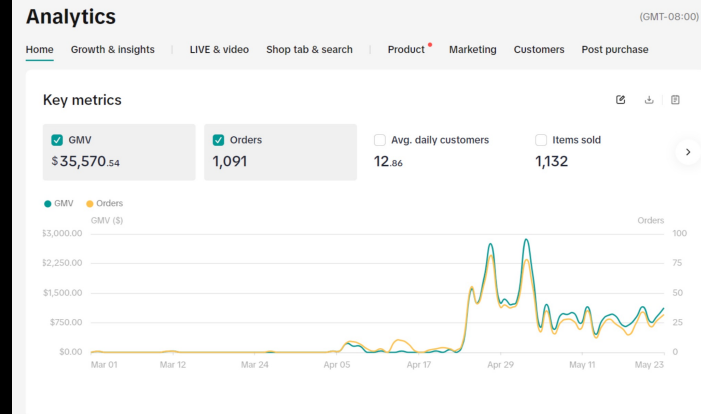
3. Clean, cruelty-free, paraben-free, and fragrance-free

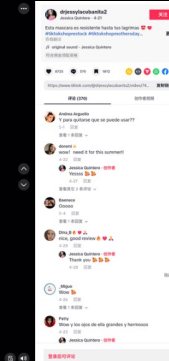
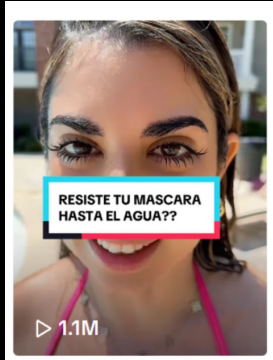
Your lashes deserve the best, and so does the planet!



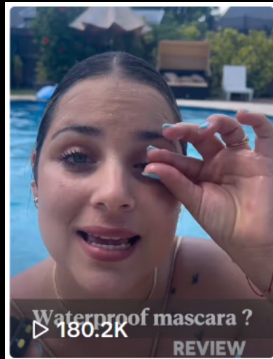
Case Studies: Lord & Berry

- Lord & Berry, a cosmetics brand under publicly listed S'YOUNG International (SHE: 300740), partnered with BrandPal for full-service overseas operations. Within 30 days of launching on TikTok, GMV grew by 1,480%. ROI reached 0.7 in 15 days and climbed to 1.5 within 30 days. A hero product — the waterproof mascara — sold out within just 20 days
- Over a 50-day period, the project collaborated with 700+ vetted niche creators, 60% of whom had over 100K followers. Average GMV per creator reached \$5K+, with 30% exceeding \$10K in 30 days. All creator videos had over 1K views, with 15+ brand videos published daily. A single SKU was featured in 300+ short videos, 90% of which were voice-over product pitches. The overall conversion rate hit 18%, and TikTok exposure surpassed 5 million views — driving both sales and brand momentum

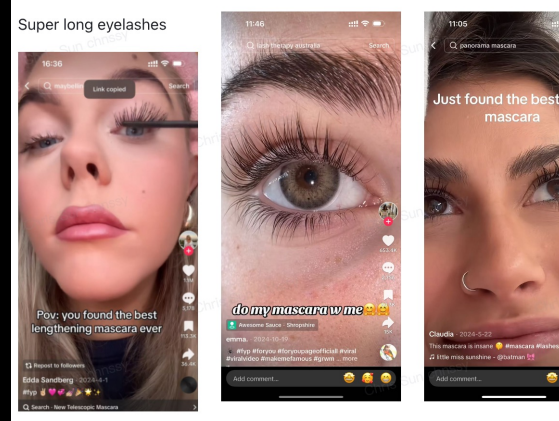
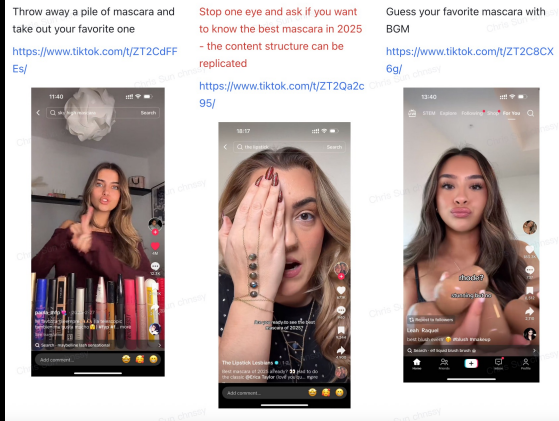




- <https://www.tiktok.com/@drjessylacubanita2/video/7495770259530632494>
- 1.1M Views, 443 Sold

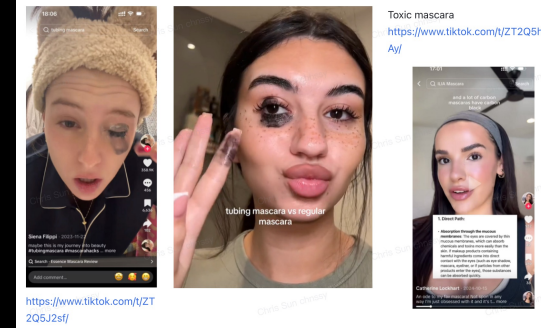
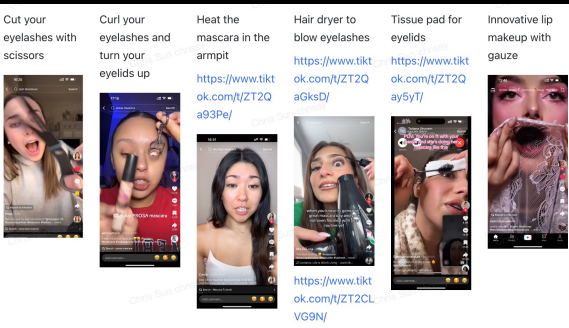


- <https://www.tiktok.com/@summerbodies/video/7497022049806994734>
- 180.2K Views, 126 Sold



Top 5-Second Hooks

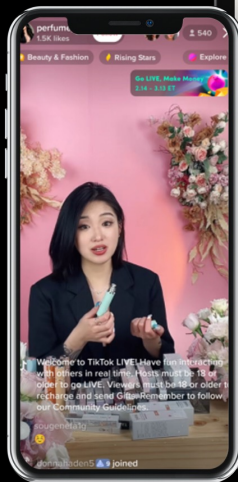
- Product Comparison / Review Outcome
- Exaggerated Results
- Dramatic or Unique Action
- Over-the-Top Negative Impact
- Targeting a Niche or Specific Audience
- Fresh or Unusual Angle
- Rare or Eye-Catching Scenario



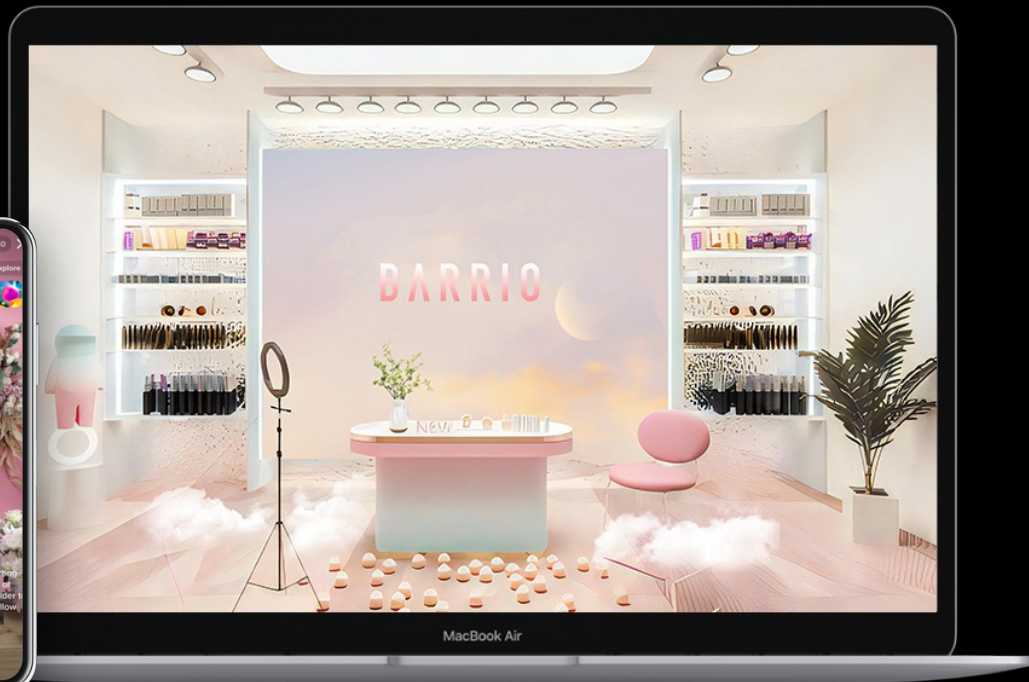


BARRIO is a Chinese fragrance brand with an annual GMV of 200 million RMB

All-In-One Marketing Service for BARRIO

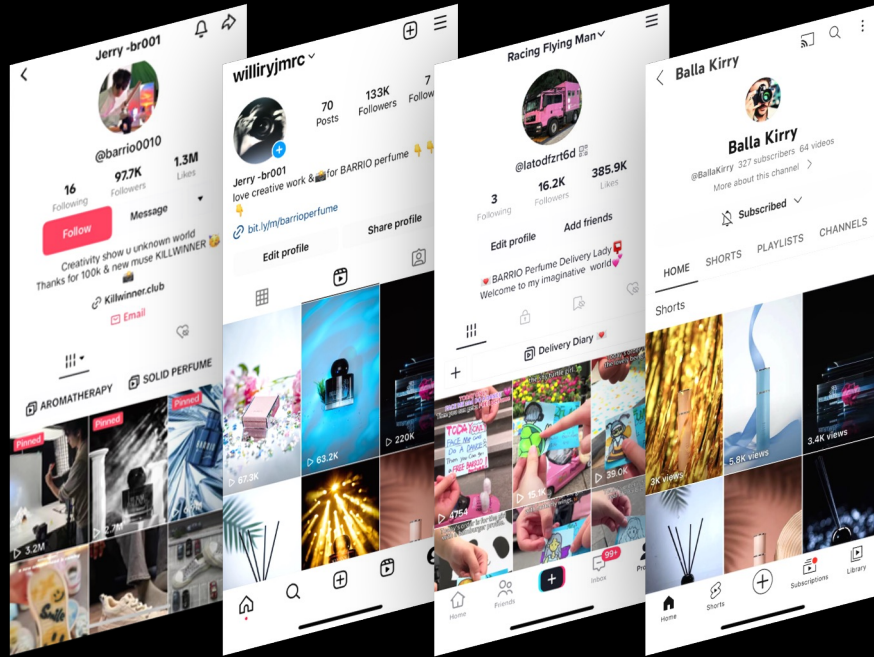


BARRIO TikTok LIVE



BARRIO TikTok LIVE Streaming Studio

Case Studies: BARRIO



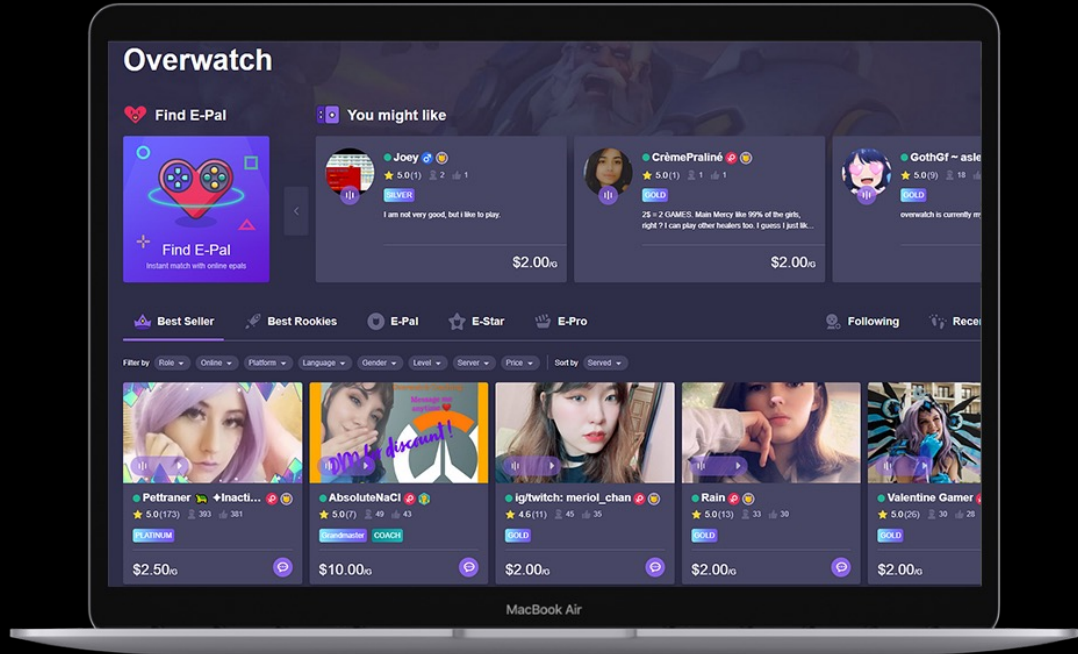
BARRIO Brand Accounts

- ✓ BrandPal's strategy delivered 80 million impressions across multiple platforms in a quarter
- ✓ Garnered 250,000+ followers for various in-house influencers
- ✓ TikTok US live shopping launch drove a 241% CMGR
- ✓ Achieved results at under 12% of traditional marketing costs

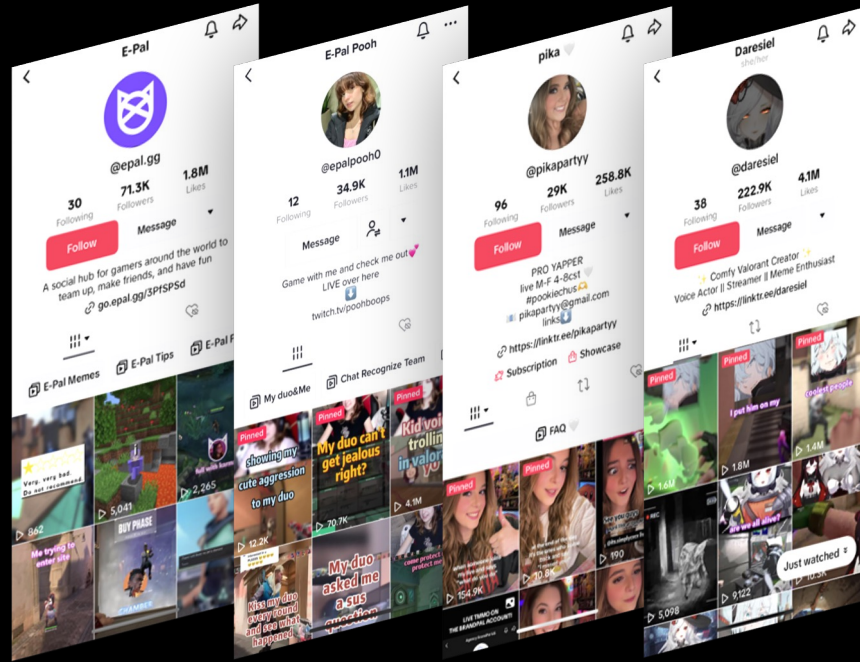


E-Pal is a gaming social platform by a16z

Led E-Pal's TikTok account incubation and traffic growth operations



E-Pal Website



E-Pal TikTok Accounts

- ✓ 50 million impressions were achieved in just 2 months
- ✓ Impressions spanned TikTok, Instagram Reels, and YouTube Shorts across 35+ E-Pal accounts
- ✓ Impressions equaling traditional methods at just 5%-10% of standard costs

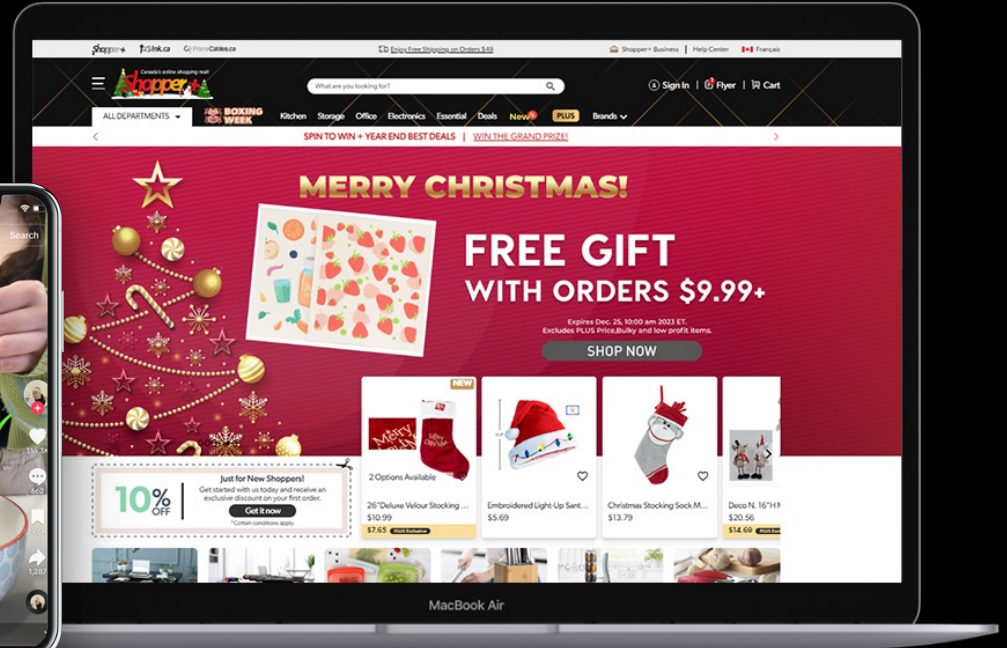


Shopper+ is among the largest e-commerce platforms in North America

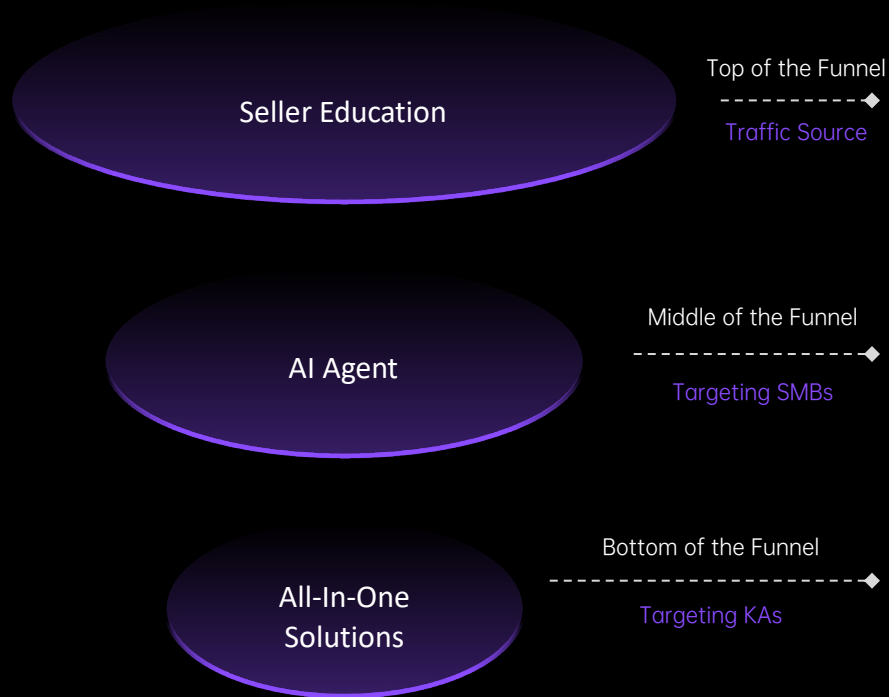
Led Shopper+'s TikTok account incubation and e-commerce operations



Incubated accounts and created viral content for Shopper+'s in-house brands



Shopper+ e-commerce platform

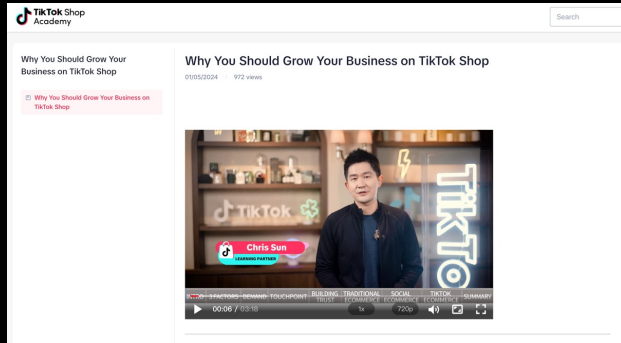


- The official Learning Partner for TikTok Shop Academy
- Ranked first as TikTok's authorized seller education agency
- Launched BrandPal Academy, an AI-driven seller education platform powered by the proprietary AI model LUMIA

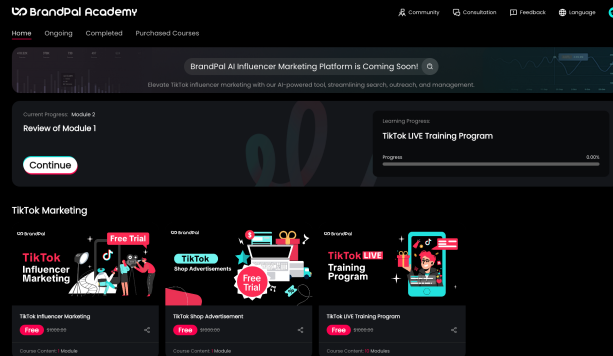
Influenbase - AI Copilot for TikTok Influencer Marketing

- One-Click automated influencer outreach
- All-In-One influencer management
- 10x cost reduction and efficiency improvement

- High-quality content creation
- Targeted influencer marketing
- High-ROAS advertising campaigns
- Localized live commerce



TikTok Shop Academy



BrandPal Academy

Recognized as the Learning Partner for TikTok Shop Academy, educating over 7 million U.S. sellers

Chosen by TikTok as the No. 1 authorized seller education agency, increasing trainees' total GMV by over 3209%, with average GMV per hour surpassing 4295%

Achieved \$79 million in GMV for Q1-Q3 seller education, ranking first among TikTok's authorized live training agencies

Launched BrandPal Academy, a seller education platform powered by the proprietary AI model LUMIA (Learning-Unified Multi-Intelligence Algorithm), officially promoted by TikTok

Powered by the proprietary AIME (AI Influencer Marketing Engine), BrandPal offers:

One-Click Automated Influencer Outreach:

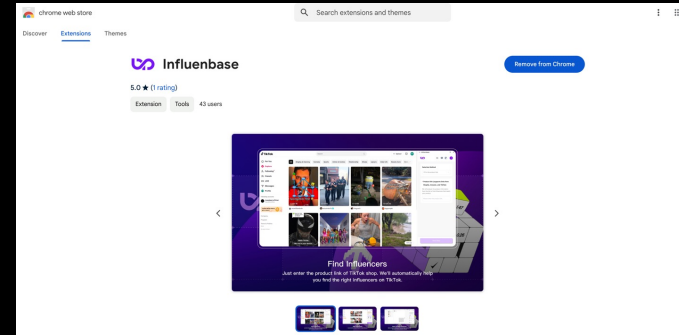
BrandPal Copilot filters and fully automates targeted outreach to high-quality influencers

All-In-One Influencer Management:

Influenbase handles everything from outreach to sample tracking, video reviews, and repeat partnerships





10x Cost and Efficiency Gains:

Cuts labor costs, boosts productivity, monitors real-time data, and delivers instant insights into team performance



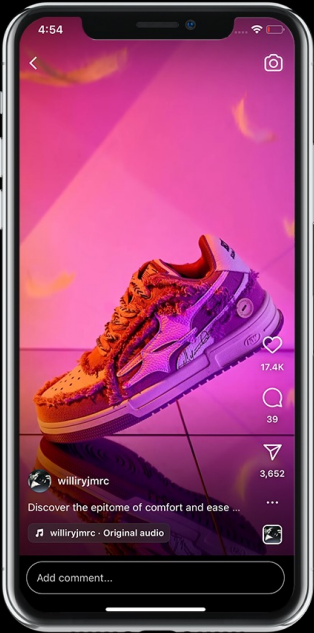
Influenbase Chrome Extension

A screenshot of the Influenbase web application interface. The top navigation bar includes tabs for 'Collaborating Influencers', 'Self-imported Influencers', 'Favorites', and 'Blacklist'. The main section is titled 'Influencer List' and contains a search bar. Below the search bar, there is a table with columns for 'Influencer Information', 'Fans count', 'Interaction rate', 'GMV', 'Number of engagement plan', 'Number of product videos', and 'Commissions'. The table lists four influencers: Itsjojosiwa, rominagafur, laurengodwin, and jamescharles, each with their respective fan counts, interaction rates, and other metrics.

Influencer Information	Fans count	Interaction rate	GMV	Number of engagement plan	Number of product videos	Commissions
 Itsjojosiwa Public Administration	45.6M	9.30%	—	4	—	—
 rominagafur Public Administration	22M	9.40%	—	3	—	—
 laurengodwin Public Administration	22.7M	6.90%	—	3	—	—
 jamescharles Beauty / Fashion	38.6M	9.40%	—	3	—	—

BrandPal Influenbase System

Leveraging top-tier industry expertise to provide comprehensive, all-in-one integrated social marketing solutions:



Content Creation



Influencer Marketing

Shops ranking

List Type: Sales ranking Growth ranking

Rank	Shop	Sales score	Growth score	Users/Item Count	Video Count
1	PSYLOBI	84.79	0	0	2
2	Essays	88.59	0	4	2
3	PSYLOBI	84.79	0	0	2
4	Revolvo	84.46	0	5	22
5	Atta Western Wear	83.18	0	0	0
6	Delaney Shoe	81.56	0	1	8
7	Walker Rose Boutique	77.65	0	0	0
8	Bello optimization	72.06	0	0	1
9	Brown Western Supply Co.	70.68	71.38	0	0

Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend)
\$1,548.00 [2]	\$49.58 [2]	15.61 [2]
\$1,548.00 [2] Total	\$49.58 [2] Per Action	15.61 [2] Average

Ads Placement



Live Streaming

Global Locations



Los Angeles

121 W. Lexington Dr.
Suite 401
Glendale, CA
USA



Bay Area

440 N. Wolfe Rd.
Sunnyvale, CA
USA



Beijing

Block B Jia Tai Int'l Bldg
Suite 2107, Chaoyang
Beijing
China



Chengdu

No. 16 Shengtong Street
Bldg 12-2, Wuhou
Chengdu, Sichuan
China



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