



VOGGS**MEDIA**

TikTok Shop x VOGGS**MEDIA**

Your Performance Partner for Successful Social Commerce on TikTok

Top 10 TikTok Shop Partner in Germany · Silver Tier · August 2026

We are officially badged as a
TikTok Marketing Partner
Agency



First Agency in DACH

Top 10 TikTok Shop Partner
in Germany · Silver Tier

A hand holding a grey megaphone on the left, pointing towards a large white speech bubble with a red outline on the right. The background features red paint splatters and a red map of Germany with a pushpin.

VOGGS MEDIA is
the **first** TikTok
Marketing Partner
Agency in **DACH**

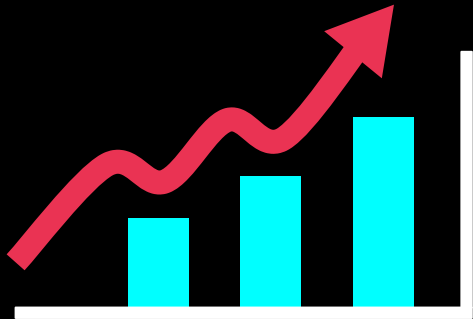
VOGGSMEDIA

TikTok Shop: The Next Big E-Commerce Platform

Why TikTok Shop is Transforming E-Commerce

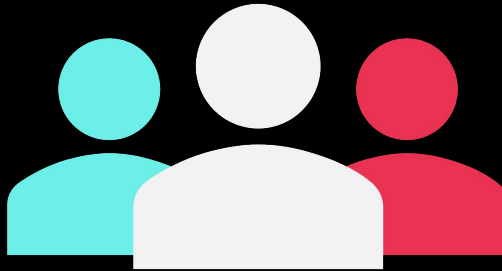
Explosive Growth:

- Global GMV: **\$50B+** in H1 2026 alone (+92 % YoY) – on track to top **\$100B** this year
- Germany: **€700M** GMV in year one – a **top-15** German online retailer (NIQ)



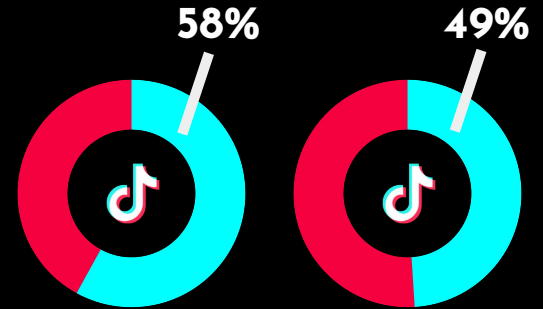
Massive User Base:

- **27M** monthly users in Germany; 15% of German online shoppers already buy on TikTok Shop
- Live in **10 EU markets** since June 2026 (new: AT, NL, BE, PL); 25,000+ sellers in DE



Influential Shopping Experience:

- **58%** of users browse TikTok for inspiration; **49%** say TikTok influences their purchase



About VOGGS MEDIA

Leading the TikTok Revolution in DACH

- **Founder:** Sebastian Vogg - Pioneer in TikTok advertising in the DACH region
- **Experience:** In the agency business since 2018, mastering TikTok Ads from the platform's start
- **Growth:** Scaled numerous brands through performance-driven TikTok strategies
- **Expertise:** Expanded into a multi-talent agency for holistic TikTok advertising solutions



Lisa-Marie Vogg
Co-Founder,
Performance Marketing
Manager & Accountant



Matthias Vogg
CEO & Performance
Marketing Manager



Nico Thunitgut
Creative Strategist &
Content Creator



Martin Nowack
Performance Marketing
Manager



Bastian Haberler
Performance Marketing
Manager



Moritz Cordes
Creative Design



Sabrina Eder
Creative Design



Christian Sander
Creator Management



Eric Binder
Working Student:
Creative Design

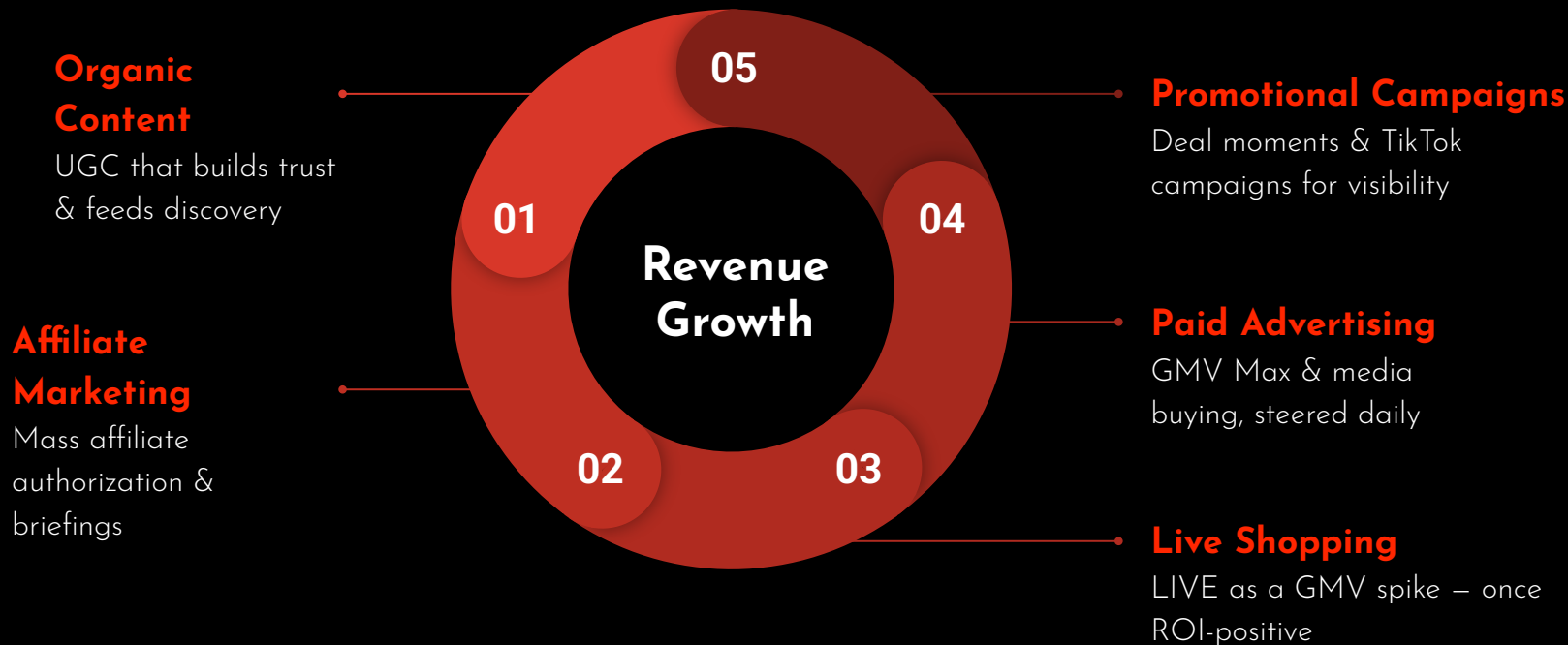


Joshua Bauer
Performance Marketing
Manager



TikTok Shop Success Strategy

Driving Performance at Every Stage of the Funnel



Comprehensive TikTok Shop Services

All-in-One TikTok Shop Solution

Shop Management

- Setup, catalogue & compliance
- Pixel & attribution from day 1
- Listings, ops & customer service

Affiliate Management

- Mass Affiliate Authorization
- Clear commission logic & briefings
- Sample flows & creator follow-up

GMV Max & Media Buying

- The right product feed for the algorithm
- Creatives & bids steered daily, hands-on
- Reach campaigns driving into the shop

Live Shopping & Live Ads

- Livestream production & Live Days
- Activated once the channel is ROI-positive
- Live ads amplifying each stream

Proven Results for Leading Brands

Trusted by brands that scale on TikTok

Turtle Beach

Gaming Audio

- 0 → 5-figure daily shop revenue
- 4x+ ROAS on TikTok Shop
- UGC-led creatives, always-on paid

OOONO

Car Safety

- Mass Affiliate Authorization
- GMV Max in UK, FR, ES & DE
- Full-funnel performance setup

Vernasche die Welt

Food · D2C

- Creator-driven UGC at scale
- Shop & affiliate management
- Community-led brand growth

Nature Heart

Supplements

- +340 % GMV, +401 % orders
- Top-15 shop in its category
- 70 % of GMV from videos

177,000+ TikTok Shop orders · up to 6.0x ROAS · 7-figure GMV per market – details on request.

Case Study: Nature Heart

From a standing start to a top-15 supplement shop on TikTok Shop

+340 %

GMV growth vs. previous period

- 73,793 € GMV (May - Aug 2026)
- 2,218 orders (+401 %)
- 2,125 customers (+395 %)
- 3,157 items sold (+442 %)

70.7 %

of GMV driven by videos

- 52,197 € from videos (+515 %)
- Affiliate alone: 33,061 €
- Product cards: 21,596 € (+162 %)
- LIVE at 0 % – the next lever

Top 15

shop in its category in Germany

- Supplements: collagen range
- Built in roughly six weeks
- Affiliate engine + GMV Max
- Ranked with MORE NUTRITION

Nature Heart Official · TikTok Shop Germany · Seller Center figures, 1 May - 16 Aug 2026 vs. 13 Jan - 30 Apr 2026.

Client Portfolio:

+Babbel

true fruits

Discovery
CHANNEL

TOM TAILOR

Food

Urlaubsguru

FCMOTO

INN
GREEN

HAFERVOLL



MOTEL ONE

QUANTUM LEAP FITNESS

GEILE WEINE

STEIGER NATURALS

bluestein

WESTWING
HOME AND LIVING

tink
MULTIMEDIALE KONZEPTE

Magenta®

elepsetete

EMMIE GRAY

CentarParks

HUMAN BLOOD
FASHION FOR FRIENDS



concrete
jungle

Commercials – TikTok Shop Management

Purely performance-based – no retainer, no setup fee

Full Shop Management

% of GMV, net of returns · plus VAT

Standard

Fee: 9-12 % – typically 10 %

Retainer: none – 0 € fixed costs

Degressive scale (example)

Tiers: 12 % to 25 k · 10 % to 50 k

Above 50 k: 8 % – rates fall as you scale

Flexible Models

Tailored to your setup · plus VAT

Reduced scope

Scope: e.g. affiliate-only – lower % rate

Onboarding: 950-1.500 € once, if needed

Established shops

Baseline: your current GMV level

Commission: only on growth above it

Paid directly by you, never marked up: ad budget, TikTok commission (9 % standard · 7 % electronics), affiliate commissions, samples. No minimum term – cancel monthly.

Commercials – Paid Advertising

Monthly fee based on managed ad spend · plus VAT

Ad spend / month	Management fee / month
0 € - 10.000 €	1.500 € / month
10.000 € - 15.000 €	2.000 € / month
15.000 € - 20.000 €	2.500 € / month
20.000 € - 35.000 €	3.000 € / month
35.000 € - 50.000 €	4.000 € / month
50.000 € - 65.000 €	5.000 € / month
65.000 € - 80.000 €	6.000 € / month
80.000 € - 100.000 €	7.000 € / month
100.000 € +	By agreement

VOGGS MEDIA in numbers and facts

Your Advantage with VOGGS MEDIA

- **Experience:** €1M+ monthly ad spend with a 4.1 ROAS · 177,000+ TikTok Shop orders
- **Certified:** Official TikTok Marketing Partner, TikTok Shop Partner (Silver Tier) & TikTok Creative Exchange Partner
- **Data-Driven:** KPI-based campaign optimization with strong focus on measurable results
- **Full-Service:** Strategy, content creation (statics & UGC), advertising, reporting, full funnel analysis, creator management and TikTok Shop from a single source
- **Top 10:** Among Germany's top 10 TikTok Shop Partners since May 2026

TikTok Creative Exchange



Let's Drive Your TikTok Shop Success!

Ready to Take the Next Step?