



Ad Strategy Snapshot

How Cosmetics Companies are Utilizing Paid Social Media to Grow Their Brands

This report uses BrandTotal marketing intelligence over a 60 day period [6/10/19 - 8/8/19] and dives into the paid social media advertising strategies of the Cosmetics Industry within the U.S.

In This Report

Cosmetics Industry Ad Analysis

This report analyzes how major cosmetics brands use different social platforms and targeting strategies to achieve their goals.

Audience Targeting Strategy

Age-range targeting trends for paid social media campaigns across Facebook, YouTube, Instagram, and Twitter.

Top Performing Creatives

Top performing ad creatives across the Cosmetics Industry competitive landscape to gain an understanding of what types of content and themes resonate best with their target audience.

Brand Insights

Insights into key messages, brand positioning, sales strategies, and product promotions.

Engagement Metrics

Engagement metrics for top performing posts across the Cosmetics Industry competitive landscape.

Definitions

Creative

An individual piece of content (like a photo or video) used within an advertising or marketing campaign to portray a product or brand message.

Dark Marketing

An all-encompassing, multichannel strategy where advertisers target a specific audience segment with ads that are invisible to any user outside of that audience segment.

Today, 90% of Twitter ads, 85% of Facebook ads and 60% of YouTube ads are “dark” or hidden from public view.

Media Mix

The distribution of a brand’s messages/ creatives/ads across various channels recorded as a percentage.

Engagement

A spectrum of consumer advertising activities and experiences—cognitive, emotional, and physical—that will have a positive impact on a brand. - IAB

Brands in This Report



Glossier.

HUDA BEAUTY

ESTÉE LAUDER L'ORÉAL PARIS MAYBELLINE NEW YORK SEPHORA



Social Media Mix & Demographics



Campaign Analysis

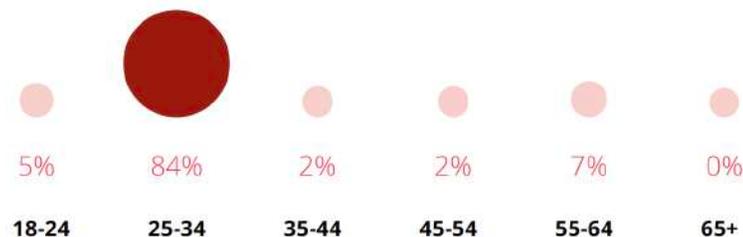
Kylie Jenner has parlayed her initial TV and modeling success into a cosmetics empire. The 22-year old with 145m Instagram followers launched her Kylie Cosmetics brand in 2015, and the star's net worth is estimated at \$1 billion.

Jenner uses her social media influence to power the brand – with no paid media spending on social channels. Like Huda Beauty, despite spending the least across the industry, these brands had the most engagement in terms of likes, comments, and shares across the category.

Kylie Cosmetics is dominating in the 25-34 age range, which makes up 84% of the brand's social media audience during the 60 day reporting period. This is compared to the rest of the space, whose audience composition of 25-34-year-olds was only 24%.

As expected, Instagram is the biggest channel for the company, distantly followed by Facebook, with almost no activity on Youtube and Twitter.

Age Range Targeting



Top Creatives



♥ 8.2k

Instagram Dark Ad: " #UnderTheSea Summer Collection is HERE!! Shop the Summer Vibes at KylieCosmetics.com"



♥ 51.1k

Instagram Dark Ad: "WANT \$5 OFF?! Download the Kylie Cosmetics app now to receive \$5 off your purchase on the app with code "KYLIE-APP5" Also shop all Extended Palettes for 25% off"

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HUDA BEAUTY

Social Media Mix



Campaign Analysis

Huda Kattan has leveraged her phenomenal YouTube following into a reported net worth of over \$610m. The success of her Huda Beauty cosmetics brand, valued at \$1.2 billion, like Kylie Cosmetics, has been achieved with minimal paid social campaigns.

Looking at the social media mix that drives the brand, Huda Beauty's major focus is Instagram, with Facebook next at 11%. Unlike Kylie Cosmetics, however, 10% of the brand's social spread is from Youtube, which makes sense given Kattan's focus on this channel.

Top Creatives



♥ 525.3k 4.4m Views

Instagram Organic Post: "Happy Friday LOVE this look!!What do you guys think? Makeup by @ilahahajiyeva @hudabeautyshop Easy Bake Powder, Lip Strobe, Faux Filter Foundation, Nude Palette"

Top Creatives



♥ 534k

Instagram Organic My boo's BDAY is tomorrow @silverfox08 Help me wish him a happy birthday! @silverfox08 @huda



♥ 1m

Instagram Organic Ad: "How gorgeous is this Brazilian beauty?! @francinyehlke Should we launch in Brazil? Comment a if we should Products Used- @hudabeauty #fauxfilterfoundation (1st & 2nd video) "

Paid Social Media Mix & Demographics



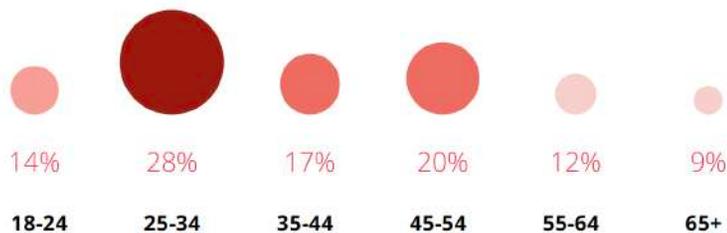
Campaign Analysis

Paris-based Sephora’s international chain of stores, owned by luxury conglomerate LVMH, is a multi-billion dollar business that sells both its own products and some of the biggest names in the cosmetics world.

Out of all the brands in this report, Sephora’s gender targeting registered the highest skew toward male users, with a split of 83% female to 17% male users. The other brands in the analysis had audiences made up almost entirely of women, ranging from between 95% and 100% female.

Sephora’s social media mix and ad campaigns show a strong presence on Instagram and Facebook, with some activity on YouTube and almost nothing on Twitter.

Age Range Targeting



Top Dark Creatives



♥ 37.8k

Instagram Dark Ad: “Raise your hand if you’re curious about CBD skincare. We scoured the scene for the best of the best. Ready to see what the buzz is about? <https://seph.me/2W-dACbd>”



♥ 11.8k

Instagram Dark Ad: “What’s your next fave lipstick? Our quiz knows”

Glossier.

Paid Social Media Mix & Demographics

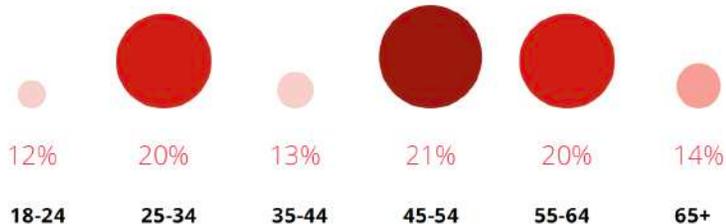


Campaign Analysis

Direct-to-consumer powerhouse Glossier has been focusing their ad strategy primarily on conversion ads, directing users to “shop now” or “buy now” with links directly to their online store.

The brand has been utilizing Facebook as the main traffic driver to their e-commerce site. Their media mix shows 59% of their impressions being generated on Facebook, 24% on Youtube, 17% on Instagram and the remainder (less than 1%) on Twitter. Additionally, 91% of the brand’s Facebook posts are sponsored dark ads.

Age Range Targeting



Top Creatives



♥ 110.7k
Instagram Dark Ad: “Meet Balm Dotcom: our cult-favorite skin salve. Now in seven flavors, collect them all. Save 10% on your first order.”



♥ 81.8k 📺 9m Views
Instagram Dark Ad: “Full, groomed brows + sheer matte lips. Save \$4 with the Boy Brow + Generation G Duo, for a limited time.”

Paid Social Media Mix & Demographics



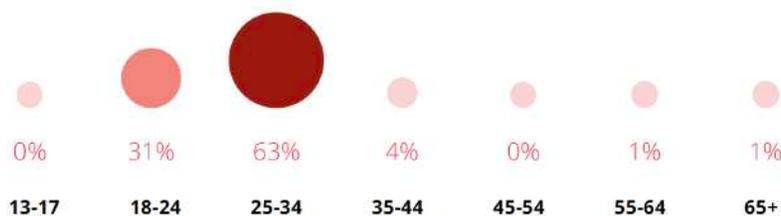
Campaign Analysis

Maybelline New York, started 104 years ago and now a subsidiary of L'Oréal, has for some time been a household name across the globe. The brand has had to continuously re-invent itself to stay relevant – for example, moving away from its famous slogan “Maybe she’s born with it. Maybe it’s Maybelline” to a more direct “Make it happen”.

This reinvention is reflected in its social marketing strategy. The company is aggressively targeting younger audiences, having run strong campaigns targeted towards users in the 18-34 age range. A hugely significant 94% of their ad impressions were received by users within that age range.

Like the fast-moving “social-born” brands such as Huda Beauty or Kylie Cosmetics, the majority of Maybelline New York’s social presence is to be found on Instagram. This is followed by Facebook in a distant second, with almost no activity on YouTube or Twitter.

Age Range Targeting



Top Creatives



♥ 17.9k

Instagram Dark Ad: “ Find the shade that feels made for your skin tone. Enjoy \$3 off any Maybelline foundation when you invite us to your inbox.”



♥ 5.3k 📺 308.3k Views

Instagram Dark Ad: “Now’s your chance to win an unforgettable #DreamUrbanWeekend in NYC to celebrate our new Dream Urban Cover Foundation. In partnership with @rebeccaminkoff @dreamhotels @phillipechownyc”



Paid Social Media Mix & Demographics

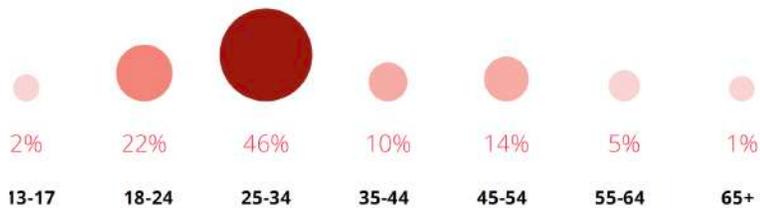


Campaign Analysis

Urban Decay, another subsidiary of L'Oréal, is headquartered in Newport Beach, California. Famous for their Naked collection, the company projects an edgy image to stand out from other brands in this space.

Consistent with its focus on a younger, edgier clientele, Urban Decay's focus has been on Instagram, with Facebook and YouTube trailing in terms of social mix. Unsurprisingly, mobile has been the delivery method of choice for the brand. 71% of their ad impressions were generated on the mobile-first Instagram platform.

Age Range Targeting



Top Creatives



♥ 289.6k 👁 4.1m Views

Instagram Dark Ad: "To embody the vision that beauty is not about standards, Urban Decay has partnered with five individuals who are Pretty Different. They are unique, they are powerful, they are inspiring, they push boundaries. THEY ARE THE UD GLOBAL CITIZENS: CL, Ezra Miller, Joey King, Karol G and Lizzo. @ChaelinCl @JoeyKing @KarolG and @Lizzobeeating. Watch their full intro using the link in our bio."



♥ 65.5k 👁 839.4k Views

Instagram Dark Ad: "Say hello to UD's ALL-NEW Stay Naked Collection: 50 shades of long-wear foundation, 25 shades of Correcting Concealer (+ 2 Pro Customizers!), 12 shades of Vice Lip Chemistry"

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Paid Social Media Mix & Demographics

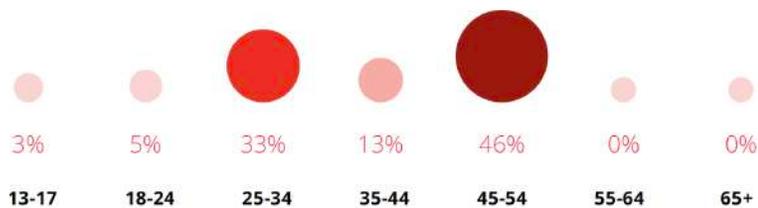


Campaign Analysis

Founded in 1909, L'Oréal has become a global force in the cosmetics industry. It's the world's largest company in this sector, with annual revenues of around \$30 billion. Many popular brands are owned by the company, including Lancôme and Essie.

The brand shows a social mix unlike any other in this study – with 93% of the brand's social spread focused on YouTube, 5% on Instagram and only 1% on Facebook and Twitter.

Age Range Targeting



Top Creatives



Youtube Dark Ad aimed at getting people to purchase the Loreal "Ever Pure" products



♥ 2.1k

Instagram Dark Ad: "Summer-proof your makeup with our Full Wear concealer! Full 24H coverage that resists water, sweat & transfer."

ESTÉE LAUDER

Paid Social Media Mix & Demographics

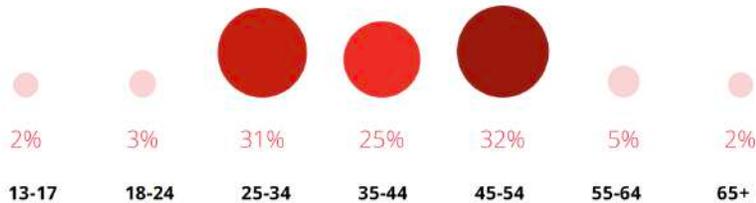


Campaign Analysis

With annual revenues of around \$13 billion, Estee Lauder has built an empire out of the New York-based cosmetics brand. The company has launched several successful brands in-house, including Clinique and Aramis, and also owns brands such as MAC Cosmetics, Smashbox and Bobbi Brown.

The company has a more balanced social mix than say L'Oréal Paris, with a focus on Instagram, but with around a third and a fifth of social focus on Facebook and Youtube respectively. This dovetails with a strategy of focusing on the opportunity of younger consumers who can be found on Instagram, while still satisfying their base of traditional consumers on Facebook and Youtube.

Age Range Targeting



Top Creatives



♥ 8.6k

Instagram Dark Ad: "Start the day with YOU and Revitalizing Supreme+, a multi-tasking moisturizer that does more than just hydrate skin. With powerful anti-oxidants and hyaluronic acid, skin stays nourished all day."



♥ 38.6k

Instagram Dark Ad: "In case of skin SOS: @iluvsaraii hits the reset button by pairing #AdvancedNightRepair serum with NEW Advanced Night Repair Intense Reset Concentrate during her nighttime skincare routine. The formula is packed with nourishing antioxidants and 15X concentrated hyaluronic acid to hydrate skin for 24 hours. #esteepartner"

BrandTotal for Marketers

BrandTotal is a marketing technology company that provides a competitive intelligence platform enabling brands to discover, track and analyze paid social media activity across their competitive landscape.

Dark posts, highly targeted, personalized ads that are only viewable by the targeted audience, are creating a massive blind spot for competitive marketers.

BrandTotal technology can “see” any ad that gets published across Facebook, YouTube, Twitter, Instagram and LinkedIn, and can identify which brand published the ad, what audience type (age, gender, location) viewed the ad, what platform it was published on, the time of day, and all the engagement metrics (likes, shares, views). The platform can also group the ad into a specific targeted campaign.

All this is provided within a marketing dashboard that tracks all of your competitor’s social media ad campaigns and shows you competitive intelligence on every ad they publish.

Real-Time Competitive Insights for Brand Marketers



Find out what your **competitors** are doing across digital & social

Request a demo at brandtotal.com/get-a-demo

