



young

WITH SOLUTIONS



From **B2B** to **B2C Triumph**



\$10M

Secured in C-round Funding



700k

Followers & Growing



5 FIGURES

A month on TikTok lives

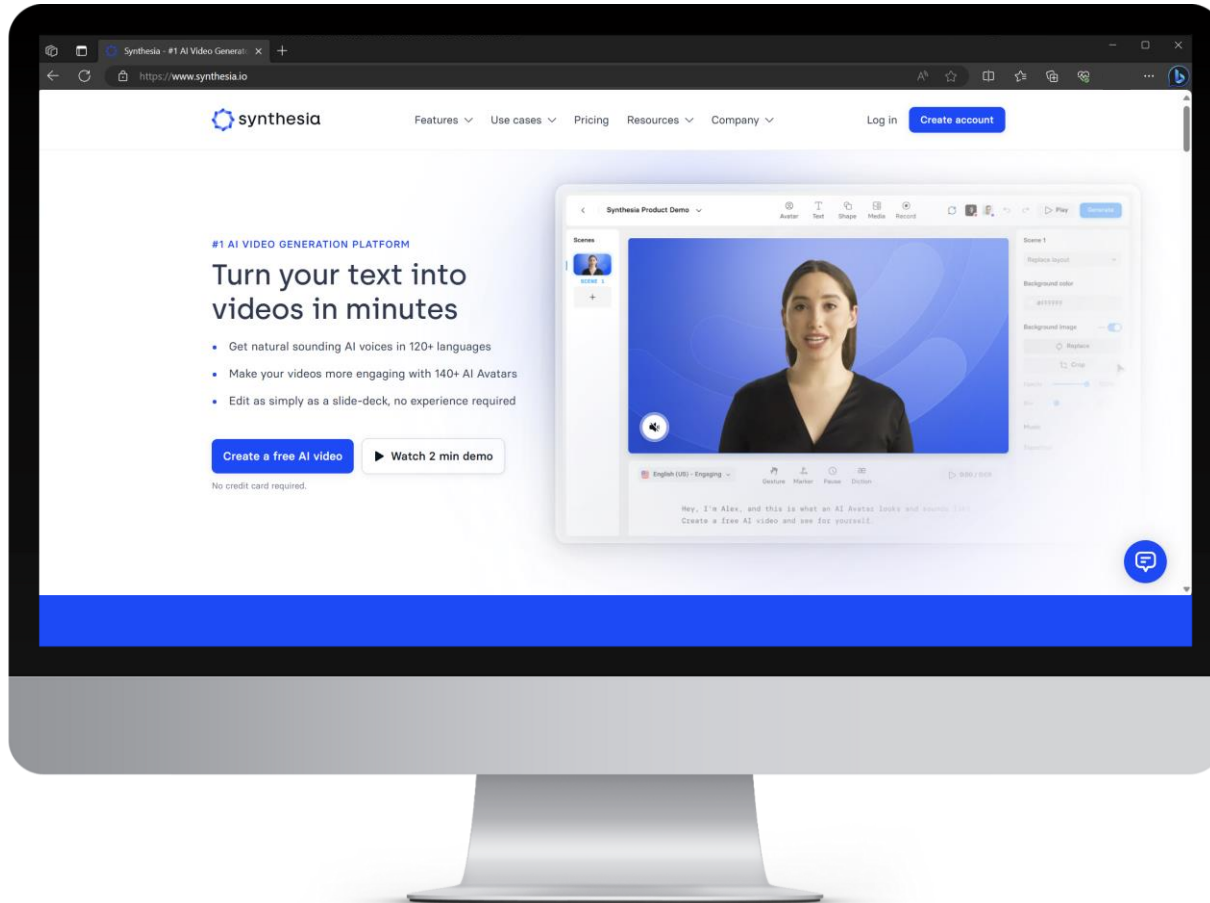
Young with Solutions' Key Role in **Synthesia's Unstoppable TikTok Journey**

Experience the remarkable journey of **Synthia**, a distinguished B2B software enterprise, and the pivotal role played by **Young With Solutions** in catalyzing its transition into the B2C arena.

This case study illuminates a narrative of innovation, unwavering determination, and the profound influence of TikTok.



The Company: synthesia



Synthesia was a B2B software company that created an AI video platform for businesses. This platform allowed companies to make videos that looked and sounded like real people, even though they were generated by artificial intelligence. **Young With Solutions** guided **Synthesia's** transformation from niche player to a widely accessible B2C solution.

The Challenge: Expanding Beyond B2B

The core challenge lay in expanding **Synthesia's** market reach beyond B2B, embracing the broader possibilities of the B2C software landscape.

Expanding beyond the B2B landscape posed significant hurdles for **Synthesia**, demanding a thoughtful and comprehensive approach. **Young with Solutions**, as a strategic partner, was instrumental in tackling these challenges effectively.



Niche Market Limitations



Market Entry Strategy



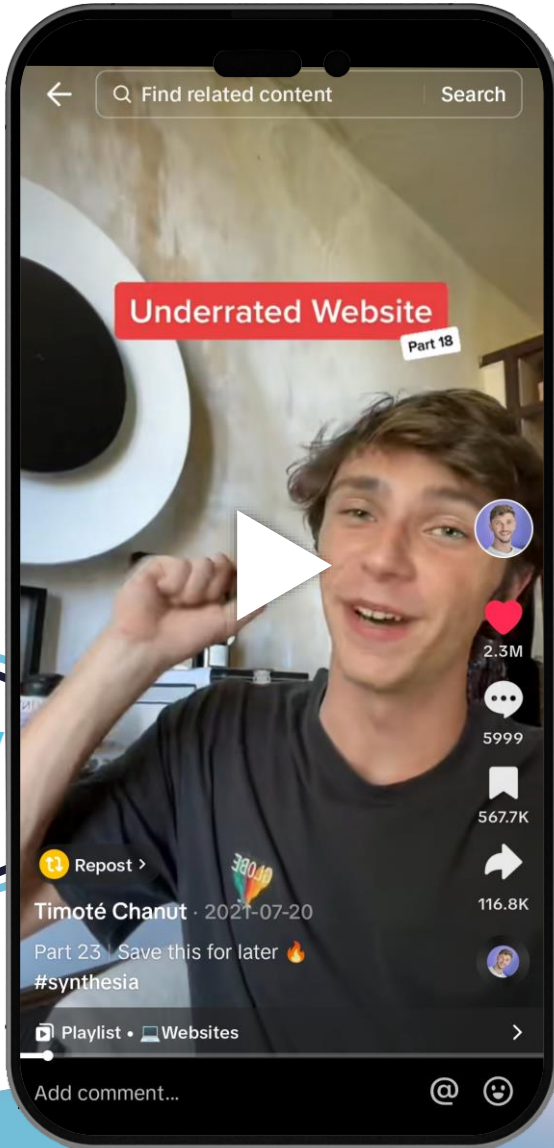
Marketing & Outreach

The TikTok Breakthrough: A Game-Changer

We orchestrated a game-changing moment by leveraging TikTok to its fullest potential. A single video, featuring the influential **@timotechanut**, garnered an astonishing

 **33 Million Views**

temporarily crashing Synthesia's website due to an overwhelming traffic surge.



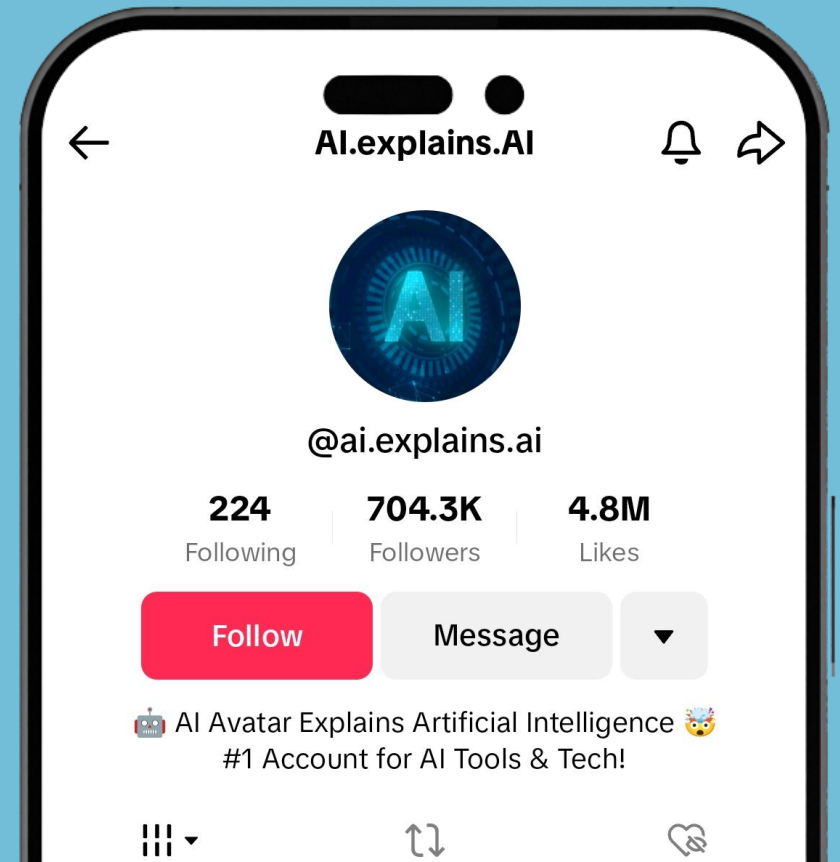
Unleashing Synthesia on TikTok

Supported by this initial success, we established **Synthesia's** presence on TikTok with the handle [@ai.explains.ai](#). The results exceeded expectations as the account amassed a staggering **700,000 followers** and achieved **5 figure monthly revenue** through engaging TikTok Live sessions.



700k
Followers & Growing

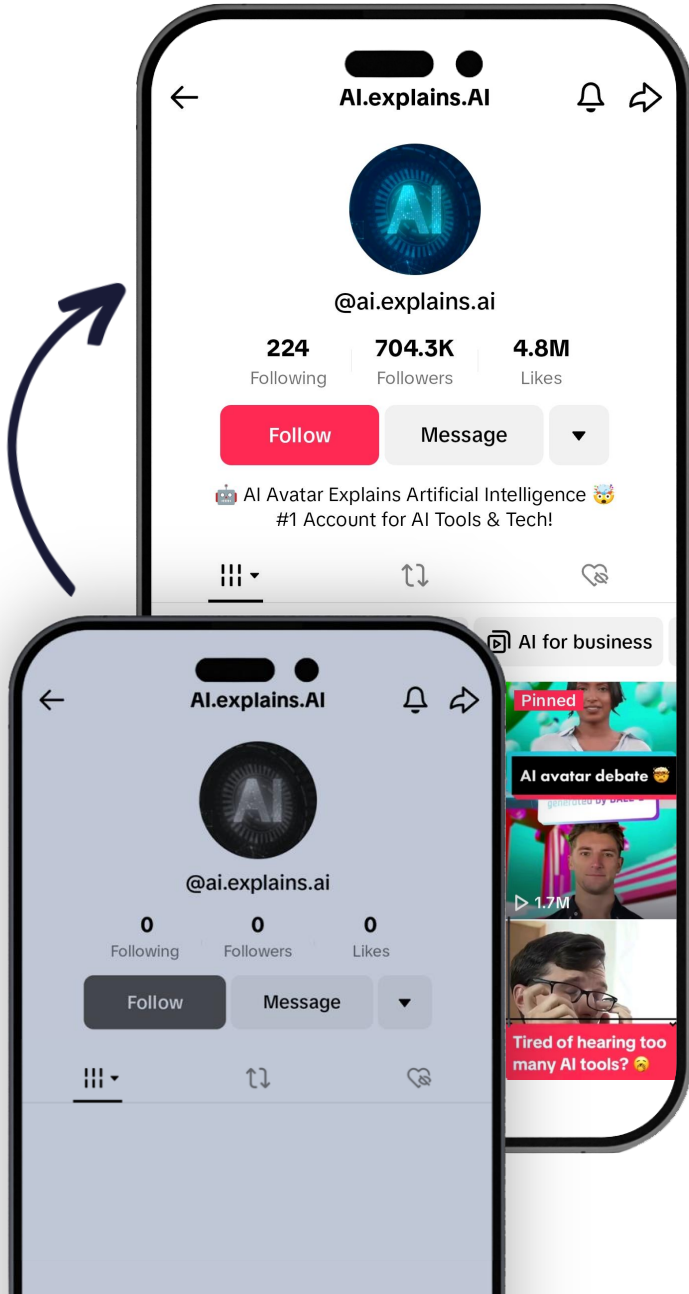
\$XXK
A month on TikTok lives



AI Explains AI: Synthesia's Global Ascent

Young With Solutions initially tried educational content with UGC creators, but they struck gold when they introduced "**AI explains AI**" on **Synthesia's** platform. This idea significantly boosted engagement, retention, and helped **Synthesia's** following grow rapidly, becoming the winning formula.

With **Young With Solutions'** guidance, **Synthesia** evolved into a widely accessible educational resource, showcasing the power of innovative content and a strategic partnership.



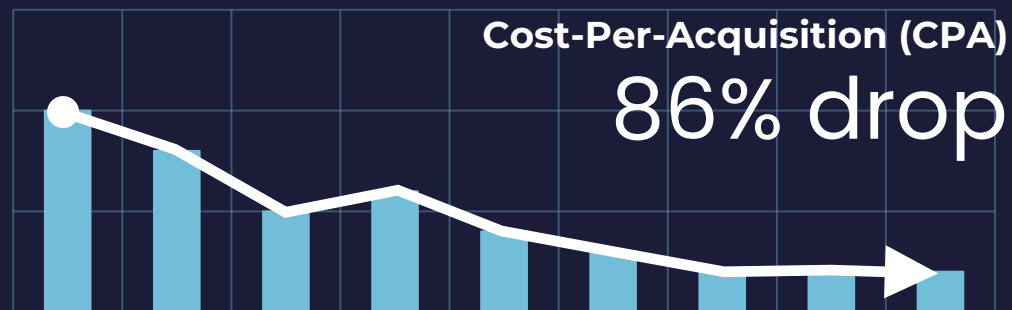
Powerhouse Collaborations with Influencers

Young With Solutions orchestrated remarkable collaborations between **Synthesia** and a cadre of TikTok influencers, catapulting the software's potential and captivating an expansive audience.



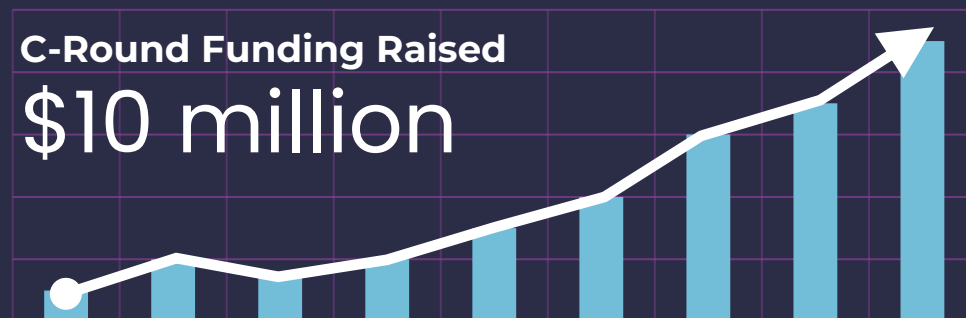
An **Epic 86% Drop** in Cost-Per-Acquisition (CPA)

Our engineered TikTok campaign delivered an extraordinary **86% reduction in Cost-Per-Acquisition (CPA)**. This marked a pivotal shift in **Synthesia's** marketing strategy, showcasing the capabilities of **Young With Solutions** in optimizing marketing efficiency.



Raised an impressive **\$10 million** in C-round funding

The crowning achievement was Synthesia's triumphant raise of an impressive **\$10 million** in C-round funding. This success was made possible through the explosive interest generated by TikTok and the unwavering support of **Young with Solutions**.



Transformative Partnership

Synthesia's journey is a testament to the remarkable synergy between a forward-thinking software company and a strategic partner like **Young With Solutions**.

With TikTok's dynamic stage as a powerful catalyst, coupled with our relentless creativity and ingenuity, the possibilities for growth and market expansion are boundless.

