

newton baby CASE STUDY



From Sleepless to Seamless:

How **Young With Solutions** Helped **Newton Baby** Breathe New Life into TikTok

COMPANY:



Newton Baby makes the #1 rated breathable crib mattress—designed to help babies sleep safer and parents sleep easier. Trusted by families and backed by science, their products reduce the risk of suffocation and support healthy sleep.

To connect with a new generation of parents, **Newton Baby** partnered with **Young With Solutions** to amplify their TikTok presence.

CHALLENGES:



Breathable Sleep Meets a Silent Feed

Before partnering with Young With Solutions, Newton Baby had a standout product—but minimal traction on TikTok. The platform was full of potential, but without a tailored strategy or strong brand voice, their message wasn't reaching new parents where it mattered.



NEW VIEWERS

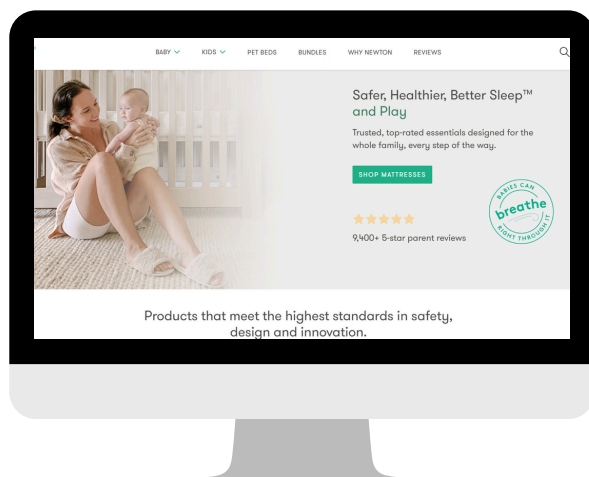
+652K

↑ +262%



NET FOLLOWERS

+127.4%



**Low Organic
Reach and
Engagement**



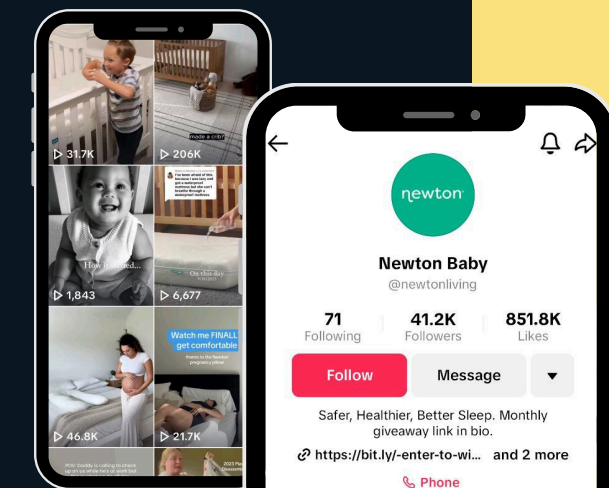
**Undifferentiated
Brand Voice**



**Disconnected
Community**



The goal wasn't just to grow numbers—it was to connect with new moms through content that felt relevant, helpful, and real.



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newton baby

Breathable Crib Mattress



A BREATH OF FRESH STRATEGY

Young With Solutions built a TikTok content strategy tailored to **Newton Baby**'s audience: moms looking for quick, helpful, and relatable advice. Rather than taking a one-size-fits-all approach, we tested a range of creative styles to find what truly worked for this brand—and their viewers.

WINNING WITH TIPS

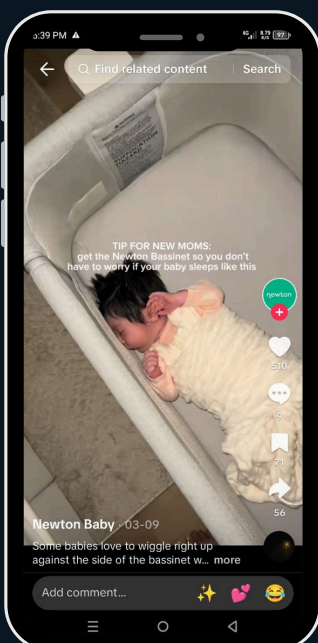
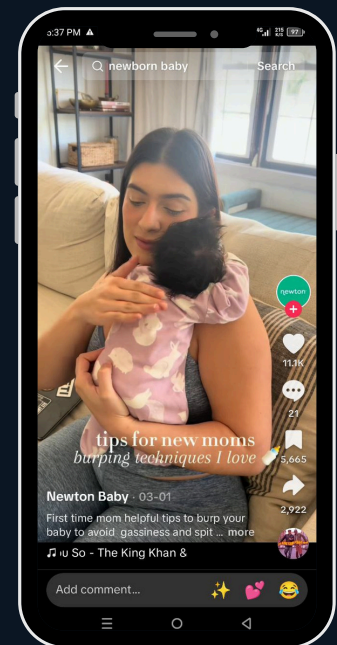


After testing formats, we found our sweet spot: short, visual 'tips for new moms' content. These videos consistently drove the highest views and engagement—proving this was exactly what moms wanted.

AVOIDING THE SCROLL-STOPPERS



Longer, talk-heavy videos and still images underperformed—even when the message was strong. We **pivoted quickly**, focusing on **visual storytelling** that felt native to TikTok's fast-paced feed.



BUILDING A REAL COMMUNITY



As moms shared their stories and thanked the brand for its advice, we **listened**—encouraging **real conversation** and fostering a space where moms could connect, not just consume.

REFINING THROUGH DATA



Each post informed the next. We **leaned into** what worked, pulled back on what didn't, and **used performance metrics** to shape every creative decision.

THE RESULT:

WHEN SLEEP TIPS TURNED INTO TIKTOK WINS



+262%

Increase in New Viewers

A total of 652K new viewers found Newton Baby through optimized video content.



+127.4%

Growth in Net Followers

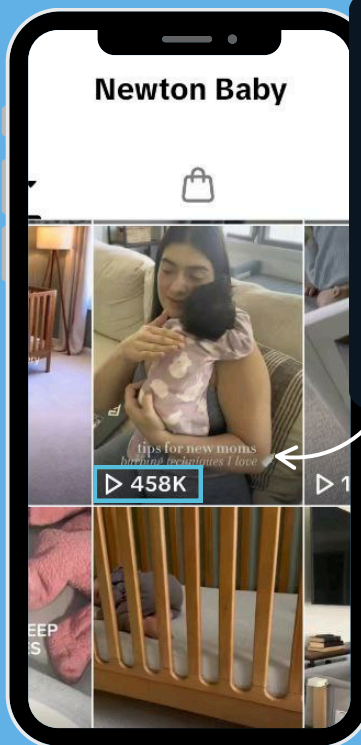
Growing the audience from passive to powerful.



764K

Total Views

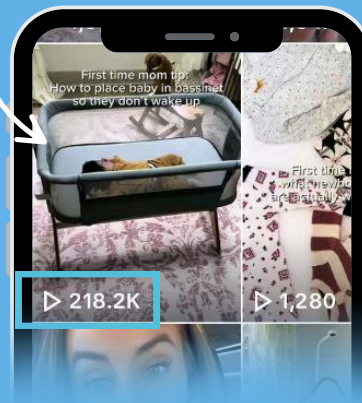
With a major spike driven by a Newton Bassinet video at the end of March.



Our Most-Viewed Format

Our TikTok videos featuring “tips for new moms” consistently came out on top—earning the highest views every time we posted.

These short, helpful clips hit home with our audience, turning everyday parenting advice into high-performing, highly shareable content.



IMPACT

TURNED TIPS INTO TRUST-BUILDING CONTENT

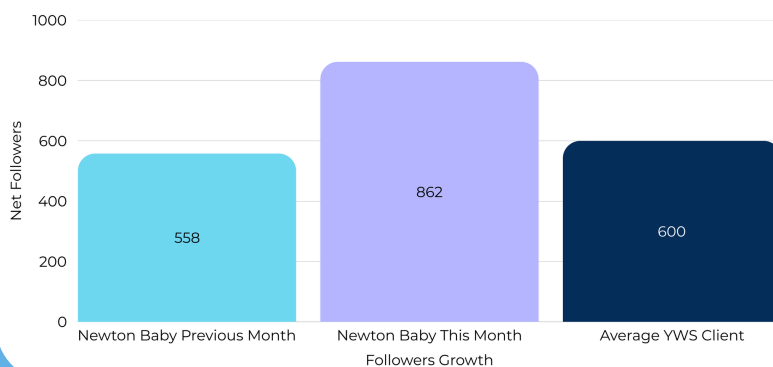
We turned parenting advice into content that moms wanted to watch and share. Instead of pushing product, we led with value—and in return, moms engaged, commented, and kept coming back.

SPARKED A COMMUNITY, NOT JUST GROWTH

Beyond numbers, Newton Baby's TikTok became a space where moms felt seen and supported. Real conversations took root—moving the brand closer to becoming a go-to voice for parents.

NET FOLLOWER GROWTH

Newton Baby vs. Benchmarks



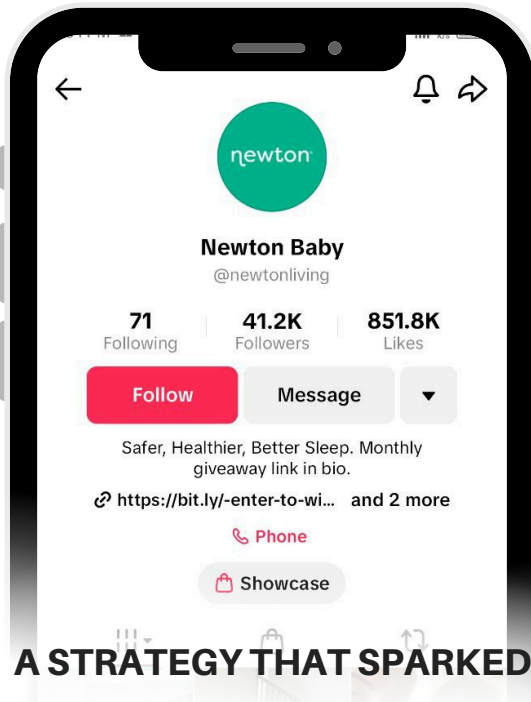
While Newton Baby already had a strong TikTok foundation, our content strategy helped deliver a **54.5%** follower increase in just one month—outpacing typical first-month results for similar brands.

NEWTON BABY

A STRATEGY THAT DID MORE THAN BOOST VIEWS—IT BUILT CONNECTION



What started as simple tips for new moms quickly grew into a real community—moms sharing stories, asking questions, and supporting each other. From first-time moms to seasoned parents, it was clear: **Newton Baby's TikTok wasn't just performing—it was connecting.**



A STRATEGY THAT SPARKED MORE THAN VIEWS



Young With Solutions didn't just grow **Newton Baby's** TikTok—we helped turn safe sleep into shareable, scroll-stopping content. By leaning into what parents truly care about and crafting a strategy rooted in value, community, and consistency, we transformed expert-backed advice into authentic engagement.

This case proves that with the right partner, even the calmest, most trusted brands can make noise—without losing their heart, mission, or credibility.

