



boba tribe

CASE STUDY



Bubble Tea Breakthrough:

How **Young With Solutions** Fueled **Boba Tribe** to Hit

 **12M+**
VIDEO VIEWS

 **3000+**
TIKTOK
FOLLOWERS

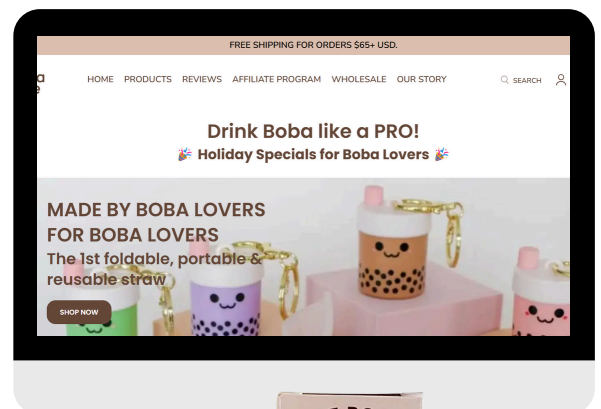
 **40K+**
PROFILE VISITS

COMPANY: BOBA TRIBE

Boba Tribe creates playful lifestyle accessories that let bubble tea lovers showcase their passion everywhere—from boba straw keyrings to AirPods cases that look like actual milk tea cups.

But clever products weren't sparking the community buzz they aimed for. Their mission to spread boba joy needed a stronger digital voice.

That's when **Boba Tribe** joined forces with **Young With Solutions** to elevate their brand through content that captures the fun, community-driven spirit of bubble tea culture.



CHALLENGES



**Limited Brand
Recognition**



**Stagnant
Social Growth**



**Trend
Disconnect**



**Low
Visibility**

THE SIP-TO-SCROLL STRATEGY



Young With Solutions reimagined Boba Tribe's TikTok presence by transforming product moments into viral storytelling. We tapped into what makes Boba satisfying to watch and turned that into native, TikTok-first content that felt more like fan culture than marketing.

The result? A fresh identity that stood out—and took off—fast.

THE MAGIC REVEAL HOOK

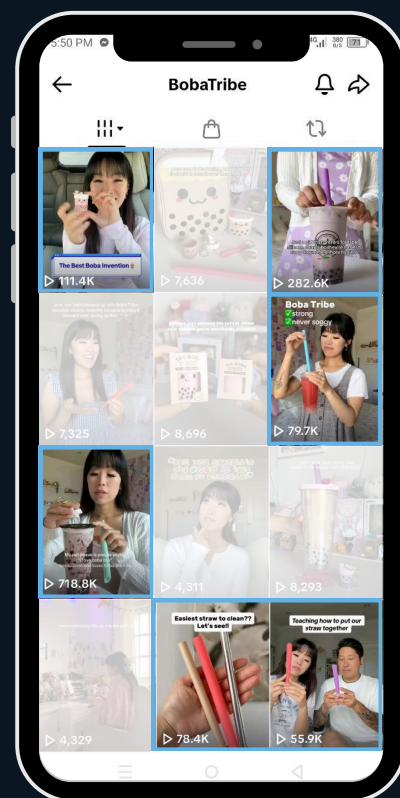


We discovered that showing the satisfying **“reveal” of the reusable straw**—unfolding, assembling, and using it—consistently stopped the scroll and drove views. This became the core visual trigger that fueled virality.

SCROLL, DON'T SELL



Instead of traditional product pushing, we leaned into **native, entertaining content** that felt made for TikTok—not ads. This shifted brand perception and built trust fast.



LAUNCH LIKE A CREATOR



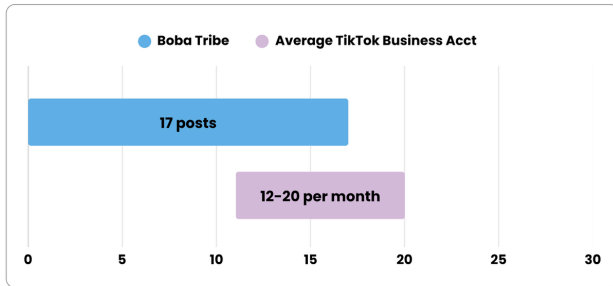
We treated Boba Tribe's fresh U.S. account **like a content creator's, not a brand**—posting consistently, testing formats, and focusing on storytelling first. The result? A viral-ready presence from day one.

THE BOBA BOOM



Here's how we outperformed every industry benchmark in just **30 days**.

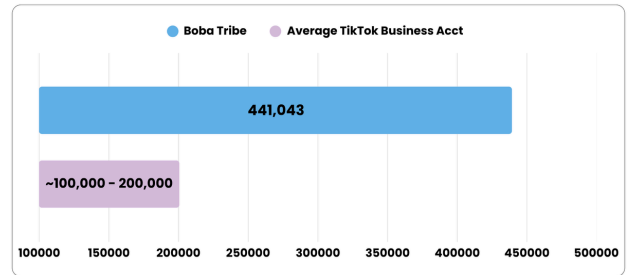
TOTAL VIDEOS



On Track:

Aligned with top-performing brand behavior — posting volume that fuels visibility.

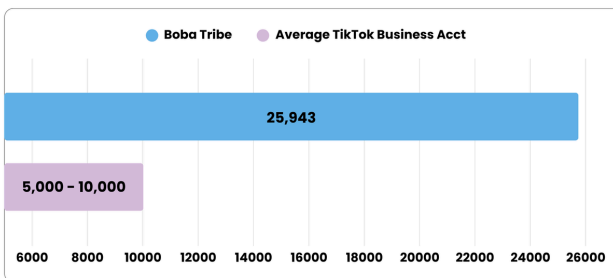
TOTAL VIEWS



2-5x Higher:

Outperformed typical TikTok brands by a massive margin.

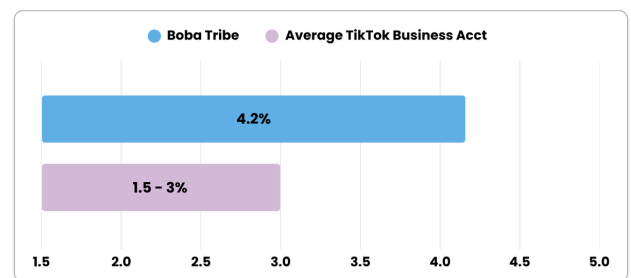
AVERAGE VIEWS/VIDEO



Well above average:

From zero to 441K—this blew industry benchmarks away.

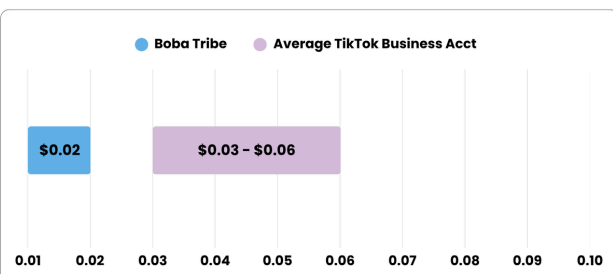
ENGAGEMENT RATE



Above average:

Higher engagement, stronger community, deeper impact.

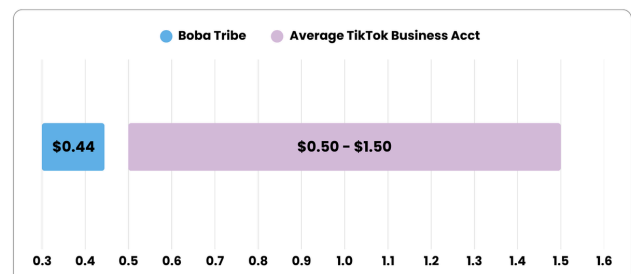
COST PER VIEW



Very Efficient:

Just \$0.02 per view—delivering impact at a fraction of the cost.

COST PER ENGAGEMENT



Strong Value:

Lower spend, deeper brand connection.

***Data reflects performance from **Month 1 of Boba Tribe's** TikTok relaunch campaign, powered by Young With Solutions.*

FROM SMALL SIPS TO BIG WINS



Viral Growth on Tap

Explosive organic reach and engagement, fueled by multiple viral videos that drove *massive traffic and new followers*.

 **3,000+**

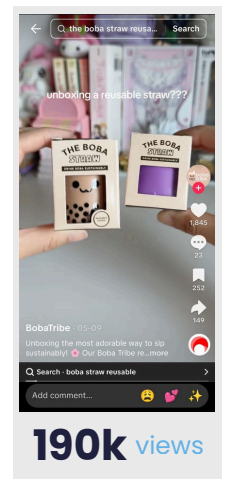
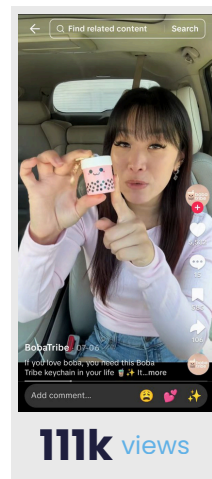
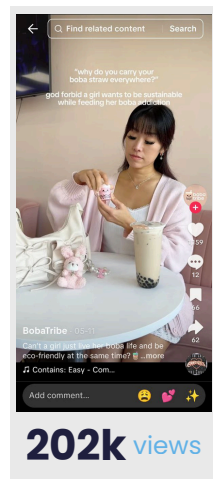
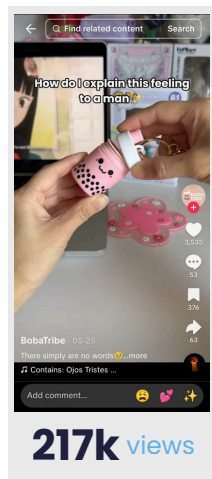
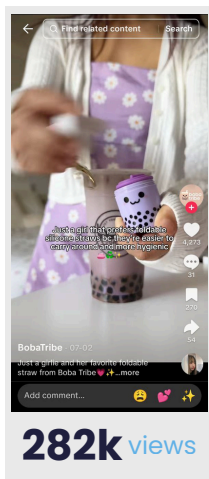
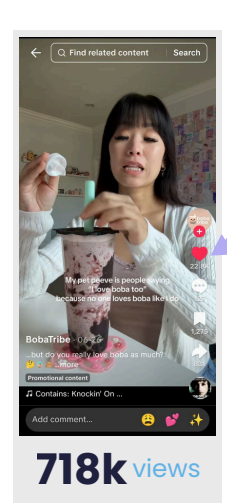
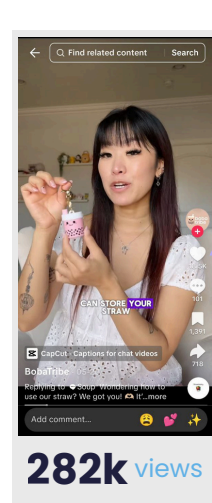
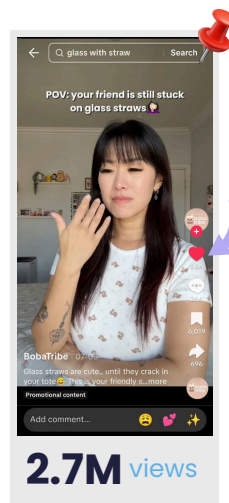
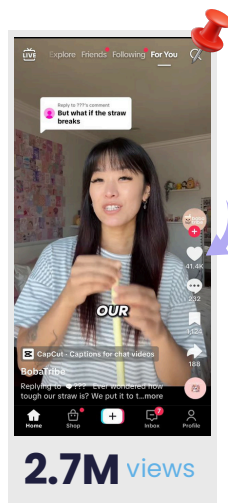
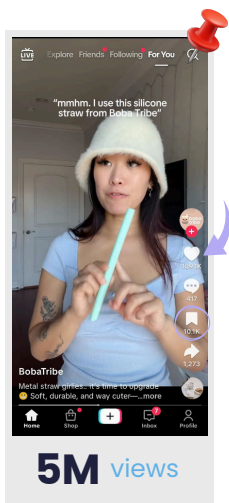
Net new followers

 **40K+**

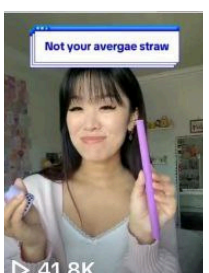
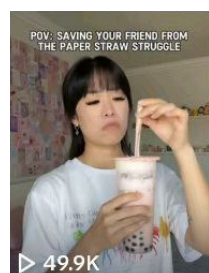
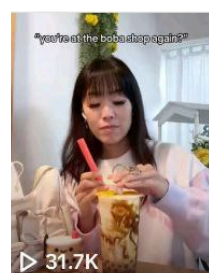
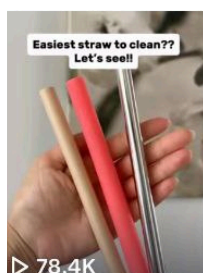
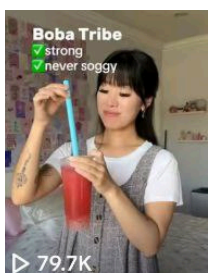
Profile Visits

 **12M+**

Views from multiple viral hits



+ Multiple viral videos — not just one-off success.

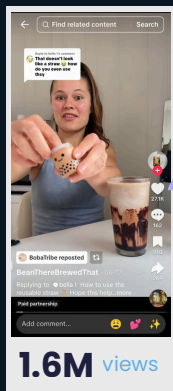
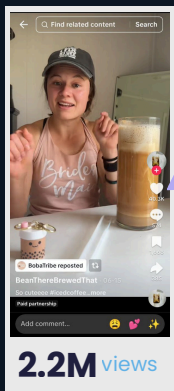


SWEET SUCCESS IN EVERY SIP



Viral Collabs that Sell

A **powerhouse network of affiliates** delivering viral content, steady sales, and endless UGC for growth.



30+ ACTIVE AFFILIATES

posting regularly and driving sales.

STEADY PIPELINE OF UGC

powering both paid ads and organic growth.



plus consistent videos hitting 50K–100K+ views.

Stirring Profits with Smart Optimization

Data-driven optimization turned underperforming ads into **high-ROAS, low-cost sales machines**.

COST PER ACQUISITION

BEFORE VS. AFTER

\$105.56

93%
DROP IN CPA

\$7.44

Achieved an ultra-low

\$0.02

COST PER VIEW

within the first 30 days

ROAS

BEFORE VS. AFTER

In just
5 WEEKS
after switching to
GMV Max campaigns

2.55

0.19

STIRRING UP THE ALGORITHM



Boba Tribe's partnership with **Young With Solutions** transformed a fresh account into a TikTok powerhouse — driving over 12 million views, 40,000+ profile visits, and thousands of new followers. Through smart optimization, they cut CPA by 93%, hit ROAS highs of 2.55, and unlocked viral momentum across ads, affiliates, and organic content.

This case study proves that viral isn't luck — it's a repeatable strategy.

A fresh account. A data-driven plan. A wave of Boba love that just keeps growing.