DRAFT v2 · NOT PUBLISHED

MADA

Official TikTok Shop US Partner

FREE · FOR ANY BRAND THAT ASKS

Your TikTok Shop, audited by an Official Partner

Send us your shop link. In 1–2 business days you get a scored PDF report on the six areas that decide GMV, with the three fixes we'd make first.



Mike Dos

Founder of MADA · reviews every audit

Official TikTok Shop Partner

FROM MIKE

Why we audit for free



Mike Dos
Founder, MADA
Official TikTok Shop
Partner (US)

Most shops that stall on TikTok Shop don't have one big problem. They have three or four small ones in different places: a listing that doesn't convert, a commission that creators ignore, videos that show the product instead of the result, ads switched on too early.

From the outside, those look like "TikTok isn't working for us". From the inside of Seller Center, they're fixable, and usually in a predictable order. That order is what this audit gives you.

I review every audit before it goes out. Sometimes the honest answer is that the shop isn't ready for more spend yet, and you'll hear that from us too. The report is yours to keep whether we ever work together or not.

Mike
Mike Dos · Founder of MADA

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your shop's version

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+ how it works

01 What we review

Six areas, each scored 0–5 from what is publicly visible on your shop and listings, plus anything you choose to share.

AREA	SCORE	WHAT WE LOOK AT
1. Listings & SEO	☐☐☐☐☐	Titles, images, first frame, keywords buyers search on TikTok
2. Offer & pricing	☐☐☐☐☐	Bundles, multi-packs, price vs fee stack, reorder logic
3. Affiliate program	☐☐☐☐☐	Commission set-up, free samples, how many creators are selling
4. Creator content	☐☐☐☐☐	Volume, hooks, whether videos sell the use rather than the product
5. Brand account & LIVE	☐☐☐☐☐	Posting rhythm, LIVE use, product card
6. Ads & scaling readiness	☐☐☐☐☐	Spark Ads / GMV Max behind proven videos, stock depth

You get

A scored PDF report + the 3 fixes we'd make first, signed by Mike

Optional

A 30-min Google Meet with Mike to walk through it

Not included

Seller Center access. We never ask for logins

02 Your report looks like this

Yellow fields are filled in by hand for each shop. FORM = from your request · MADA = written by our team.

Audit

Shop: [shop name] FORM

Category: [category] FORM · reviewed [date] MADA by Mike Dos, Founder

[__]/30

overall score MADA

Listings & SEO

Offer & pricing

Affiliate program

Creator content

Brand account & LIVE

Ads & scaling

Grey bars = illustration only.

The three fixes we'd make first MADA

1

[Fix, why it matters, effort: low/med/high]

2

[Fix, why it matters, effort]

3

[Fix, why it matters, effort]

Category context MADA

[2–3 lines from our 2026 category benchmarks for this shop's category (affiliate share, video/LIVE/card split, average revenue per shop), with the Kalodata source line.]

Mike's note MADA [2–3 sentences in Mike's words: the one thing he'd do this week]

— Mike Dos, Founder of MADA

03 Who it's for, and how it works

The audit is free for every brand that asks. There is no revenue minimum.

All we need

- [ ] **A live shop or store link**
  TikTok Shop, Amazon or Shopify.
- [ ] **An email to send the report to**
- [ ] **Revenue and category are optional**
  They help us compare your shop with similar ones.

How it works

1	Fill in the form: shop link and email (name, revenue and category optional)
2	You get a confirmation email right away
3	Our team's audit process reviews your shop's public data
4	Your PDF report arrives in 1–2 business days
5	Optional 30-min Google Meet with Mike to walk through it

Results from shops we run

$149,744
Food & Beverage brand GMV, first 40 days

$283 → $24K
sea moss brand monthly GMV in four months

$1.5M
supplement brand GMV in 180 days

Individual client accounts, Seller Center reporting, from wearemada.com/case-studies/. Selected engagements, not averages.



Request your free audit

wearemada.com/free-tiktok-shop-audit/ · or book a Google Meet with me now. — Mike

Book a call →

calendly.com/wearemada/web