TikTok Livestream Affiliate Marketing for Them Store NB

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***Abstract*—This undergraduate thesis examines fashion affiliate livestreams for Them Store NB through the Punn Closet TikTok account. The student describes the livestream selling workflow, current channel practice, viewer interaction, and proposals to improve scripts, product presentation, and platform marketing. The final chapter frames livestream as a potentially useful way to reach shoppers and support sales, but explicitly limits generalization because the case concerns one fashion account and a short period. The reviewed conclusion does not provide independently reconciled transactions that would establish a causal revenue effect. This English summary presents the operating case and recommendations while separating platform exposure from verified purchases and long-term business performance.**

***Index Terms*—livestream commerce, affiliate marketing, TikTok, fashion retail, viewer interaction**

I. Introduction

Livestream affiliate selling combines real-time product demonstration with links to a merchant's catalog. Its outcome depends on content, interaction, product relevance, and purchase completion. The thesis asks what Punn Closet's fashion sessions reveal about Them Store NB's TikTok activity and how the process could be improved [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student reviews the account's livestream activity and affiliate-marketing concepts, analyzes product and viewer interaction, and develops recommendations for scripting, presentation, and engagement. The evidence is a single-account case collected within a limited period. The source does not establish a matched non-livestream comparison, a full order-attribution ledger, or long-run repeat-purchase data [1].

III. Results

The manuscript describes an active livestream affiliate workflow and identifies content and interaction practices that could be improved. Its final assessment emphasizes proposed changes rather than an audited before-and-after sales effect. The case provides concrete operational recommendations for sessions, product explanations, and viewer questions. It does not establish a verified increment in profit attributable to livestreaming [1].

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IV. Discussion

A session can create attention without producing completed orders. Evaluation should therefore retain dated live analytics, product clicks, attributed orders, refunds, commission, and production cost. The thesis's short window and one-account scope limit transfer to other fashion sellers. Earlier ICTU online-sales and brand projects offer context for customer contact and product presentation [1].

V. Conclusion

The thesis analyzes Punn Closet's affiliate livestreams for Them Store NB and proposes practical improvements. Its contribution is a bounded operational case. The sales impact and transferability of the proposals remain to be tested with longer and reconciled data [1].

References

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