SOCIAL MEDIA COMPETITIVE ANALYSIS

Essie vs. Beauty Brands, Sept. - Dec. 2017

Rival IQ

INTRODUCTION

A social media competitive analysis will serve to provide awareness of how your competitors are using social media to engage their customers and potential customers. It will reveal standouts on each channel and highlight areas for improvement. You'll also better understand how your social media performance compares to the competition.

In this report, you'll see a comparison of essie against 7 other brands in the beauty space. Please note that a competitive analysis doesn't strictly require competitors. We encourage Including other brands in your analysis that aren't direct competitors. You'll get a more complete view of your social marketing that way.

WHAT THIS REPORT COVERS

In the following report, you'll find:

- Executive Summary
- Competitive Landscape Definition
- Channel Analysis
- Positioning Review
- Metrics Review
- Visual Content Review
- Hashtag Review
- Post Type Review
- Boosted Posts Review

EXECUTIVE SUMMARY

A brief overview of our findings.

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EXECUTIVE SUMMARY

- This social media competitive analysis covers the **four month period from Sep 17 - Dec 17**, and it compares **essie's** social media to 7 other brands including Tarte and Urban Decay.
- Instagram is still the engagement driver, and **essie's per-post engagement rate of 1% is 2nd best in the landscape**. UGC is responsible for essie's top posts on Instagram.
- There are a number of hashtag opportunities on Instagram that essie could be realizing.
- Pinterest and YouTube are still seeing **strong audience growth** and investment from some brands like Tarte Cosmetics.
- While video posts get good engagement on Facebook, **photos outperform videos on Instagram by 2.25X**.

COMPETITIVE LANDSCAPE

Who are the companies we're comparing?

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COMPANIES WE'RE ANALYZING

essie

bare Minerals®

benefit

JULEP

LUSH FRESH HANDMADE COSMETICS

SOAP & GLORY™

tarte™

UD

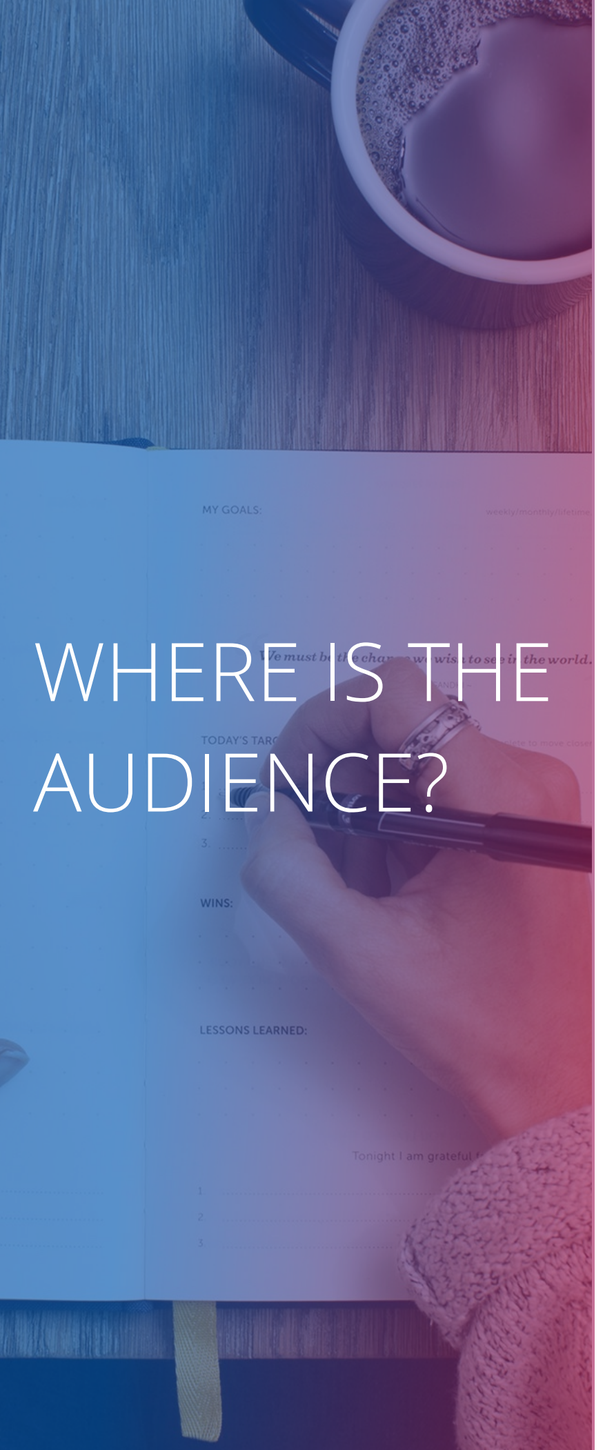
WHAT CHANNELS MATTER?

Our goal is to identify which channels have substantial audiences and are growing.

WHERE DO EACH HAVE A PRESENCE?

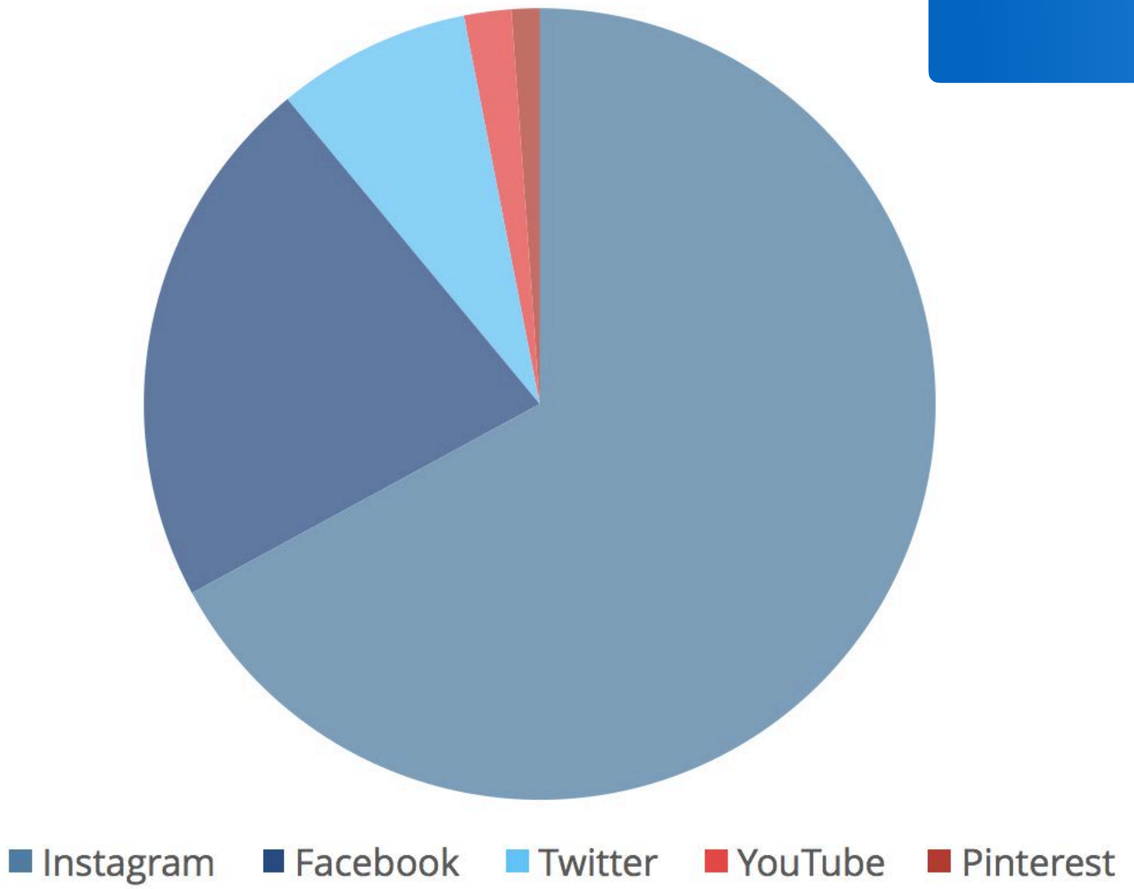
essie **Focus Company** essie.com	✓	✓	✓	✓	✓
bareMinerals bareminerals.com	✓	✓	✓	✓	✓
Benefit benefitcosmetics.com	✓	✓	✓	✓	✓
Julep julep.com	✓	✓	✓	✓	✓
LUSH lush.com	✓	✓	✓	✓	✓
Soap and Glory soapandglory.com	✓	✓	✓	✓	✓
Tarte Cosmetics tartecosmetics.com	✓	✓	✓	✓	✓
Urban Decay urbandecay.com	✓	✓	✓	✓	✓

Each of the companies in this analysis is on each of the major social channels.

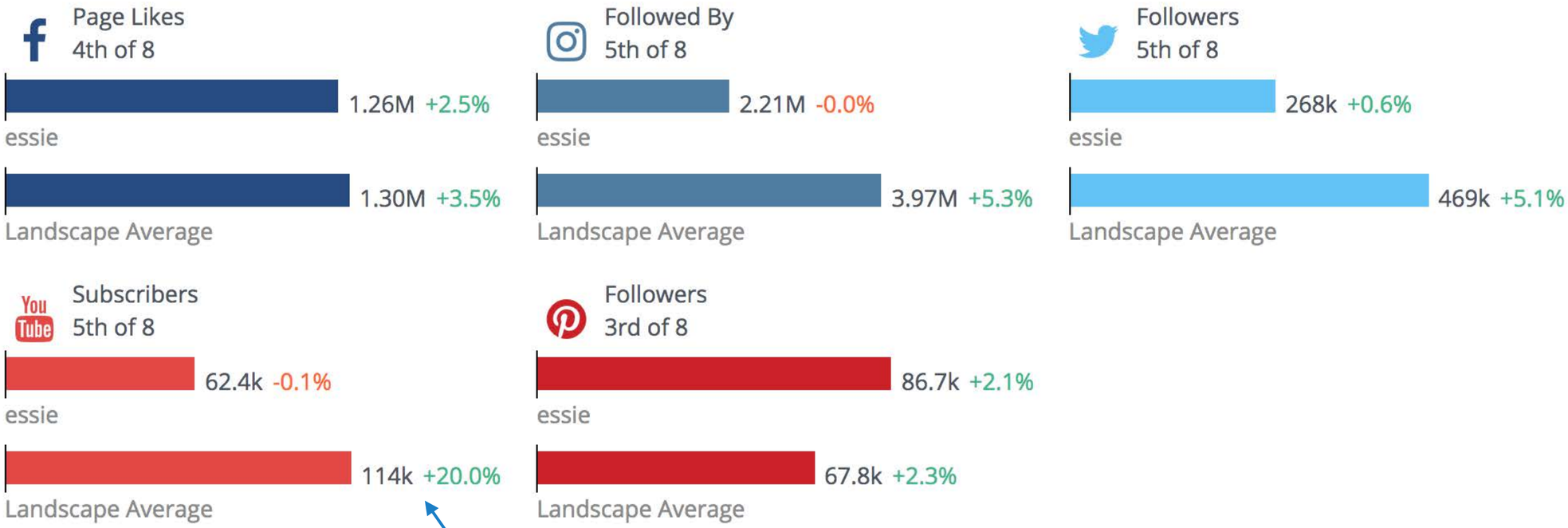


WHERE IS THE AUDIENCE?

The average following of each company is largest on Instagram, Facebook, then Twitter.



WHERE IS THE AUDIENCE GROWTH?

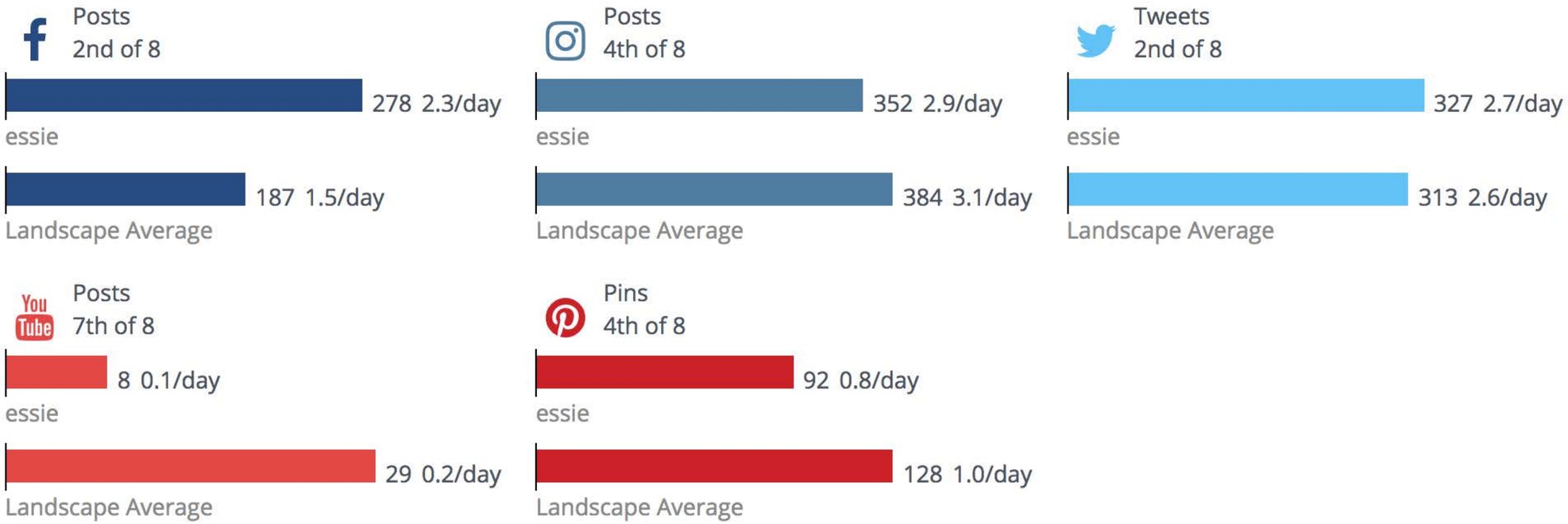


YouTube Subscribers growing 20% on average over the last 4 months of 2017!

Instagram is still showing +5.3% growth, and Twitter and Facebook aren't far behind.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

WHERE IS THE POSTING HAPPENING?



All of the channels are very active in this landscape.

essie's posting is roughly inline with every other brand in this landscape. The two deviations are on Facebook (about 50% more than average) and on YouTube (only about 25% of average).

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

POSITIONING REVIEW

What words do companies use to describe themselves in their bios?

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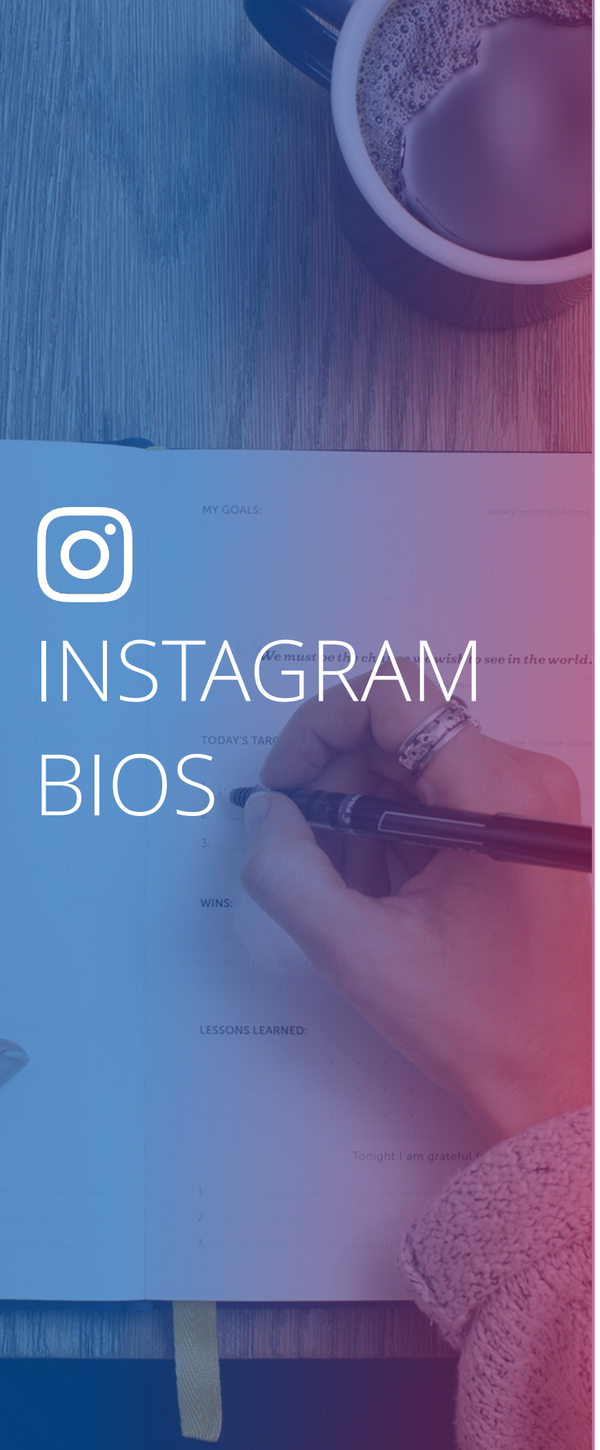


INSTAGRAM BIOS

Company	Inst. Description	Inst. Description Length
1. Tarte Cosmetics	high-performance natural beauty 🌻 Cruelty Free 👸 parabens, gluten, mineral oil. #rethinknatural #tarteskin Snapchat 👻 & Musical.ly 🎤: tartecosmetics	153
2. essie	official page for sharing the #essielove around the world. essie makes life colorful-- be sure to tag @essiepolish for a chance to be featured! 💞	146
3. Urban Decay	We love it when you tag us! If we like what we see, we may share your posts on our site and social media. For complete Terms: http://ow.ly/LjanB	144
4. Soap and Glory	THE BEST BANG FOR YOUR BEAUTY BUDGET. 💖💋 Tag us in your #SoapandGlory snaps to be featured! 📸🎉 Shop our Instagram via the link below ⬇️⬇️⬇️	143
5. Julep	Creators of unique beauty products and supporters of fearless experimentation. Every day is a chance to #BravePretty	116
6. LUSH	With 17 new luxurious Bath Oils to choose from, there's one to fit your #CurrentMood. 😏😋😊	92
7. Benefit	Show us what you've got, gorgeous! Tag your pics with #benefit! 👻: benefitbeauty	81
8. bareMinerals	Be Original. Be Natural. Be Good. #gobare Shop Here:	52

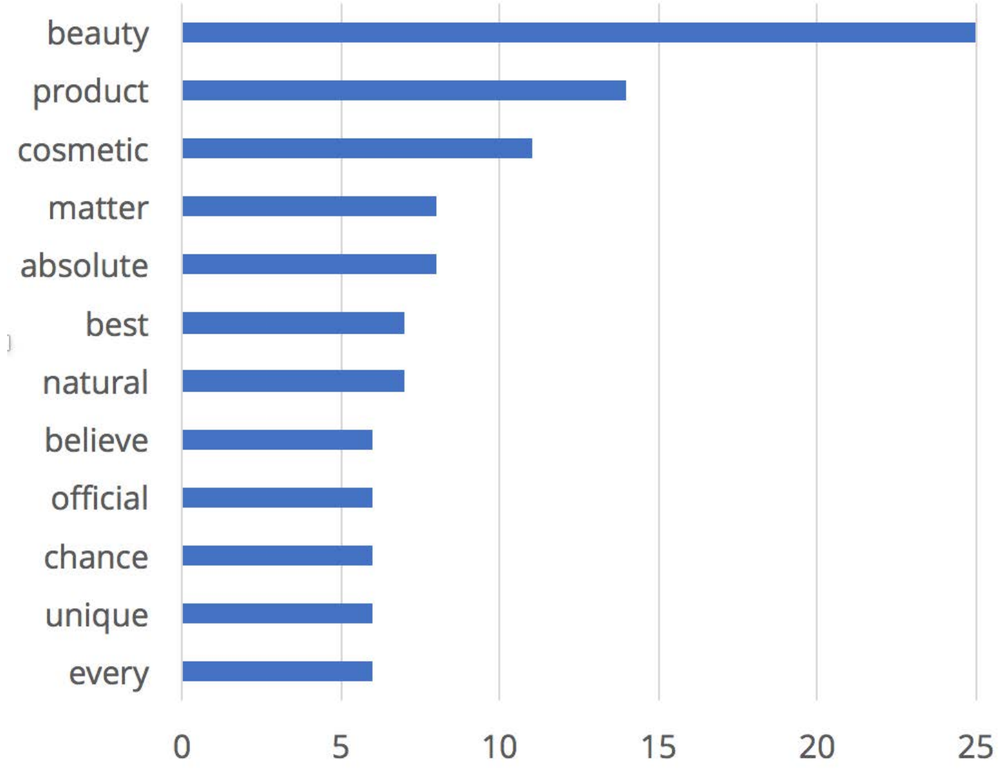
FACEBOOK BIOS

Company	FB Description	FB Description Length
1. LUSH	LUSH North America's official Facebook page! 100% Against Animal Testing 100% Vegetarian 83% Vegan* 60% Unpreserved* 38% Unpackaged* *Figures subject to alteration due to product availability	192
2. Julep	Creators of unique beauty products & customizable monthly boxes. Supporters of fearless experimentation. Believers in every day as a chance to Brave Pretty	155
3. Soap and Glory	At Soap & Glory, we give you THE BEST BANG FOR YOUR BEAUTY BUDGET, because we believe while beauty absolutely matters, it doesn't matter absolutely.	148
4. essie	Like us to become an essie insider and to be the first to know about new shade collections, products and special promotions.	124
5. Benefit	Laughter is the best cosmetic...so grin and wear it! Contact customercare@benefitcosmetics.com or 1-800-781-2336	112
6. Tarte Cosmetics	tarte.com: tarte cosmetics pioneers high-performance naturals™	62
7. bareMinerals	Be Original. Be Natural. Be Good. #SharetheBare	47
8. Urban Decay	Beauty with an Edge™	20

TWITTER BIOS

Company	TW Bio	TW Bio Length
1. Urban Decay	The official Twitter account for Urban Decay Cosmetics. Created by makeup junkies, for makeup junkies 💜 Snapchat: UrbanDecaySnaps #BeautyWithAnEdge #UrbanDecay	160
2. Julep	Creators of unique beauty products and customizable monthly boxes. Supporters of fearless experimentation. Believers in every day as a chance to #bravepretty.	158
3. Soap and Glory	THE BEST BANG FOR YOUR BEAUTY BUDGET, because we believe while beauty absolutely matters, it doesn't matter absolutely. INSTAGRAM: @soapandglory	145
4. Tarte Cosmetics	High-performance natural beauty ✨ cruelty free ✨ vegan friendly ✨ snap: tartecosmetics ✨ no parabens, gluten, phthalates, mineral oil.	134
5. essie	America's Nail Salon Expert. Since 1981. Beauty is not just a pretty face. Follow us on Snapchat: essielovesnaps	112
6. Benefit	The official twitter of Benefit Cosmetics. Laughter is the best cosmetic! Add us on Snap! 👻: benefitbeauty	107
7. LUSH	LUSH Fresh Handmade Cosmetics - purveyor of fine handmade cosmetics	67
8. bareMinerals	Be Original. Be Natural. Be Good. #SharetheBare	47

WORD FREQUENCY IN BIOS

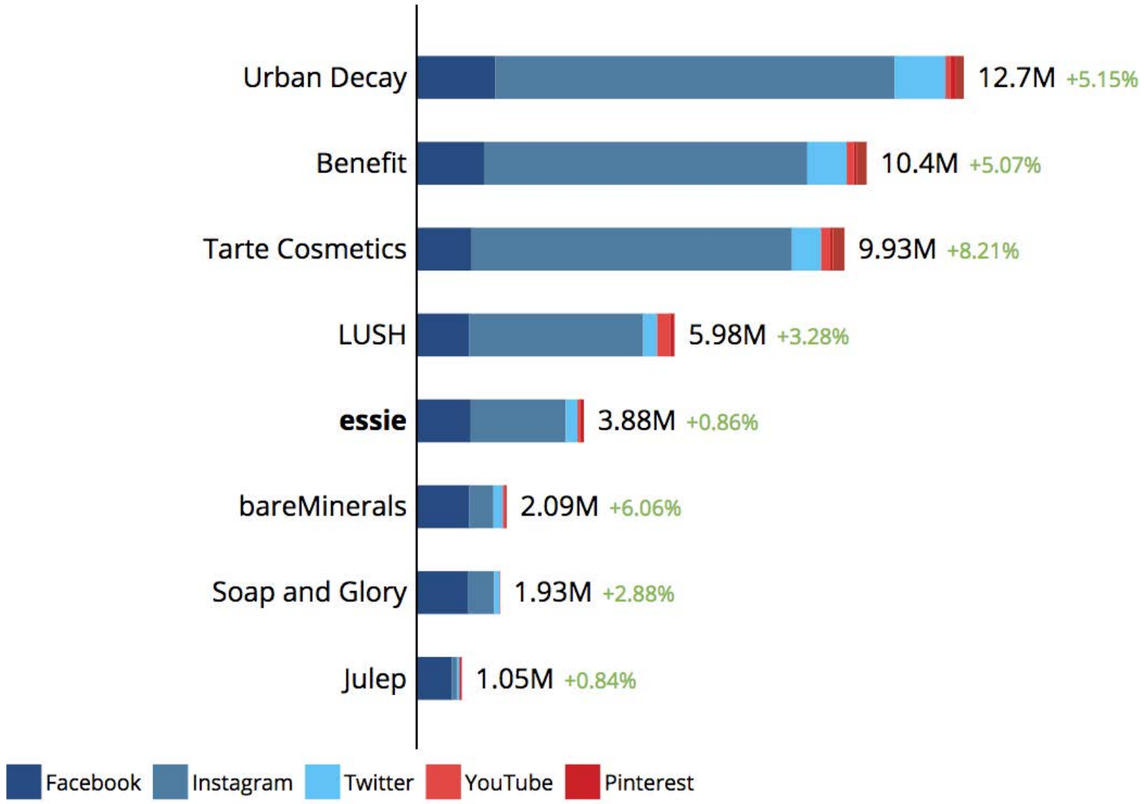


METRICS REVIEW

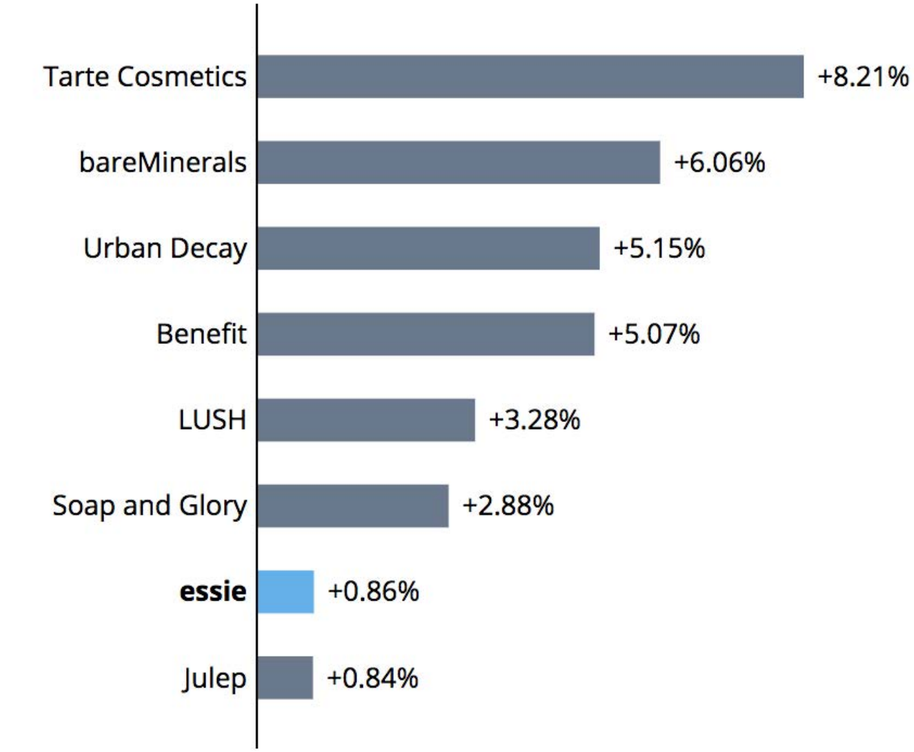
How do the various brands compare across audience, activity, and engagement metrics, both cross-channel and by channel?

CROSS-CHANNEL AUDIENCE

AUDIENCE, WITH GROWTH %



GROWTH IN AUDIENCE



essie is middle of the pack for audience size, and 7th of 8 for growth over the last 4 months.

Tarte and **Urban Decay** are both big and growing the fastest.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

AUDIENCE, BY CHANNEL

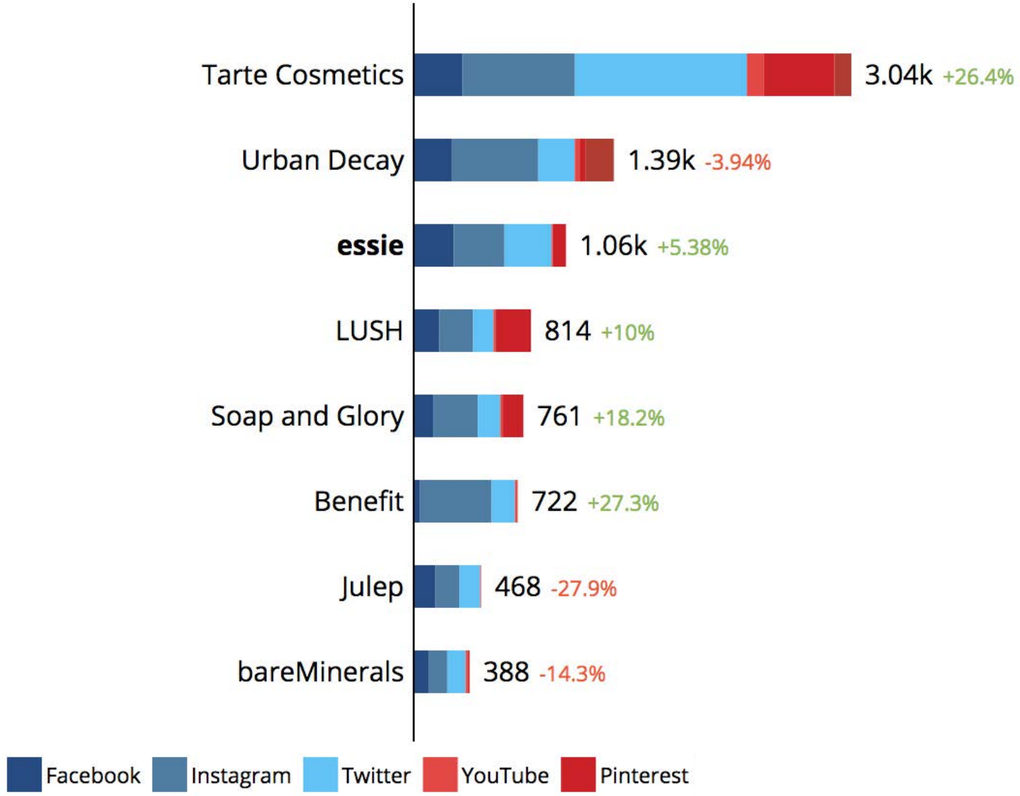
Company	Inst. Followers	Inst. Followers, % Change	FB Page Fans	FB Page Fans, % Change	TW Followers	TW Followers, % Change	Cross-Ch. Audience
1. Urban Decay	9.26M	+5.5%	1.83M	+3.5%	1.18M	+5.4%	12.7M
2. Benefit	7.50M	+6.1%	1.56M	+1.5%	913k	+4.5%	10.4M
3. Tarte Cosmetics	7.43M	+6.2%	1.28M	+13.0%	675k	+11.9%	9.93M
4. LUSH	4.04M	+3.2%	1.21M	+2.0%	325k	+0.4%	5.98M
5. essie	2.21M	-0.0%	1.26M	+2.5%	268k	+0.6%	3.88M
6. bareMinerals	561k	+13.6%	1.22M	+4.1%	216k	+1.6%	2.09M
7. Soap and Glory	600k	+5.5%	1.20M	+1.6%	115k	+3.5%	1.93M
8. Julep	120k	+9.3%	811k	-0.3%	55.9k	+0.8%	1.05M

essie saw flat Follower growth on Instagram, but added 2.5% to their Facebook fans. **Tarte** and **Urban Decay** really outgrew the landscape during this period.

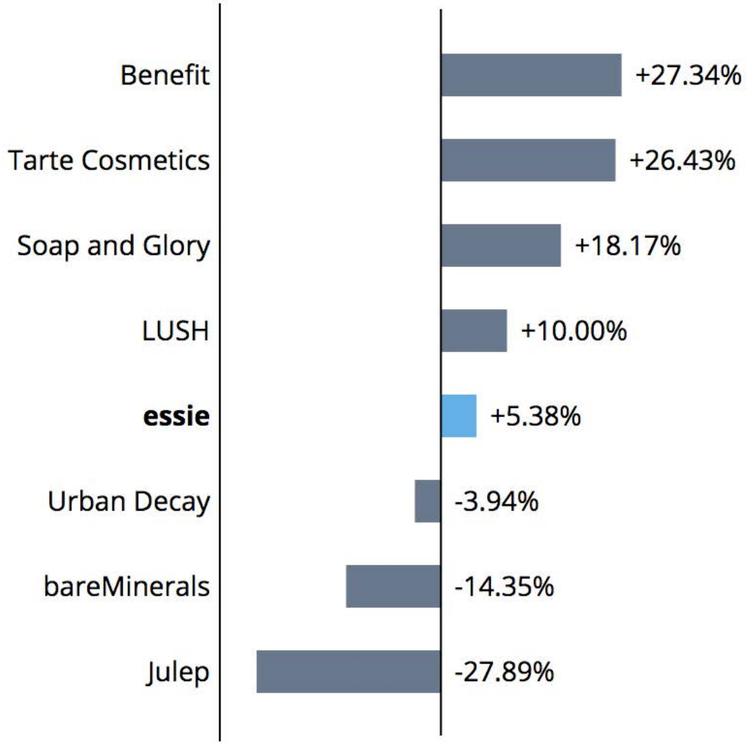
Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

CROSS-CHANNEL ACTIVITY

POSTING ACTIVITY, WITH GROWTH %



GROWTH IN POSTING ACTIVITY



By posting volume, **essie** is near the top of this group, with more than 1.06k posts in the last 4 months. **Tarte** really posts much more than everyone else, with 3.04k posts in 4 months.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

ACTIVITY, BY CHANNEL

Company	Inst. Posts / Day	Inst. Posts / Day, % Change	FB Posts / Day	FB Posts / Day, % Change	TW Tweets / Day	TW Tweets / Day, % Change	Cross-Ch. Posts / Day
1. Tarte Cosmetics	6.39	+1.8%	2.79	+120.8%	9.78	+6.5%	24.9
2. Urban Decay	4.90	+13.9%	2.18	-4.0%	2.07	-7.0%	11.4
3. essie	2.89	-3.6%	2.28	+69.5%	2.68	-12.8%	8.66
4. LUSH	1.93	+5.9%	1.46	-4.3%	1.16	+1.4%	6.67
5. Soap and Glory	2.54	+21.6%	1.11	+36.4%	1.28	+7.6%	6.24
6. Benefit	4.10	+22.2%	0.34	-8.9%	1.33	+57.3%	5.92
7. Julep	1.38	-12.0%	1.22	-32.0%	1.19	-36.1%	3.84
8. bareMinerals	1.05	-31.9%	0.87	+49.3%	1.03	-9.4%	3.18

essie was consistent on Instagram and increased their Facebook output, by 70%. **Tarte** more than doubled their Facebook output.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

HOW DID TARTE INCREASE THEIR OUTPUT BY 25%?

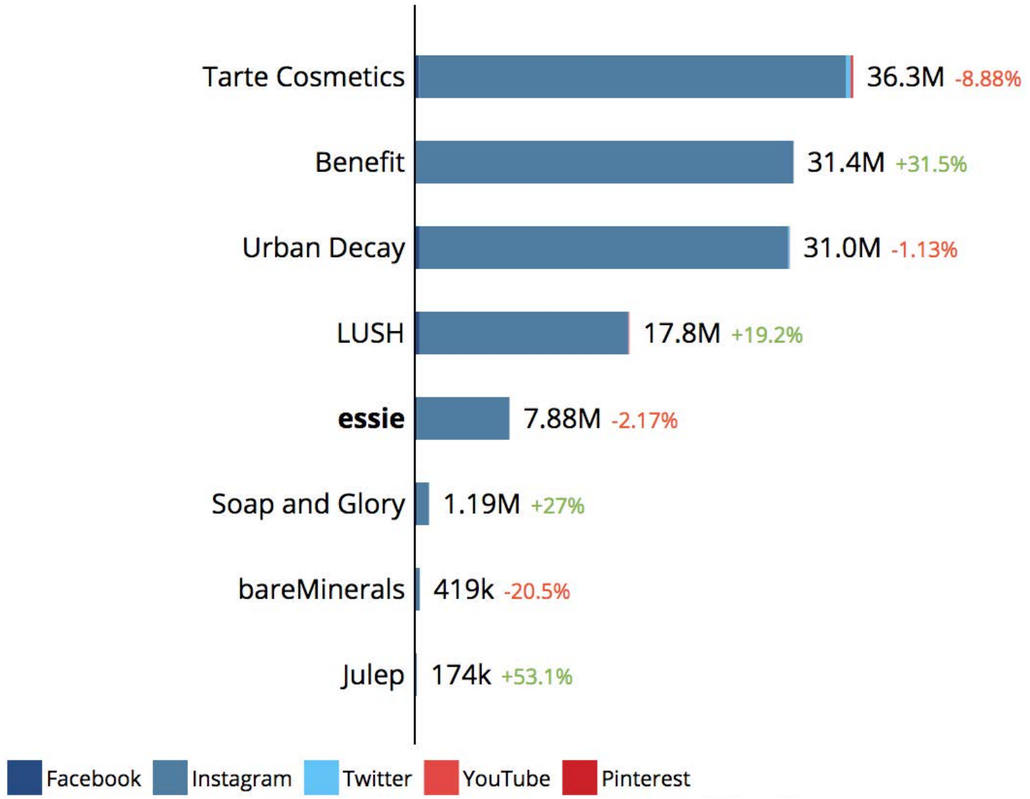
Metric	Current	% Change	Previous	Abs. Change
Facebook Posts / Day	2.79	+120.8%	1.26	1.52
Instagram Posts / Day	6.39	+1.8%	6.28	0.11
Twitter Tweets / Day	9.78	+6.5%	9.18	0.60
YouTube Posts / Day	0.98	+85.9%	0.52	0.45
Pinterest Pins / Day	4.01	+106.3%	1.94	2.07

Over the previous time period, **Tarte** had consistent output on Instagram and Twitter. Their growth came from doubling output on Facebook, YouTube, and Pinterest.

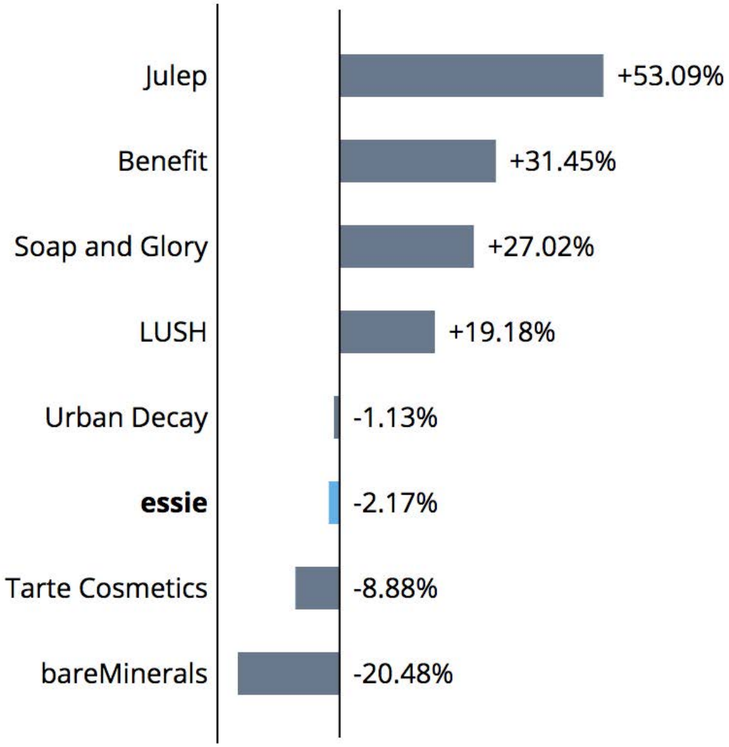
Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

CROSS-CHANNEL TOTAL ENGAGEMENT

TOTAL ENGAGEMENT, WITH GROWTH %



GROWTH IN TOTAL ENGAGEMENT



essie is middle of the pack for total engagement, and lost 2% over the last 4 months.

Benefit grew more engagement than 30%. Instagram is the whole game in this landscape!

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

TOTAL ENGAGEMENT, BY CHANNEL

Company	Inst. Eng....	Inst. En...	FB Eng. To...	FB Eng. Total, % Ch...	TW Eng. Total	TW Eng. Total, % Change	Cross-Ch. Eng. Total
1. Tarte Cosmetics	35.4M	-9.9%	342k	+193.0%	356k	-15.7%	36.3M
2. Benefit	31.3M	+31.4%	25.5k	+11.7%	34.9k	+137.1%	31.4M
3. Urban Decay	30.5M	+0.2%	394k	-47.2%	111k	-34.8%	31.0M
4. LUSH	17.3M	+19.2%	394k	+16.2%	47.8k	-6.3%	17.8M
5. essie	7.66M	-2.1%	167k	+92.8%	26.8k	-2.3%	7.87M
6. Soap and Glory	1.01M	+13.7%	166k	+337.4%	8.89k	+52.2%	1.19M
7. bareMinerals	395k	-19.4%	18.1k	-5.4%	2.65k	-30.4%	419k
8. Julep	154k	+58.9%	14.3k	+5.2%	4.81k	+80.9%	174k

Total engagement doesn't normalize for how much a brand posts or how many followers they have.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

TOTAL ENGAGEMENT / POST, BY CHANNEL

Company	Inst. Eng....	Inst. Eng...	FB Eng....	FB Eng...	TW Eng. ...	TW Eng. Total / Tweet, % ...	Cross-Ch. Eng. Total / Post
1. Benefit	62.6k	+7.5%	621	+22.6%	215	+50.7%	43.4k
2. Urban Decay	51.0k	-12.0%	1.48k	-45.0%	437	-30.0%	22.4k
3. LUSH	73.5k	+12.6%	2.21k	+21.4%	339	-7.6%	21.8k
4. Tarte Cosmetics	45.3k	-11.5%	1.01k	+32.7%	299	-20.9%	11.9k
5. essie	21.8k	+1.5%	600	+13.7%	82.0	+12.0%	7.45k
6. Soap and Glory	3.27k	-6.5%	1.23k	+220.8%	57.0	+41.5%	1.56k
7. bareMinerals	3.08k	+18.3%	171	-36.6%	21.0	-23.2%	1.08k
8. Julep	919	+80.7%	95.8	+54.6%	33.2	+183.3%	371

Engagement per post adjusts the analysis for how much each brand posts.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

ENGAGEMENT RATE / POST, BY CHANNEL

Company	Inst. Eng...	Inst. En...	FB Eng. Ra...	FB En...	TW Eng....	TW Eng. Rate / Tweet, % ...	Cross-Ch. Eng. Rate / Post
1. LUSH	1.85%	+9.1%	0.18%	+19.3%	0.10%	-7.8%	1.45%
2. Benefit	0.86%	+0.1%	0.040%	+21.4%	0.024%	+42.4%	0.81%
3. essie	0.99%	+1.6%	0.049%	+13.3%	0.031%	+11.0%	0.65%
4. Tarte Cosmetics	0.63%	-17.2%	0.084%	+20.1%	0.047%	-30.2%	0.53%
5. Urban Decay	0.56%	-17.2%	0.083%	-47.0%	0.038%	-34.3%	0.50%
6. Soap and Glory	0.56%	-11.4%	0.10%	+214.2%	0.050%	+37.0%	0.33%
7. bareMinerals	0.58%	+4.0%	0.014%	-38.8%	0.010%	-25.7%	0.19%
8. Julep	0.79%	+69.6%	0.012%	+54.8%	0.060%	+180.1%	0.12%

Engagement rate per post adjusts the analysis for how much each brand posts and for their follower counts.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

INSTAGRAM METRICS BREAKOUT

Company	Inst. Followers	Inst. Posts / Day	Inst. Eng. Total	Inst. Eng. Rate / Post
1. Tarte Cosmetics	7.43M	6.39	35.4M	0.63%
2. Urban Decay	9.26M	4.90	30.5M	0.56%
3. Benefit	7.50M	4.10	31.3M	0.86%
4. essie	2.21M	2.89	7.66M	0.99%
5. Soap and Glory	600k	2.54	1.01M	0.56%
6. LUSH	4.04M	1.93	17.3M	1.85%
7. Julep	120k	1.38	154k	0.79%
8. bareMinerals	561k	1.05	395k	0.58%

Looking at a single channel can provide focus. Sorting by each metric lets you compare activity levels with engagement rate / post.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

INSTAGRAM METRICS BREAKOUT, TIME FOCUS

Company	Inst. Followers	Inst. Posts / Day	Inst. Eng. Total	Inst. Eng. Rate / Post
1. LUSH	4.04M	1.93	17.3M	1.85%
2. essie	2.21M	2.89	7.66M	0.99%
3. Benefit	7.50M	4.10	31.3M	0.86%
4. Julep	120k	1.38	154k	0.79%
5. Tarte Cosmetics	7.43M	6.39	35.4M	0.63%
6. bareMinerals	561k	1.05	395k	0.58%
7. Urban Decay	9.26M	4.90	30.5M	0.56%
8. Soap and Glory	600k	2.54	1.01M	0.56%

Single-channel breakouts that focus on time-series data work well to identify patterns and large spikes.

Sept. 2017 - Dec. 2017 (vs. May 2017 - Aug. 2017)

VISUAL CONTENT REVIEW

The highest engagement Instagram posts from each brand from Sept. through Dec. 2017.

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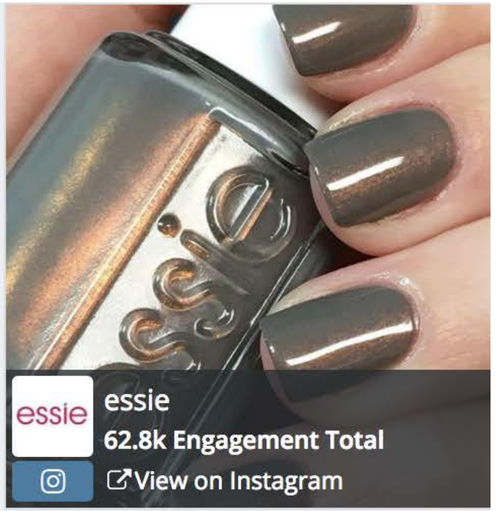
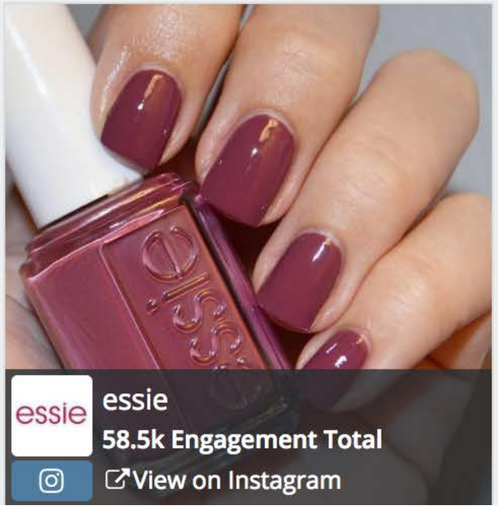
TOP POSTS - ESSIE, INSTAGRAM





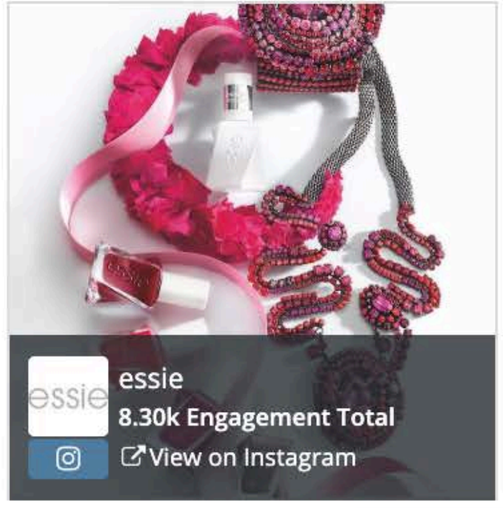
Sept. 2017 - Dec. 2017

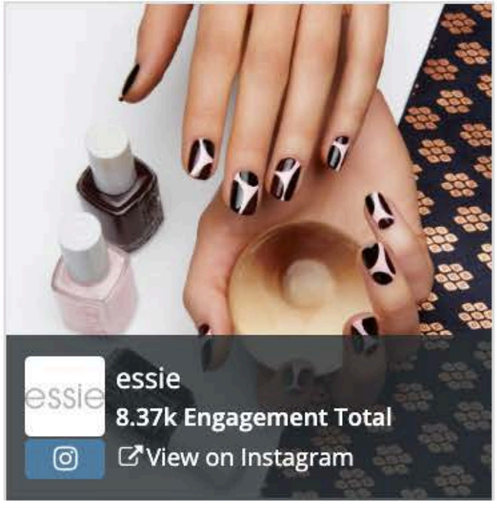
TOP POSTS - ESSIE, INSTAGRAM (DIVE IN)

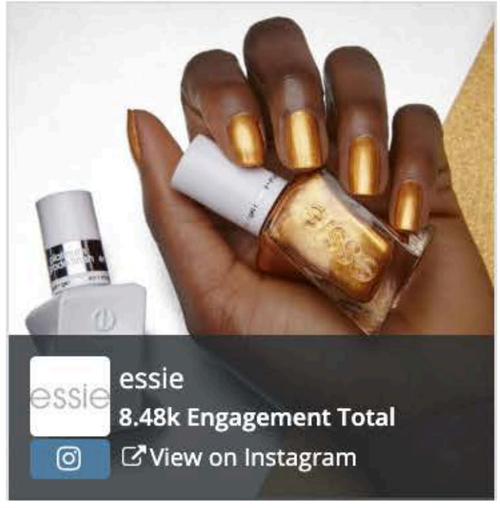
All of these posts are UGC from essie fans.

Sept. 2017 - Dec. 2017

LOW ENGAGEMENT - ESSIE, INSTAGRAM



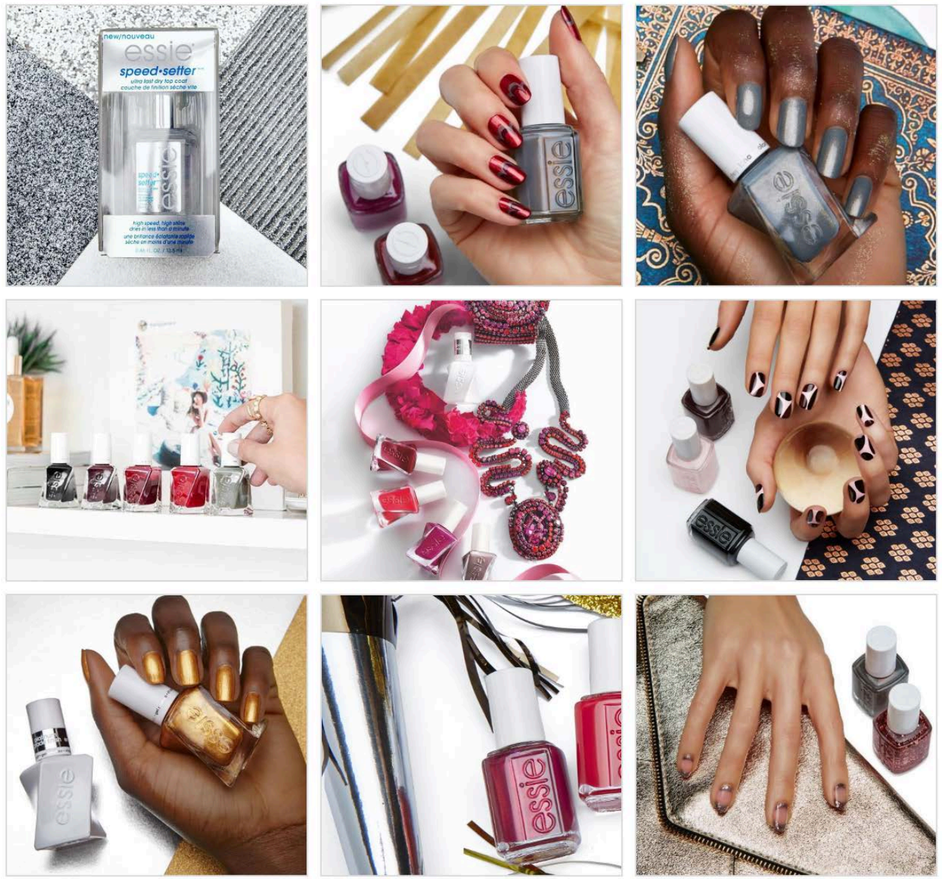




These posts get only about 10% of what essie's best posts get.

Sept. 2017 - Dec. 2017

TOP & BOTTOM POSTS - ESSIE, INSTAGRAM



Top 9 posts: 65.2k engagements on avg.

Bottom 9 posts: 8.2k engagements on avg.

Sept. 2017 - Dec. 2017

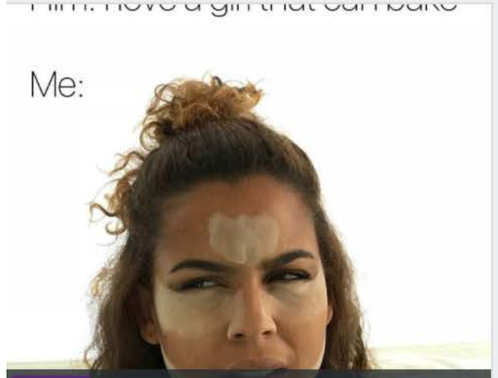
TOP POSTS - TARTE COSMETICS, INSTAGRAM

tarte Tarte Cosmetics
320k Engagement Total
View on Instagram

tarte Tarte Cosmetics
288k Engagement Total
View on Instagram

tarte Tarte Cosmetics
255k Engagement Total
View on Instagram

tarte Tarte Cosmetics
239k Engagement Total
View on Instagram



tarte Tarte Cosmetics
220k Engagement Total
View on Instagram

tarte Tarte Cosmetics
203k Engagement Total
View on Instagram

tarte Tarte Cosmetics
184k Engagement Total
View on Instagram

tarte Tarte Cosmetics
174k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017

LOW ENGAGEMENT - TARTE COSMETICS, INSTAGRAM

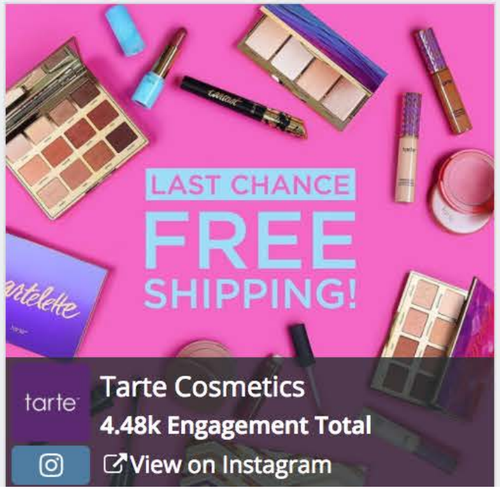
Tarte Cosmetics
1.30k Engagement Total
View on Instagram

Tarte Cosmetics
3.28k Engagement Total
View on Instagram

Tarte Cosmetics
3.58k Engagement Total
View on Instagram

Tarte Cosmetics
4.04k Engagement Total
View on Instagram

Tarte Cosmetics
4.12k Engagement Total
View on Instagram



Tarte Cosmetics
4.48k Engagement Total
View on Instagram

Tarte Cosmetics
5.05k Engagement Total
View on Instagram

Tarte Cosmetics
6.29k Engagement Total
View on Instagram

These posts get only about 2% of what **Tarte's** best posts get.

Sept. 2017 - Dec. 2017

TOP POSTS - URBAN DECAY, INSTAGRAM

Urban Decay
512k Engagement Total
View on Instagram

Urban Decay
268k Engagement Total
View on Instagram

Urban Decay
237k Engagement Total
View on Instagram

Urban Decay
189k Engagement Total
View on Instagram

Urban Decay
182k Engagement Total
View on Instagram

Urban Decay
175k Engagement Total
View on Instagram

Urban Decay
171k Engagement Total
View on Instagram

Urban Decay
155k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017

LOW ENGAGEMENT - URBAN DECAY, INSTAGRAM

Urban Decay
6.14k Engagement Total
View on Instagram

Urban Decay
7.04k Engagement Total
View on Instagram

Urban Decay
9.32k Engagement Total
View on Instagram

Urban Decay
9.64k Engagement Total
View on Instagram

Urban Decay
9.77k Engagement Total
View on Instagram

Urban Decay
9.83k Engagement Total
View on Instagram

Urban Decay
10.4k Engagement Total
View on Instagram

Urban Decay
10.4k Engagement Total
View on Instagram

These posts get only about 5% of what **Urban Decay's** best posts get.

Sept. 2017 - Dec. 2017

TOP POSTS - BAREMINERALS, INSTAGRAM

bareMinerals
10.1k Engagement Total
View on Instagram

bareMinerals
9.28k Engagement Total
View on Instagram

bareMinerals
8.18k Engagement Total
View on Instagram

bareMinerals
7.03k Engagement Total
View on Instagram

bareMinerals
6.88k Engagement Total
View on Instagram

bareMinerals
6.68k Engagement Total
View on Instagram

bareMinerals
6.66k Engagement Total
View on Instagram

bareMinerals
6.55k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017

TOP POSTS - BENEFIT, INSTAGRAM

Benefit
500k Engagement Total
View on Instagram

Benefit
417k Engagement Total
View on Instagram

Benefit
402k Engagement Total
View on Instagram

Benefit
390k Engagement Total
View on Instagram

Benefit
339k Engagement Total
View on Instagram

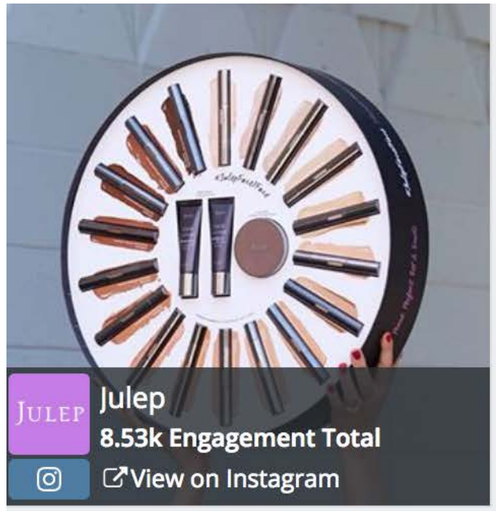
Benefit
331k Engagement Total
View on Instagram

Benefit
305k Engagement Total
View on Instagram

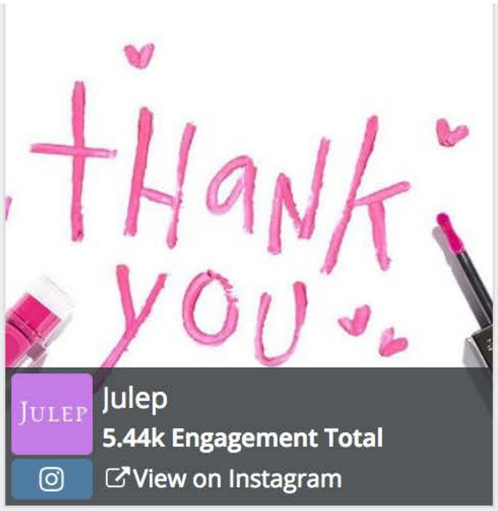
Benefit
298k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017

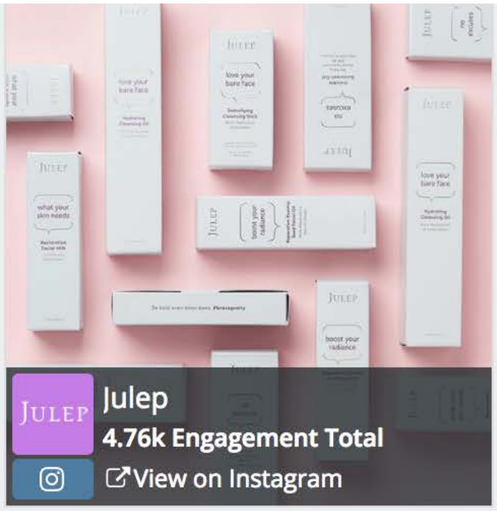
TOP POSTS - JULEP, INSTAGRAM



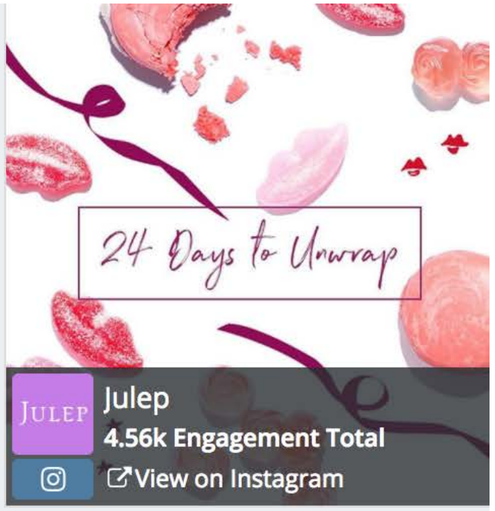
Julep
8.53k Engagement Total
View on Instagram



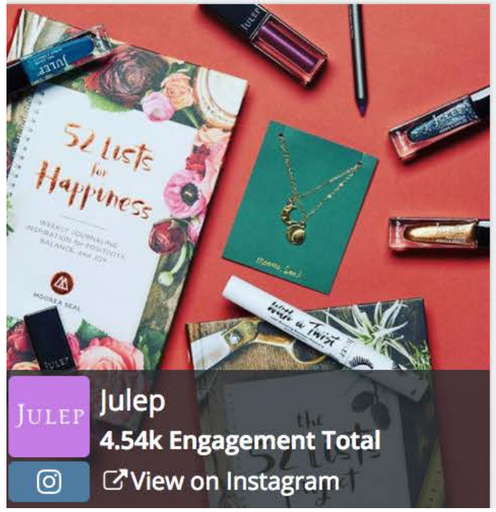
Julep
5.44k Engagement Total
View on Instagram



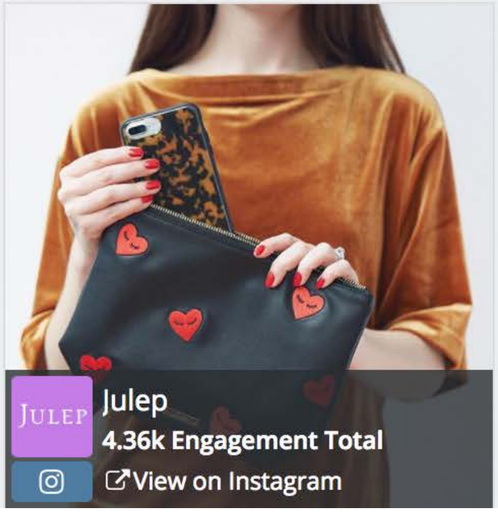
Julep
4.76k Engagement Total
View on Instagram



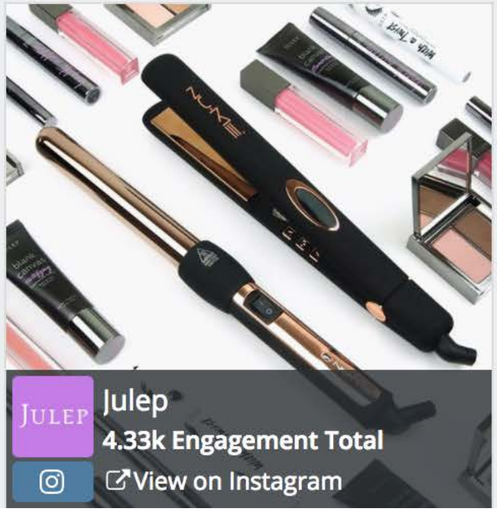
Julep
4.56k Engagement Total
View on Instagram



Julep
4.54k Engagement Total
View on Instagram



Julep
4.36k Engagement Total
View on Instagram

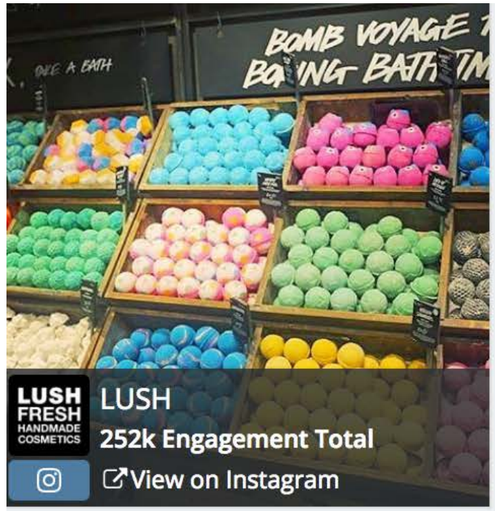


Julep
4.33k Engagement Total
View on Instagram

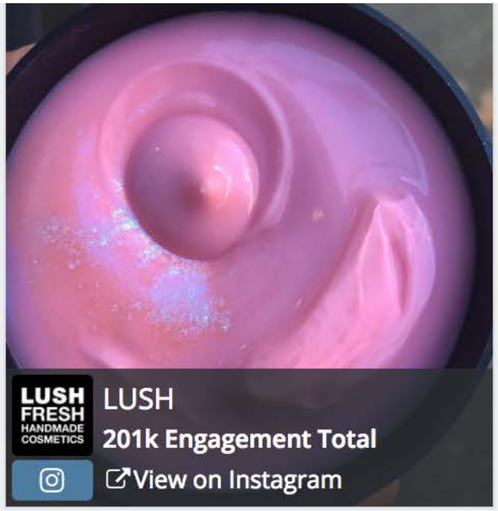
Julep
3.99k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017

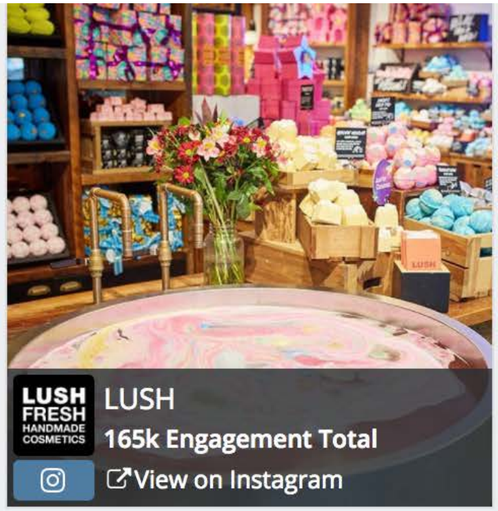
TOP POSTS - LUSH, INSTAGRAM



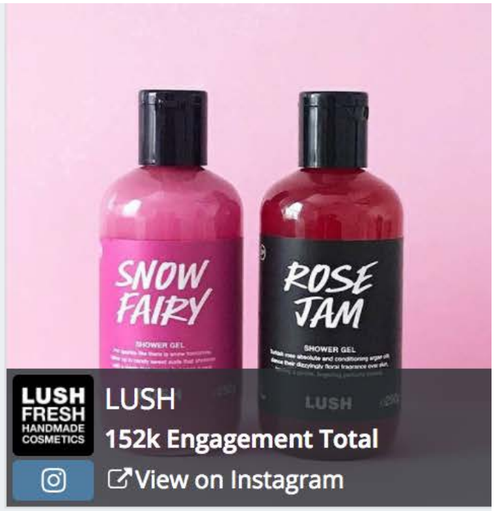
LUSH
252k Engagement Total
View on Instagram



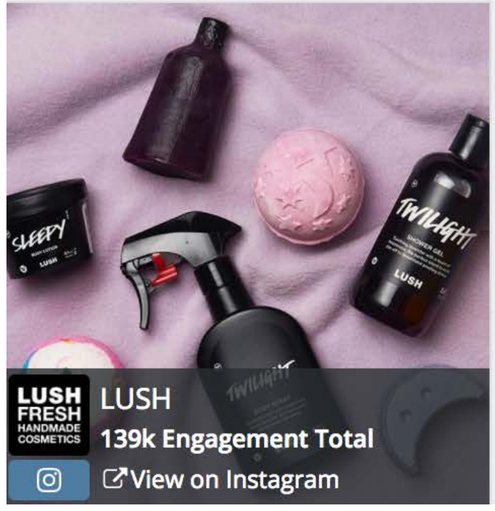
LUSH
201k Engagement Total
View on Instagram



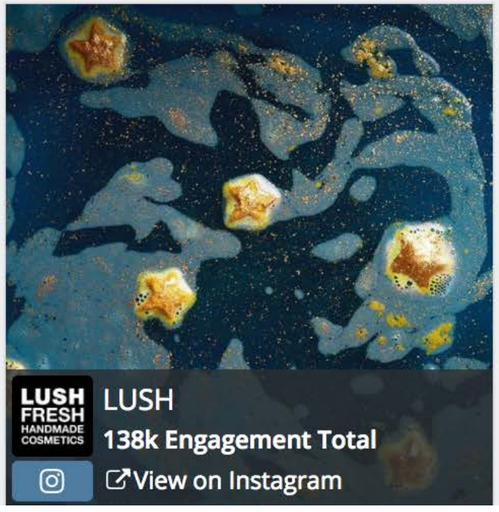
LUSH
165k Engagement Total
View on Instagram



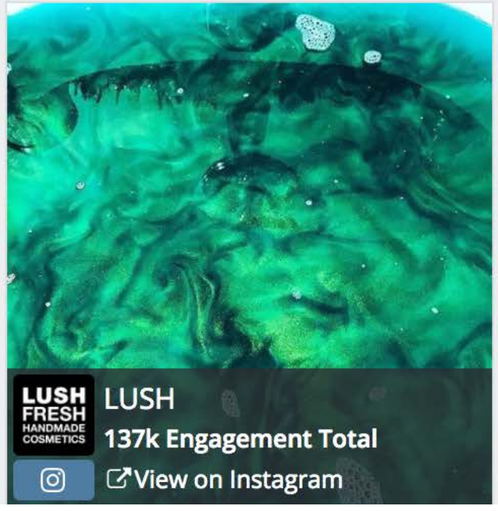
LUSH
152k Engagement Total
View on Instagram



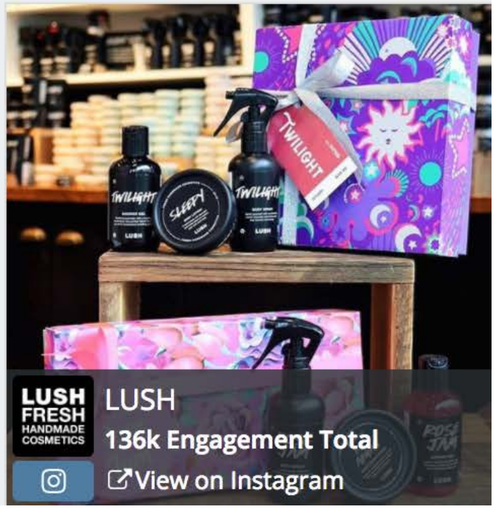
LUSH
139k Engagement Total
View on Instagram



LUSH
138k Engagement Total
View on Instagram



LUSH
137k Engagement Total
View on Instagram



LUSH
136k Engagement Total
View on Instagram

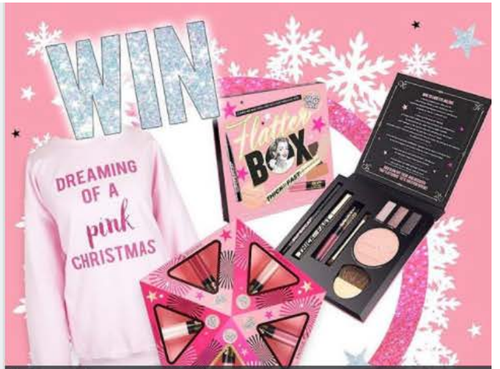
Sept. 2017 - Dec. 2017

TOP POSTS - SOAP & GLORY, INSTAGRAM

Soap and Glory
20.6k Engagement Total
View on Instagram

Soap and Glory
16.9k Engagement Total
View on Instagram

Soap and Glory
14.2k Engagement Total
View on Instagram



Soap and Glory
13.4k Engagement Total
View on Instagram

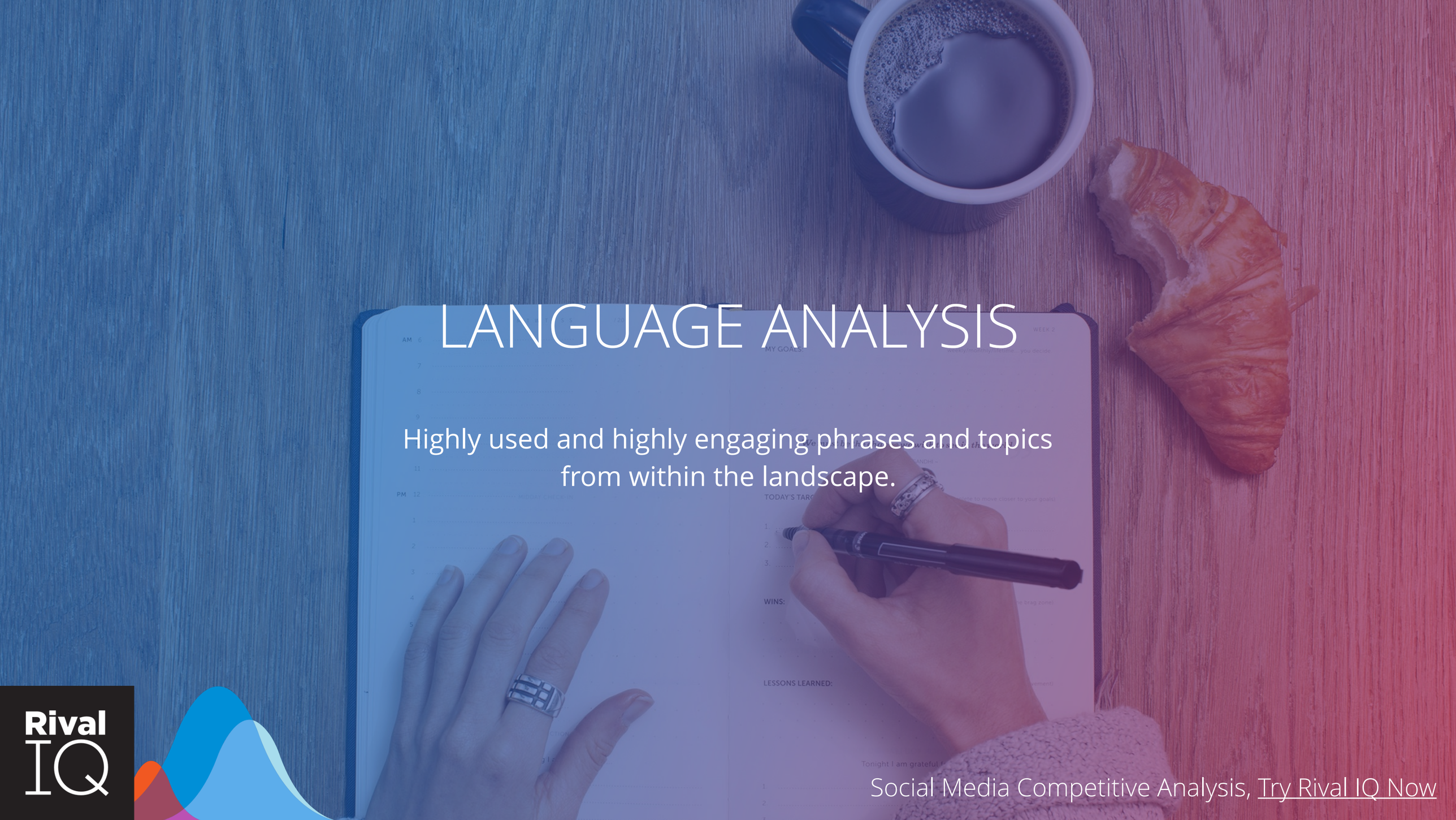
Soap and Glory
12.8k Engagement Total
View on Instagram

Soap and Glory
11.3k Engagement Total
View on Instagram

Soap and Glory
10.8k Engagement Total
View on Instagram

Soap and Glory
10.8k Engagement Total
View on Instagram

Sept. 2017 - Dec. 2017



LANGUAGE ANALYSIS

Highly used and highly engaging phrases and topics from within the landscape.

MOST BROADLY USED PHRASES, INSTAGRAM

Topic	Companies Posting About	Eng. Rate / Post	Posts About	Eng. Total / Post
good luck	5	3.06%	23	207k
bio	5	0.89%	20	43.2k
holiday season	5	1.51%	9	88.6k
comment	5	1.16%	9	43.8k
chance	5	2.50%	8	102k
day	5	0.99%	7	38.5k
new year	5	1.83%	5	65.2k
available	4	0.73%	39	48.7k
look using	4	0.67%	8	45.2k

Contest posts are a part of the social strategy for a number of brands in this landscape with phrases like “good luck”, “comment”, and “chance”.

Sept. 2017 - Dec. 2017

MOST BROADLY USED PHRASES, INSTAGRAM

Topic	Companies Posting About	Eng. Rate / Post	Posts About	Eng. Total / Post
good luck	5	3.06%	23	207k
bio	5	0.89%	20	43.2k
holiday season	5			
comment	5			
chance	5			
day	5			
new year	5			
available	4			
look using	4			

Published At	Post	Eng. Total	Eng. Rate
Nov 28 2017 3:38 PM UTC	Urban Decay ⚡CONGRATULATIONS TO OUR WINNERS! ⚡ z0emcstea lostinwonderlvnd allthings.velle Thank you to all of our UDers who participated! *** UD GIVEAWAY time... View on Instagram Buffer	504k	5.50%
Dec 14 2017 5:00 PM UTC	Benefit Congrats to k_moreno17 & hippiecakes! 🚨GLAM #GIVEAWAY WEEK!🚨 Mistletoe season is right around the corner, benebabes! 👄Two winners will take home... View on Instagram Buffer	395k	5.31%
Oct 27 2017 1:28 AM UTC	Tarte Cosmetics The 10 winners have been contacted via DM! Thank you to all the tartelettes for participating. More giveaways to come... View on Instagram Buffer	315k	4.39%

Each of these posts that used the phrase “good luck” received more than 300K engagements!

Sept. 2017 - Dec. 2017

HIGH ENGAGEMENT PHRASES, ESSIE

Topic	Eng. Rate / Post	Posts About	Eng. Total / Post
double tap	1.72%	7	37.9k
nothing says	1.69%	3	37.3k
mauve shade	1.19%	3	26.1k
select markets	1.18%	3	26.0k
perfect gift	1.05%	3	23.2k
looks amazing	1.04%	5	22.9k
essie babes	0.97%	6	21.4k
new collection	0.96%	3	21.1k

Calling for engagement is something that delivers results for **essie** when looking at their most engaging phrases.

Sept. 2017 - Dec. 2017

HIGH ENGAGEMENT PHRASES, URBAN DECAY

Topic	Eng. Rate / Post	Posts About	Eng. Total / Post
heavy metal glitter eyeliners	1.13%	8	103k
midnight cowboy	0.96%	4	87.3k
metal metallic eyeshadow palette	0.74%	3	66.2k
naked heat palette	0.73%	4	66.7k
heavy metals collection	0.68%	3	62.8k
naked heat	0.68%	7	61.8k
heavy metal glitter	0.67%	31	61.6k
eye pencils	0.65%	5	58.8k

For **Urban Decay** has a clear focus on their metallic eyeliners and has the engagement to show for it as well.

Sept. 2017 - Dec. 2017

HASHTAG REVIEW

The most used and most engaging hashtags on Instagram during Q4.

Rival IQ

Social Media Competitive Analysis, Try Rival IQ Now

MOST BROADLY USED HASHTAGS, INSTAGRAM

Hashtag	Companies Using	Eng. Rate / Post	Posts	Eng. Total / Post
#Halloween	6	0.51%	66	28.2k
#BlackFriday	5	0.30%	14	9.58k
#cybermonday	5	0.22%	8	10.5k
#giveaway	4	2.44%	50	144k
#2017BestNine	4	0.94%	4	50.4k
#goals	4	0.92%	5	36.5k
#NYE	4	0.43%	18	22.8k
#WIN	3	2.85%	31	102k
#shelfie	3	1.04%	7	74.1k
#SneakPeek				51.5k

Holidays drove the most commonly used hashtags in this landscape. **essie** didn't use either #BlackFriday or #cybermonday, while 5 others did.

Sept. 2017 - Dec. 2017

BROADLY USED INSTAGRAM HASHTAGS, COMPANY

Hashtag		Companies Using	Eng. Rate / Post	Posts	Eng. Total / Post
#Halloween	Show Posts	6	**0.51%**	**66**	**28.2k**
Urban Decay			0.59%	19	52.7k
Benefit			0.51%	6	37.2k
essie			0.44%	2	9.78k
Tarte Cosmetics			0.42%	19	30.3k
Soap and Glory			0.33%	19	1.94k
bareMinerals			0.30%	1	1.54k

#Halloween had 6 of the 8 companies in this landscape participating, with **Tarte** and **Soap and Glory** doing 19 posts each.

Sept. 2017 - Dec. 2017

TARTE'S MOST USED HASHTAGS

Hashtag	Companies Using	Eng. Rate / Post	Posts ▾	Eng. Total / Post
#rethinknatural	1	0.67%	540	48.6k
#naturalartistry	1	0.66%	450	47.9k
#crueltyfree	1	0.68%	218	49.7k
#vegan	1	0.64%	155	46.0k
#tartedelight	1	0.69%	152	49.5k
#slaywithclay	1	0.73%	103	53.2k
#tarteist	1	0.69%	84	49.6k
#repost	1	0.96%	77	68.9k

Isolating a single competitor lets us study their most used hashtags, and their highest performing hashtags.

Sept. 2017 - Dec. 2017

BROADLY USED INSTAGRAM HASHTAGS, COMPANY

Hashtag		Companies Using	Eng. Rate / Post	Posts	Eng. Total / Post
#BlackFriday	Show Posts	5	**0.30%**	**14**	**9.58k**
LUSH			0.97%	1	38.9k
bareMinerals			0.79%	1	4.27k
Benefit			0.57%	1	41.8k
Soap and Glory			0.42%	7	2.47k
Tarte Cosmetics			0.11%	4	7.95k
#cybermonday	Show Posts	5	**0.22%**	**8**	**10.5k**
bareMinerals			0.51%	1	2.77k
Julep			0.40%	1	474
Benefit			0.40%	2	29.3k
Soap and Glory			0.33%	1	1.92k
Tarte Cosmetics			0.092%	3	6.70k

#BlackFriday and #cybermonday each had 5 of 8 companies participating.

bareMinerals, **Benefit**, and **Soap and Glory** all did better with their #BlackFriday posts.

Sept. 2017 - Dec. 2017

TOP 10 HASHTAGS, INSTAGRAM VS TWITTER

Instagram Top 10

Hashtag	Companies Using
#Halloween	6
#BlackFriday	5
#cybermonday	5
#giveaway	4
#2017BestNine	4
#goals	4
#NYE	4
#WIN	3
#shelfie	3
#SneakPeek	3

Twitter Top 10

Hashtag	Companies Using
#Halloween	7
#FridayThe13th	5
#FridayFeeling	5
#NationalCoffeeDay	4
#giveaway	4
#Christmas	4
#cybermonday	4
#BlackFriday	4
#WorldKindnessDay	3
#goals	3

Sept. 2017 - Dec. 2017

POST TYPE REVIEW

How activity and engagement breaks down by post type.

POSTING ACTIVITY BY TYPE, INSTAGRAM

Post Type	Posts per Day per Company	Eng. Rate / Post ▾
Photo	2.57 / day	0.83%
Carousel	0.07 / day	0.57%
Video	0.51 / day	0.37%

Photos outnumber videos about 5-to-1.

Photo engagement rates are almost double those of video.

Sept. 2017 - Dec. 2017

PHOTO ACTIVITY BY COMPANY, INSTAGRAM

YOUR POSTS IN PERIOD

336

Landscape Avg: 313

YOUR ENG. RATE / POST

1.01%

Landscape Avg: 0.83%

Company	Posts	Posts / Day	Eng. Total	Eng. Rate / Post
1. Tarte Cosmetics	542	4.44	28.8M	0.74%
2. Benefit	484	3.97	30.7M	0.87%
3. Urban Decay	457	3.75	26.5M	0.64%
4. essie	336	2.75	7.48M	1.01%
5. Soap and Glory	270	2.21	933k	0.59%
6. LUSH	214	1.75	16.1M	1.90%
7. Julep	110	0.90	114k	0.89%
8. bareMinerals	91	0.75	320k	0.67%

essie's average photo post has the 2nd best engagement rate in the landscape.

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VIDEO ACTIVITY BY COMPANY, INSTAGRAM

YOUR POSTS IN PERIOD

10

Landscape Avg: 62.4

YOUR ENG. RATE / POST

0.37%

Landscape Avg: 0.37%

Company	Posts	Posts / Day	Eng. Total	Eng. Rate / Post
1. Tarte Cosmetics	226	1.85	6.24M	0.38%
2. Urban Decay	126	1.03	3.34M	0.29%
3. Julep	47	0.39	34.2k	0.62%
4. bareMinerals	35	0.29	66.7k	0.36%
5. Soap and Glory	26	0.21	39.0k	0.25%
6. Benefit	15	0.12	522k	0.48%
7. LUSH	14	0.11	696k	1.25%
8. essie	10	0.08	81.9k	0.37%

Video posts in this landscape have a much lower engagement rate than photos.

essie produced fewer video posts than any other brand in this landscape.

BOOSTED POSTS

Which brands are boosting posts on Facebook, how often, and what's the return?

FACEBOOK BOOSTED POST ANALYSIS

Company	Posts	Posts / Day	Eng. Total	Eng. Rate / Post
1. Urban Decay	11	0.09	116k	0.59%
2. LUSH	5	0.04	8.43k	0.14%
3. Soap and Glory	4	0.03	2.63k	0.055%
4. Tarte Cosmetics	1	<0.01	99	0.009%
5. Julep	0	0	--	--
6. Benefit	0	0	--	--
7. essie	0	0	--	--
8. bareMinerals	0	0	--	--

Boosting Facebook posts doesn't appear to be a big part of the strategy for any of the brands in this landscape.

Sept. 2017 - Dec. 2017

LUSH'S TOP BOOSTED POSTS BY ENGAGEMENT

Published At	Post		Eng. Total	Eng. Rate
Dec 5 2017 5:42 PM UTC	LUSH Do you have the inside scoop on Lush shops? Watch this video - you might be missing out! Tag your favorite Lush shop in the comments below... Lush Cosmetics North America: Lush Shops View on Facebook **$ Likely Boosted** Buffer		3.78k	0.31%
Dec 10 2017 4:31 PM UTC	LUSH Need help finding a Christmas gift for someone special in your life? Tell one of our shop staff a little about them and they'll make a spot-on... Lush Cosmetics North America: Gift Guide View on Facebook **$ Likely Boosted** Buffer		2.05k	0.17%
Dec 15 2017 3:54 PM UTC	LUSH Know someone who deserves a little "me" time? These gifts will help them relax and rejuvenate! 👸👱‍♀️🛁 http://share.lushusa.com/relaxinggifts View on Facebook **$ Likely Boosted** Buffer		1.81k	0.15%
Dec 1 2017 12:18 AM UTC	LUSH Hey Lushies, we want to hear your #giftbecause stories! 🎁 Post a video in the comments below telling us your reasons for gift giving this Christmas... Lush Cosmetics North America: Gifts Because View on Facebook **$ Likely Boosted** Buffer		639	0.053%

Many of LUSH's likely boosted posts appear to be about gifts. They were all posted in early December, at the beginning of the shopping season.

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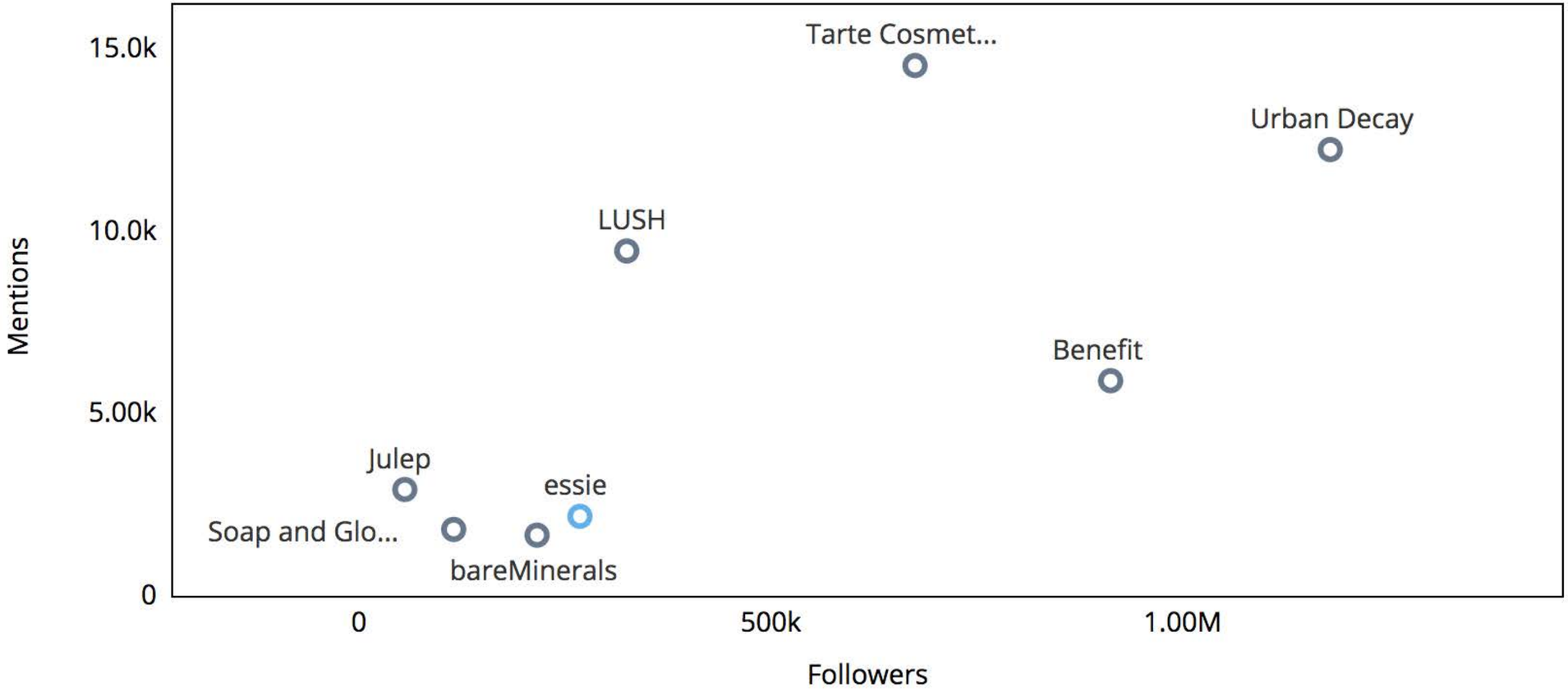
TWITTER MENTIONS

Who’s talking about these brands on Twitter, and what are they saying?

TWITTER HANDLE MENTIONS VS. AUDIENCE



Tarte and Urban Decay have the most Twitter followers, and get the most mentions, too. **LUSH** gets lots of mentions given their following size.

Sept. 2017 - Dec. 2017

ESSIE'S TOP TWITTER HANDLE MENTIONERS

Mentioner	Mentioned	Followers ▾	Mentions	Total Eng.
1. Rachel Zoe @RachelZoe Designer, editor, stylist, author, mother. Get inspiration from me...	@essie	3.83M	1	11
2. Mandy Moore @TheMandyMoore Singer-Songwriter-Actress on @NBCThisIsUs, Tuesdays 9/8c on ...	@essie	2.64M	1	1.46k
3. The Cut @TheCut Showing the world what women are made of.	@essie	1.43M	2	23
4. ELLE España @elle_es Twitter oficial de la revista Elle España. Moda, belleza, tendencia...	@essie	1.27M	1	6
5. Rebecca Minkoff @RebeccaMinkoff The Downtown Romantic.	@essie	912k	9	130
6. Alexander Wang, Inc. @AlexanderWangNY Official Twitter page for Alexander Wang, Inc. Instagram: @Alexa...	@essie	779k	2	133
7. Maybelline New York @Maybelline Reporting live from Maybelline's headquarters in New York City. ...	@essie	657k	3	255
8. Allure @Allure_magazine The Beauty Expert 💄 instagram.com/allure	@essie	598k	1	39

There are some pretty big names on this list, including 9 mentions from Rebecca Minkoff.

Sept. 2017 - Dec. 2017

LANDSCAPE'S TOP TWITTER MENTIONERS

Mentioner	Mentioned	Followers ▾	Mentions	Total Eng.
1. Nicole Richie @nicolerichie I invented post-it's	@UrbanDecay	5.07M	1	1.04k
2. InStyle @InStyle All the fashion, beauty and celebrity buzz you need to kn...	Multiple Companies	4.65M	9	250
3. Rachel Zoe @RachelZoe Designer, editor, stylist, author, mother. Get inspiration fr...	@essie	3.83M	1	11
4. WWD @wwd Fashion. Beauty. Business.	Multiple Companies	3.13M	9	148
5. Mandy Moore @TheMandyMoore Singer-Songwriter-Actress on @NBCThisIsUs, Tuesdays 9/...	@essie	2.64M	1	1.46k
6. Tumblr @tumblr Tumblr is where your interests connect you with your pe...	@lushcosmetics	2.49M	1	347
7. Sephora @Sephora Discover the latest in #beauty. Explore our selection of #...	Multiple Companies	2.37M	6	2.31k
8. Fashionista.com @Fashionista_com All the fashion news you need to know... fast. Send tips t...	@UrbanDecay	2.24M	2	39

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ABOUT RIVAL IQ

Rival IQ is an easy-to-use tool that helps you:

Understand Your Social Landscape
Track results across all social profiles, including engagement, in influencers, social bios, and sentiment—for you and your competitors.

Gain Competitive Insight
Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Simplify Access to Data
Find comprehensive analytics for all major social channels and the web, both for your company and your competitors - all from one source.

Get your free trial ▸