

Category Focus: Skincare

Date : 6 Feb 2024

CPE Averages for Skincare Campaigns 2023

| Brand | CPE |
|---------------|---------|
| L'Oréal Paris | RM 0.66 |
| Garnier | RM 2.72 |
| Nivea | RM 2.85 |

Table 1: CPE Averages for L'Oréal Paris, Garnier and Nivea TikTok Campaigns in 2023

CPV - Cost-per-view

CPE - Cost-per-engagement

CPR - Cost-per-reach

IG - Instagram

KOL - Key Opinion Leader/ Influencers

TT - TikTok

IG -Instagram

View rate (VR) - Total Views / Total Followers

Engagement rate (ER) - Total Engagement / Total Views

OVERVIEW

In today's whirlwind of influencer marketing, captivating your audience is the name of the game! Enter TikTok, the playground where brands like L'Oréal Paris, Nivea, and Garnier strut their stuff. But wait—there's drama! L'Oréal Paris dazzles with a jaw-dropping RM0.66 cost per engagement, leaving Nivea and Garnier in the dust. Buckle up for our rollercoaster ride through TikTok's skincare scene as we uncover 4 key secrets to slay the engagement game. We're spilling the tea on how these brands steal the spotlight, so grab your skincare headbands and let's dive in!

ASSUMPTIONS

In our pursuit of a balanced and equitable report, we've adopted a method known as data normalization. All influencer costs have been recalibrated to eliminate any discounts they might have offered. Unless otherwise specified, all metrics encompassing reach, views, and engagement have been meticulously adjusted to exclude the influence of ad boosting.

DISCLAIMER

The data presented in this report are derived from publicly available data points collected from various social media platforms. These data points are compiled, analyzed, and used to derive the key learnings presented herein. It is important to note that we do not utilize insider report data from our clients' campaigns in the generation of this analysis. The findings and conclusions drawn in this report are based solely on the analysis of publicly available data and should be interpreted as such.

What we have undertaken is data analysis, and we have formulated several theories to explain the observed results. If you would like to hear our perspective and discuss these theories, we would be happy to meet to discuss in detail.

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L'Oréal Paris X Nivea X Garnier: The Secret to High Engagement on TikTok

Key #1 : Leverage The Best Creatives

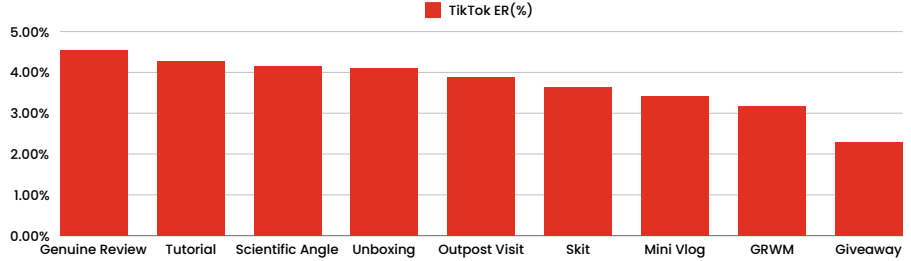


Figure 1: Content Types Vs Resonance on TT



Among various types of content on TT, Genuine Reviews stand out as the most engaging, where creators directly address their audience, fostering a sense of connection and trust. Skincare tutorials closely follow in popularity, highlighting the audience's preference for educational and value-driven content. Surprisingly, Get Ready With Me skincare videos, once a hit, now underperform due to oversaturation, causing content fatigue. Similarly, giveaway videos fail to resonate, suggesting a disconnect between the content and audience interests.

Key #2 : Understand Your Audience On Each Platform

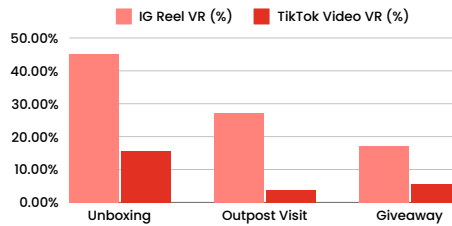


Figure 2: View Rate (%) difference between creatives on TikTok and IG

To ensure valuable and engaging content creation, it's essential to consider both reach and engagement, recognizing the importance of reaching the right audience. This involves understanding which platform is best suited for different types of content.

The graph highlights certain key creatives that may achieve greater reach on Instagram compared to TikTok. By leveraging the strengths of each platform, brands can optimize their content strategy to effectively connect with diverse audiences.

Key #3 : Know the Best Creators For Skincare

| KOL Tier Cost Ranking | ER (%) | VR (%) |
|----------------------------------|--------|--------|
| #1 Micro (10K - 50K Followers) | 3.97 | 61.49 |
| #2 Nano (2K-10K Followers) | 3.62 | 16.81 |
| #3 Mid-Tier (50K-100K Followers) | 3.61 | 18.77 |
| #4 Macro (100K-300K Followers) | 3.35 | 22.59 |
| #5 Alpha (>300K Followers) | 2.48 | 10.64 |

Figure 3: KOL Tier Content Performance Ranking on TT

Choosing the right creators can be challenging, but when we zero in on follower range, we can almost certainly tell you the best KOL tiers for your content. In skincare content, the connection between the creator and audience is crucial. Micro KOLs stand out as the preferred choice, demonstrating the highest engagement and view rates. On the other hand, Alpha KOLs, despite their large follower counts, rank lower in effectiveness.

It's a clear win for substance over stardom in the skincare world—proof that you're better off with a creator who knows their stuff than one who's simply famous!

Key #4 : Formulate The Perfect KOL Ratio

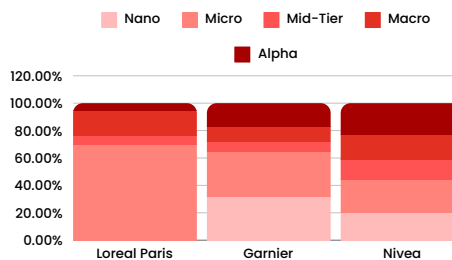


Figure 4: KOL Tier Ratio across 3 skincare brands

Understanding the Tier ranking of KOLs for skincare makes assembling your content creator team a breeze! But wait, there's more—don't sleep on the KOL Split, it's a game-changer!

Let's dive in: L'Oréal Paris rocked the charts with a stellar CPE average, leaving Nivea and Garnier in the dust. How'd they do it? Nearly 70% of their creators were Micros, with just a sprinkle of Alphas in the mix. But here's where it gets juicy—when the focus shifted to less Micros more Alphas, the cost per engagement shot up! Lesson learned? Invest in Micros, and watch those engagement costs take a nosedive.