











# What: TikTok Shop Product Listing Copy Optimization for BanilaCo USA

## OVERVIEW

As of Nov 14, **4 out of 5 product listings** that were optimized on **11/03/2024** brought a total of **604 new buyers & 197 repeat buyers**.

Top 50 products

✕

Rank	Product	New buyers ?	Contribution ?	Action
1	 <div> <div>Ultimate Skincare Cleanse Trio ...</div> <div>ID: 1729680296916390490</div> </div>	185	<div> <div></div> <div>32.86%</div> </div>	<a href="#">Product details</a>
2	 <div> <div>Ultimate Skincare Cleanse Trio ...</div> <div>ID: 1729680295112381018</div> </div>	168	<div> <div></div> <div>29.84%</div> </div>	<a href="#">Product details</a>
3	 <div> <div>Ultimate Skincare Cleanse Trio ...</div> <div>ID: 1729680298256863834</div> </div>	158	<div> <div></div> <div>28.06%</div> </div>	<a href="#">Product details</a>
4	 <div> <div>Clean it Zero Enriching Butter Cl...</div> <div>ID: 1729680281910678106</div> </div>	93	<div> <div></div> <div>16.52%</div> </div>	<a href="#">Product details</a>
5	 <div> <div>Clean it Zero Original Cleansing...</div> <div>ID: 1729412987887850074</div> </div>	62	<div> <div></div> <div>11.01%</div> </div>	<a href="#">Product details</a>
6	 <div> <div>Clean it Zero Best of Balms Trio ...</div> <div>ID: 1729418482379035226</div> </div>	35	<div> <div></div> <div>6.22%</div> </div>	<a href="#">Product details</a>
7	 <div> <div>Clean it Zero Brightening Peelin...</div> <div>ID: 1729599444703220314</div> </div>	16	<div> <div></div> <div>2.84%</div> </div>	<a href="#">Product details</a>
8	 <div> <div>Pink Face Towel - Perfect for U...</div> <div>ID: 1729603556656386650</div> </div>	12	<div> <div></div> <div>2.13%</div> </div>	<a href="#">Product details</a>
9	 <div> <div>Clean it Zero Pore Clarifying Cle...</div> <div>ID: 1729416759664480858</div> </div>	9	<div> <div></div> <div>1.6%</div> </div>	<a href="#">Product details</a>
10	 <div> <div>Clean it Zero Nourishing Cleansi...</div> <div>ID: 1729416762969264730</div> </div>	5	<div> <div></div> <div>0.89%</div> </div>	<a href="#">Product details</a>

# Before Optimization











## New Buyers Top Product Contributors

*October 2024*

*The bundles are in the 9th - 11th place.*

## Top 50 products



Rank	Product	New buyers ?	Contribution ?	Action
1	 Clean it Zero Original Cleansing... ID: 1729412987887850074	332	<div><div></div></div> 39.48%	<a href="#">Product details</a>
2	 Clean it Zero Best of Balms Trio ... ID: 1729418482379035226	159	<div><div></div></div> 18.91%	<a href="#">Product details</a>
3	 Clean it Zero Brightening Peelin... ID: 1729599444703220314	147	<div><div></div></div> 17.48%	<a href="#">Product details</a>
4	 Clean it Zero Nourishing Cleansi... ID: 1729416762969264730	90	<div><div></div></div> 10.7%	<a href="#">Product details</a>
5	 Clean it Zero Mandarin-C Clean... ID: 1729416771009614426	83	<div><div></div></div> 9.87%	<a href="#">Product details</a>
6	 Clean it Zero Calming Cleansing... ID: 1729416770824802906	67	<div><div></div></div> 7.97%	<a href="#">Product details</a>
7	 Clean it Zero Pore Clarifying Cle... ID: 1729416759664480858	57	<div><div></div></div> 6.78%	<a href="#">Product details</a>
8	 Pink Face Towel - Perfect for U... ID: 1729603556656386650	45	<div><div></div></div> 5.35%	<a href="#">Product details</a>
9	 Ultimate Skincare Cleanse Trio ... ID: 1729680296916390490	40	<div><div></div></div> 4.76%	<a href="#">Product details</a>
10	 Ultimate Skincare Cleanse Trio ... ID: 1729680298256863834	32	<div><div></div></div> 3.8%	<a href="#">Product details</a>













## Repeat Buyers Top Product Contributors

*The bundles are in the 11th - 13th place.*


Top 50 products

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Rank	Product	Repeat buyers ?	Contribution ?	Action
11	 Ultimate Skincare Cleanse Trio ... ID: 1729680295112381018	3	<div></div> 2.78%	<a href="#">Product details</a>
12	 Ultimate Skincare Cleanse Trio ... ID: 1729680296916390490	3	<div></div> 2.78%	<a href="#">Product details</a>
13	 Ultimate Skincare Cleanse Trio ... ID: 1729680298256863834	3	<div></div> 2.78%	<a href="#">Product details</a>
14	 Dear Hydration Cool Down Mist... ID: 1729429246616113754	2	<div></div> 1.85%	<a href="#">Product details</a>
15	 Dear Hydration Glow Crystal Es... ID: 1729429244797686362	2	<div></div> 1.85%	<a href="#">Product details</a>
16	 Clean It Zero Green Peel Toner ... ID: 1729636640721310298	2	<div></div> 1.85%	<a href="#">Product details</a>
17	 Clean It Zero Purifying Foam Cl... ID: 1729440670072869466	2	<div></div> 1.85%	<a href="#">Product details</a>
18	 Dear Hydration Water Barrier Cr... ID: 1729429244438745690	2	<div></div> 1.85%	<a href="#">Product details</a>
19	 Miss Flower & Mr. Honey Propol... ID: 1729722399464067674	1	<div></div> 0.93%	<a href="#">Product details</a>
20	 Blooming Youth Multi-Stick Bal... ID: 1729722371682308698	1	<div></div> 0.93%	<a href="#">Product details</a>

Date of Optimization: 11/03/2024

☐

 Ultimate Skincare Cleanse  
Trio Original Bundle...  
ID: 1729680295112381018 [🔗](#)  
Commission set



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OBBPINK

25 [🔗](#)  
Low stock

\$52.00 [⚠️](#) Fair >

11/05/2024  
11:17 AM  
Live

[Edit](#)  
[Duplicate](#)  
[More](#) [v](#)

<input type="checkbox"/>	 Ultimate Skincare Cleanse Trio Calming Bundle Crea... ID:1729680298256863834 <a href="#">🔗</a> Commission set	--	OBBCALMING	33 <a href="#">📄</a> Low stock	\$52.00 <a href="#">⚠️</a>	Fair > <div><div></div></div>	11/03/2024 1:54 AM Live	<a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">More ▾</a>
<input type="checkbox"/>	 Ultimate Skincare Cleanse Trio Pore Clarifying Bundle... ID:1729680296916390490 <a href="#">🔗</a> Commission set	--	OBBGREEN	28 <a href="#">📄</a> Low stock	\$52.00 <a href="#">⚠️</a>	Fair > <div><div></div></div>	11/03/2024 1:04 AM Live	<a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">More ▾</a>

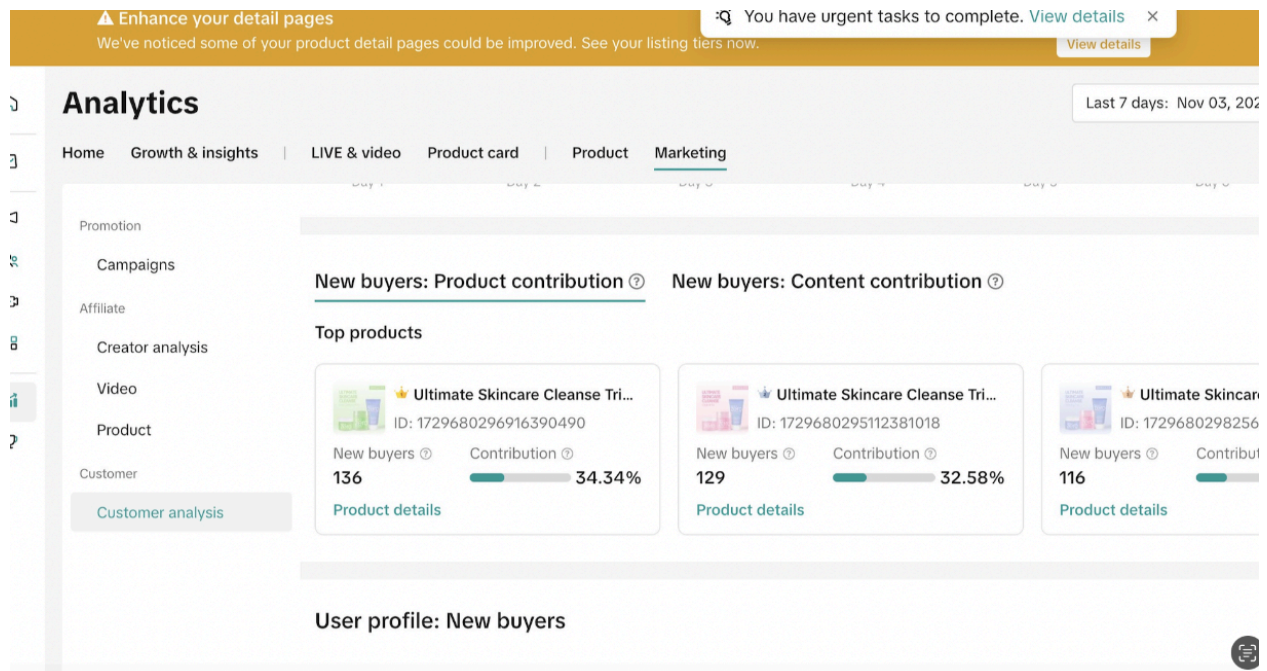
# After

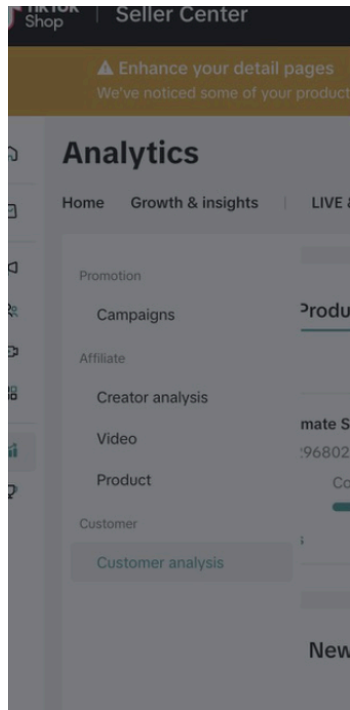
A few days after optimizing the product listings for 3 bundles

November 2024

















## Top Product Contributions of New Buyers

The 3 bundles have garnered a lot of **new buyers** ranking as top 1-3 in the list.



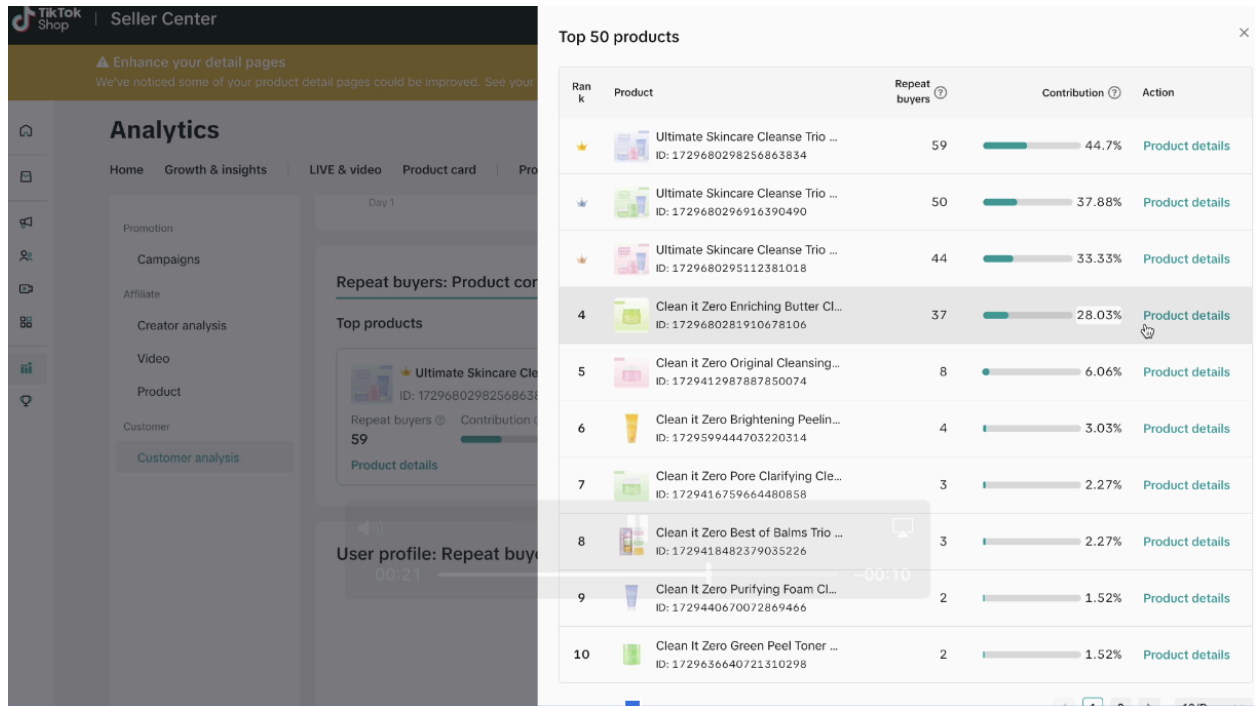


### Top 50 products

Rank	Product	New buyers ?	Contribution ?	Action
1	 Ultimate Skincare Cleanse Trio ... ID: 1729680296916390490	136	 34.34%	<a href="#">Product details</a>
2	 Ultimate Skincare Cleanse Trio ... ID: 1729680295112381018	129	 32.58%	<a href="#">Product details</a>
3	 Ultimate Skincare Cleanse Trio ... ID: 1729680298256863834	116	 29.29%	<a href="#">Product details</a>
4	 Clean it Zero Enriching Butter Cl... ID: 1729680281910678106	66	 16.67%	<a href="#">Product details</a>
5	 Clean it Zero Original Cleansing... ID: 1729412987887850074	34	 8.59%	<a href="#">Product details</a>
6	 Clean it Zero Best of Balms Trio ... ID: 1729418482379035226	18	 4.55%	<a href="#">Product details</a>
7	 Pink Face Towel - Perfect for U... ID: 1729603556656386650	7	 1.77%	<a href="#">Product details</a>
8	 Clean it Zero Brightening Peelin... ID: 1729599444703220314	5	 1.26%	<a href="#">Product details</a>

## Top Product Contributions of Repeat Buyers

The 3 bundles brought a lot of **repeat buyers** ranking as top 1-3 in the list.







## SUMMARY

*The 3 bundles brought a huge percentage of new buyers. They were ranked as the top 3 product contributions of **new & repeat** buyers.*

*The 3 bundles were listed as hero products **in just a few days time after optimization.***

Potential products 6 ? Growing products 15 ? Hero products 4 ?

Product	Number of orders	Benefits	Action
 <p>Clean it Zero Original Cleansing Balm   Korean Makeup Remover/Cleanser &amp;... ID: 1729412987887850074</p>	<p>458/1500 ▾</p> <p>Impressions: 15864</p>	<p>✓ Reward: Earn coupons <span>Completed</span></p> <p>✓ Reward: Earn more creator impressions <span>Active</span> +14175 creator impressions</p> <p>✓ Tips to drive more sales</p>	<p>Earn benefits</p>
 <p>Ultimate Skincare Cleanse Trio Pore Clarifying Bundle Cleanser Cleansing ID: 1729680296916390490</p>	<p>284/1500 ▾</p> <p>Impressions: 1743</p>	<p>✓ Reward: Earn coupons <span>Completed</span></p> <p>✓ Reward: Earn more creator impressions <span>Active</span> +366 creator impressions</p> <p>○ Tips to drive more sales</p>	<p>Earn benefits</p>
 <p>Ultimate Skincare Cleanse Trio Calming Bundle Cream Foam ID: 1729680298256863834</p>	<p>255/1500 ▾</p> <p>Impressions: 1095</p>	<p>✓ Reward: Earn coupons <span>Completed</span></p> <p>✓ Reward: Earn more creator impressions <span>Active</span> +544 creator impressions</p> <p>○ Tips to drive more sales</p>	<p>Earn benefits</p>
 <p>Ultimate Skincare Cleanse Trio Original Bundle Cleanser Cleansing ID: 1729680295112381018</p>	<p>251/1500 ▾</p> <p>Impressions: 1010</p>	<p>✓ Reward: Earn coupons <span>Completed</span></p> <p>✓ Reward: Earn more creator impressions <span>Active</span> +1978 creator impressions</p> <p>○ Tips to drive more sales</p>	<p>Earn benefits</p>

# IMPRESSIONS

## 5-Day Listing Impressions





Ultimate Skincare Cleanse Trio Pore Clarifying Bundle Cleanser Cleansing

ID: 1729680296916390490 \$52.00 Active



Ultimate Skincare Cleanse  
Trio Pore Clarifying Bundle...  
ID:1729680296916390490  
Commission set

--  
OBBGREEN

28  
Low stock

\$52.00 Fair >

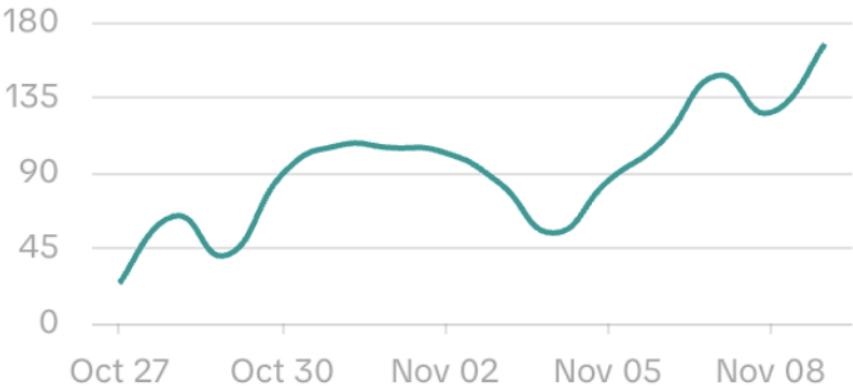
11/03/2024  
1:04 AM  
Live

Edit  
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More

Shop tab traffic

Funnel view Trend view

Listing impressions



Ultimate Skincare Cleanse Trio Original Bundle Cleanser Cleansing

ID: 1729680295112381018 \$52.00 Active

# Shop tab traffic

Funnel view   Trend view

● Listing impressions



# Clean It Zero Enriching Butter Cleansing Balm

## Before

### Product Description

etail pages

of your product detail pages could be improved. See your listing tiers now.

View details

### Product Details

**\* Product description** ⓘ

Recommended to provide a description of at least 500 characters long and add images to help customers make purchasing decisions. [Example](#)

☰ ☰ 🖼 H B I U ☰ ☰ ☰

914

Experience a luxurious cleansing ritual with Clean It Zero Enriching Butter Cleanser infused with nourishing Avocado oil.

- **Rich Ingredients:** Stearic acid and palmitic acid for effective cleansing. Lactobacillus ferment for skin balance. Avocado oil and Shea Butter for deep hydration.

Hailing from Korea, this buttery cleansing balm effortlessly melts away makeup, dirt, and impurities while leaving the skin feeling soft and supple.

- **Key Features:**
  - Creamy texture transforms into a silky oil upon application.

Suitable for all skin types, this gentle cleanser provides a spa-like experience in the comfort of

### Preview ⓘ

Product details 🛒 📅 🔍

BANILA CO

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clean it  
zero

>

1/6

Clean it Zero Enriching Butter  
Cleansing Balm

# Clean it Zero Enriching Butter Cleansing Balm

Experience a luxurious cleansing ritual with Clean It Zero Enriching Butter Cleanser infused with nourishing Avocado oil.








- **Rich Ingredients:** Stearic acid and palmitic acid for effective cleansing. Lactobacillus ferment for skin balance. Avocado oil and Shea Butter for deep hydration.

Hailing from Korea, this buttery cleansing balm effortlessly melts away makeup, dirt, and impurities while leaving the skin feeling soft and supple.

- **Key Features:**
- Creamy texture transforms into a silky oil upon application.

Suitable for all skin types, this gentle cleanser provides a spa-like experience in the comfort of your own home. Banila CO LTD has carefully crafted this product to ensure maximum effectiveness while maintaining quality standards. Each 100g jar has a shelf life of 24 months, making it an essential addition to your skincare routine. Say goodbye to stubborn makeup with Clean It Zero Enriching Butter Cleanser!

Date of Optimization: 11/08/2024

<input type="checkbox"/>		Clean it Zero Enriching Butter Cleansing Balm ID:1729680281910678106  Commission set		-- B-ASCL01- 14 3A	1307 	\$25.00 	Fair > 	11/08/2024 10:50 PM <span>Live</span>	<a href="#">Edit</a> <a href="#">Duplicate</a> <a href="#">More</a> 
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After

Product Description

# Banila Co Clean It Zero Enriching Butter Cleansing Balm

Looking for the best cleansing balm for dry skin? Look no further! This Korean butter cleansing balm is designed to melt away impurities, pollutants, sunscreen, even the most stubborn waterproof makeup as it helps to nourish and hydrate dry, mature, and sensitive skin.

## What's to love:

- **Nourishing Formula:** This superfood rich formula features Avocado+ combines Avocado Oil, Shea Butter & Squalane provides immediate hydration and moisture while forming a protective layer to the skin.
- **Gentle Yet Nourishing and Deep Cleansing:** Designed for all skin types, including dry, mature, sensitive skin, this hypoallergenic formula cleanses without stripping moisture or causing irritation.
- **Micro capture technology: a mix of magnet oils helps to remove impurities deep in pores & wrinkles**
- **Spa-biome benefits: formulated with spa water to help improve skin conditions**
- **Ideal for: Dry, flaky & mature skin types**

Pro-tip: Apply generous layer to your skin before your shower routine and leave on for 1-2 minutes before emulsifying for ultra-moisturization benefits.

## What's to love:

- **Nourishing butter balm texture**
- **Certified Vegan Formula**
- **Dermatologist Tested**
- **Hypoallergenic**
- **Non-comedogenic**
- **Free of Parabens, Sulfates, Phthalates, Polyethylene, Mineral oil, Alcohol.**

## How to :

This serves as your oil cleanser in your double-cleansing routine. Using the spatula take a scoop of this jelly cleansing balm and gently massage the formula all over your face. The butter balm texture will slowly turn into more of an oil as it slowly dissolves the pollutants, impurities, sunscreen, and waterproof makeup on your face.

Emulsify it with water and gently massage it on your skin for a thorough cleansing effect

Clean it Zero Enriching Butter Cleansing Balm

3-Day Listing Impressions: 11/08/2024 - 11/11/2024

# Shop tab traffic

Funnel view

Trend view

● Listing impressions



● Unique page views



Before

Product Description







Clean it Zero Mandarin-C Cleansing Balm  
Brightening, Hypoallergenic Vegan Cleanser Facial  
Gentle Moisture Skincare

100ml / 3.8oz

Experience gentle and effective makeup removal with Clean it Zero Mandarin-C™ Cleansing Balm Brightening is a vegan and hypoallergenic cleanser that transforms from a balm texture into a smooth oil when applied to skin. Developed to remove even waterproof makeup and all your skin's impurities in just one step.

After

Product Description

<input type="checkbox"/>		<div>Clean it Zero Mandarin-C Cleansing Balm Brightenin... ID:1729416771009614426 </div> <div>Commission set</div>	<div>-- B-ASCL01-08 0A</div>	<div>1318 </div>	<div>\$25.00 </div>	<div>Fair &gt; </div>	<div>11/08/2024 8:56 PM <span>Live</span></div>	<div><a>Edit</a> <a>Duplicate</a> <a>More</a> </div>
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# Banila Co Clean it Zero Cleansing Balm Brightening

Looking for the best face wash for hyperpigmentation? Look no further! This game-changing brightening cleansing balm is a must-have in your Korean skincare routine if you want to brighten dull skin.

This jelly cleansing balm can help reduce hyperpigmentation, dark spots, and acne marks as it stimulates skin cell renewal.

Transform your Korean skincare routine with Banila Co Clean it Zero Mandarin-C™ Cleansing Balm + Brightening, the ultimate vegan and hypoallergenic face cleanser designed to melt away impurities, pollutants, sunscreen, even the most stubborn waterproof makeup as it helps to brighten dark spots and hyperpigmentation.

## Key Benefits:

- **Non-Stripping Formula for Gentle Makeup Removal:** Powered by Zero Balance Technology™. Say goodbye to harsh cleansers that strip your skin's natural moisture factor (NMF). This oil-based cleanser melts away impurities, pollutants, sunscreen, waterproof makeup, and excess oils as it helps brighten your skin.
- **Jellylike Texture:** Melts on your skin into an oil upon application without any greasy residue.
- **Brightening Formula:** Enriched with Mandarin-C™ that helps brighten dark spots on face as it fights signs of free radical damage like uneven skin tone and fine lines.
- **Ideal for:** All skin types (normal, oily, dry, combination, sensitive, dull and uneven skin tone)

## What's to love:

- Easy to apply Jellylike texture
- Certified Vegan Formula
- Dermatologist Tested
- Hypoallergenic
- Non-comedogenic
- Free of Parabens, Sulfates, Phthalates, Polyethylene, Mineral oil, Alcohol.

## How to :

This serves as your oil cleanser in your double-cleansing routine. Using the spatula take a scoop of this jelly cleansing balm and gently massage the formula all over your face. The

jellylike texture will slowly turn into more of an oil as it slowly dissolves the pollutants, impurities, sunscreen, and waterproof makeup on your face.

Emulsify it with water and gently massage it on your skin for a thorough cleansing effect

Clean it Zero Enriching Butter Cleansing Balm