



DIGITAL CAMPAIGN RECAP

#ibdbeauty #VIPeach #PeachPalette

PEACH COLLECTION CAMPAIGN OVERVIEW

Flight Dates: 31-Day Campaign (May 9 - June 9 2018)

GOAL: To promote the Peach Collection to ibd Beauty fans along with nail techs, beauty bloggers, and nail distributors.

- Promoted swatches of eight shades, 3 videos, and lifestyle content on Facebook, Instagram, and YouTube.
- Updated Banners across all social channels- IG, FB & Youtube
 - Links to drive traffic- Salon locator on IBD's website
- Hosted a collaboration **Giveaway** across ibd's social channels with So Hot Right Nail & Ardell Beauty.
- Distributed a branded Peach mailer to 50 influencers.
 - 10 of the boxes were sent to top nail techs, beauty bloggers, and IBD influencers with an audience of 100k+. Top influencers received the entire Peach collection with peach themed Ardell Beauty products (lipsticks, liquid lipsticks, blush & lashes) and peach candy.
 - The remaining 40 influencers received the Peach Collection & peach candy.
 - Used the hastags **#ibdBeauty** **#VIPeach** **#PeachPalette** to track all influencers who received the mailer .
- Influencer Collaboration with So Hot Right Nails, was responsible for:
 - Be the Peach ambassador for the month-long campaign.
 - Creating looks for the Peach collection.
 - Post a Giveaway video on her Instagram to drive her audience to IBD
 - 5 IG Stories- one unboxing of the mailer, two around the collection, Giveaway Announcement & Giveaway winners announcement
- Email Blasts, where traffic will be driven to IBD's website to enter the Giveaway
 - Email #2- Driving traffic directly to the landing page to enter the giveaway
 - Email #3- Giveaway Winner Announcement

Total Audience Growth

OVERVIEW: Increased brand awareness by attracting nail techs and new users to the brand via social media amplification tactics.

SOCIAL NETWORK COMBINED TOTAL AT THE END OF CAMPAIGN:

54.6K

CURRENT SOCIAL
AUDIENCE TOTALS

AUDIENCE
INCREASE

GROWTH
RATE



28,433

*28,303 before campaign

↑ 130

0.5%



26,162

*25,129 before campaign

↑ 1040

4.2%

Sources: Sprout Social, Hootsuite, Facebook Insights, & Instagram Analytics

INSTAGRAM

PERFORMANCE OVERVIEW

PEACH STATS:

175,700+ TOTAL IMPRESSIONS

The total number of times social posts have been seen

115,280+ TOTAL REACH

The number of users who viewed social posts

4520+ TOTAL ENGAGEMENTS

The number of users that liked, shared, reacted or commented on social posts

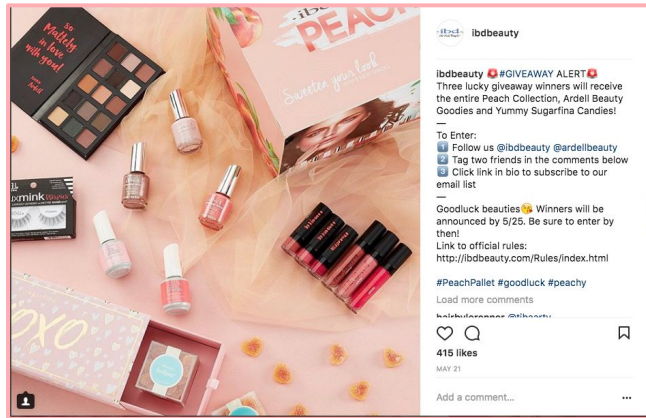
1040+ ACQUIRED FOLLOWERS

4.2% GROWTH RATE

Sources: Sprout Social, Hootsuite, & Instagram Analytics

INSTAGRAM

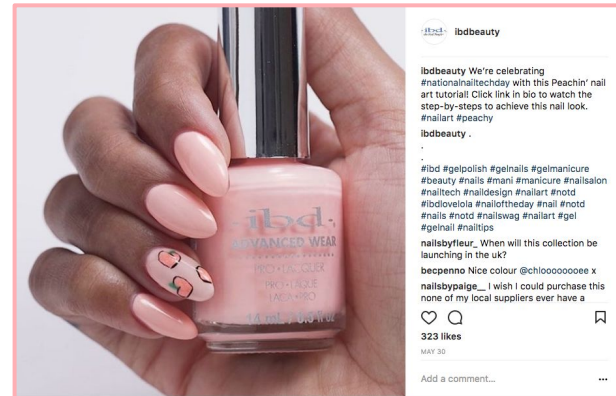
TOP PERFORMING CONTENT



12,908 Impressions

9,834 People Reached

690 Likes, Comments & Saves



9,795 Impressions

8,002 People Reached

367 Likes, Comments & Saves



11,400 Impressions

7,780 People Reached

320 Likes, Comments & Saves

Sources: Sprout Social, Hootsuite, Instagram Analytics

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PEACH
PALETTE

FACEBOOK

PERFORMANCE OVERVIEW

PEACH STATS:

55,660+ TOTAL IMPRESSIONS

The total number of times social posts have been seen

29,200+ TOTAL REACH

The number of users who viewed social posts

2,000+ TOTAL ENGAGEMENTS

The number of users that liked, shared, reacted or commented on social posts

130+ ACQUIRED FOLLOWERS

0.5% GROWTH RATE

Sources: Sprout Social, Hootsuite, & Facebook Insights

TOP PERFORMING CONTENT



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YOUTUBE

PERFORMANCE OVERVIEW

PEACH STATS:

2,662+ WATCH TIME

The total number of times videos have been seen

1,737+ TOTAL VIDEO VIEWS

The number of users who viewed social posts

1:31 AVERAGE VIEW DURATION

Estimated average minutes watched per view for the selected content, date range, region and other filters.

33+ TOTAL ENGAGEMENTS

The number of users that liked, shared, reacted or commented on social posts

21+ ACQUIRED SUBSCRIBERS

Sources: YouTube Analytics

YOUTUBE

TOP PERFORMING CONTENT

Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
IBD Just Gel Instructional Video- English	1,336 50%	435 25%	1	0
Create Textured Effect on Nails Using iBD Ju...	225 8.5%	154 8.9%	0	0
IBD Beauty PEACH COLLECTION	176 6.6%	159 9.2%	3	0
Introducing ibd SPA Tea Tree Purify 4-Step Pe...	129 4.8%	114 6.6%	0	0
Introducing ibd SPA Aussie Pink Clay Detox S...	121 4.5%	91 5.2%	0	1
Introducing ibd Advanced Wear Pro Lacquer	108 4.0%	191 11%	0	0
IBD Just Gel Instructional Video- Spanish	98 3.7%	40 2.3%	0	0
The Nail Tips Show Interviews ibd Educator S...	96 3.6%	22 1.3%	0	0
ibd® Chrome Squad Step-by-Step Tutorial	51 1.9%	39 2.2%	0	0
IBD Beauty PEACH COLLECTION	50 1.9%	120 6.9%	1	0

Sources: YouTube Analytics

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PEACH PALETTE

SOCIAL GIVEAWAY

PERFORMANCE OVERVIEW

OVERVIEW: We partnered with Ardell Beauty and @sohotrightnail to host a peach palette giveaway. The stats reflect activity that has taken place for the duration of the campaign 5/21/18 - 5/25/18

GIVEAWAY STATS:

30,100 TOTAL IMPRESSIONS

The total number of times social posts have been seen

28,670+ TOTAL REACH

The number of users who viewed social posts

1,210+ TOTAL ENGAGEMENTS

The number of users that liked, shared, reacted or commented on social posts

440+ ACQUIRED FOLLOWERS

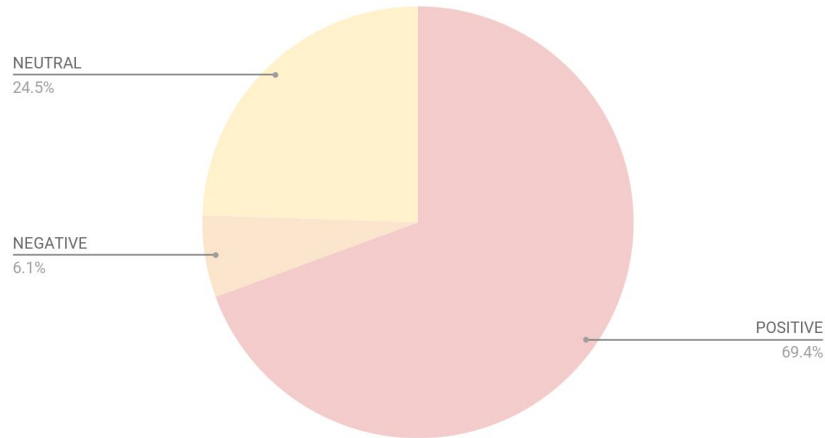
1.7% GROWTH RATE

Sources: Sprout Social, Hootsuite, Facebook & Instagram Analytics

AUDIENCE SENTIMENT ANALYSIS

ENGAGEMENT BREAKDOWN PER KEY PLATFORM

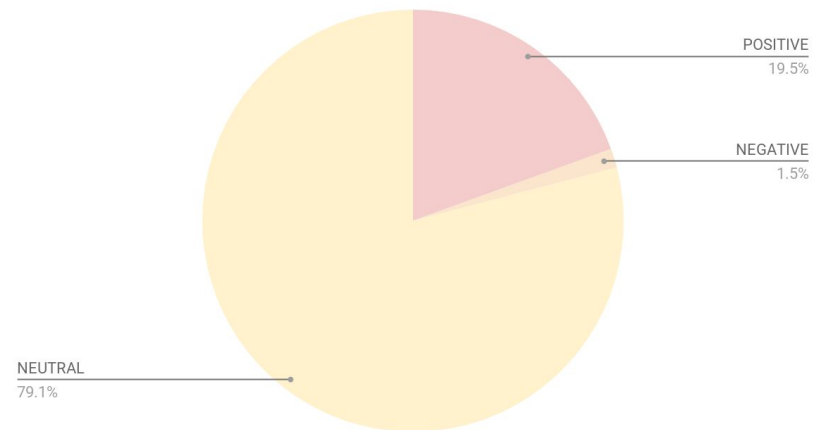
FACEBOOK



BASED ON 49 COMMENTS

BASED ON 344 COMMENTS

INSTAGRAM



Sources: Sprout Social, Hootsuite, Facebook Insights & Instagram Analytics

TOTAL AUDIENCE SENTIMENT SNAPSHOT

WHAT THE AUDIENCE IS SAYING ABOUT THE PEACH COLLECTION

@nails_of_the_day - Haha I love the names! Love them all!



@cgibson7337 - I've used 4 out of the Collection so far and they have terrible coverage. 😞

Danielle Shenefield - ...just ordered

POSITIVE 26%
NEUTRAL 72%
NEGATIVE 2%
NUMBERS BASED ON 583 TOTAL COMMENTS

@jrrsmom@dogpaddling - how pretty is this peach colour? (referring to Peachin' Nail Art)

@nailsbypaige - I wish I could purchase this none of my local suppliers ever have a good supply of your products and they never get the new collections 😭😭

@natsnailbar - 😞 sooo gorgeous!

@zoestottor - Hi there...when is this colour available to buy in the uk pretty please and thank you 🌸🌸🌸 (referring to Lush Blush)

Sources: Sprout Social, Hootsuite, Facebook Insights, Instagram Analytics

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TOP INFLUENCER FEATURES

SEEDED PRODUCT TO KEY 30 INFLUENCERS



@theelizabethanne
21.2K Followers



@impekablenails
20K Followers



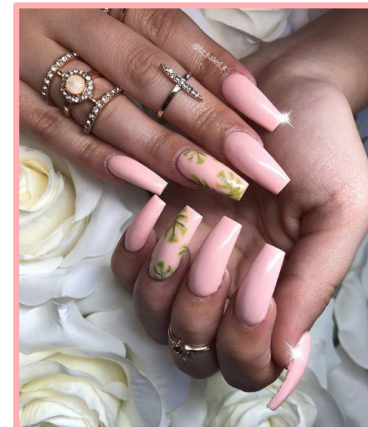
@polishedella
13.4K Followers



@jgchef13
1.1K Followers



@theangelmarie
1.3K Followers



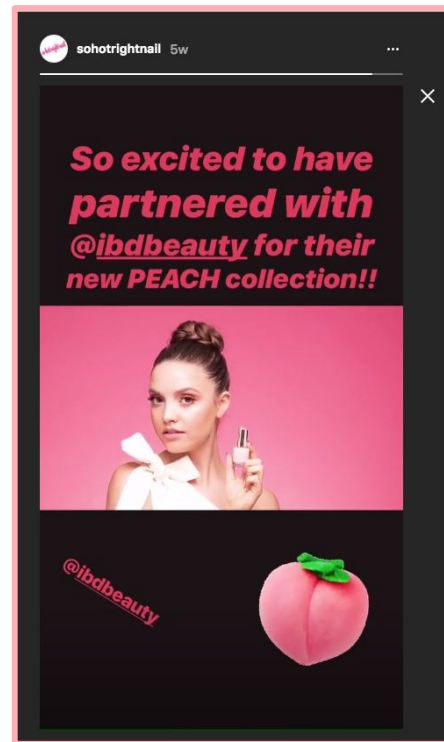
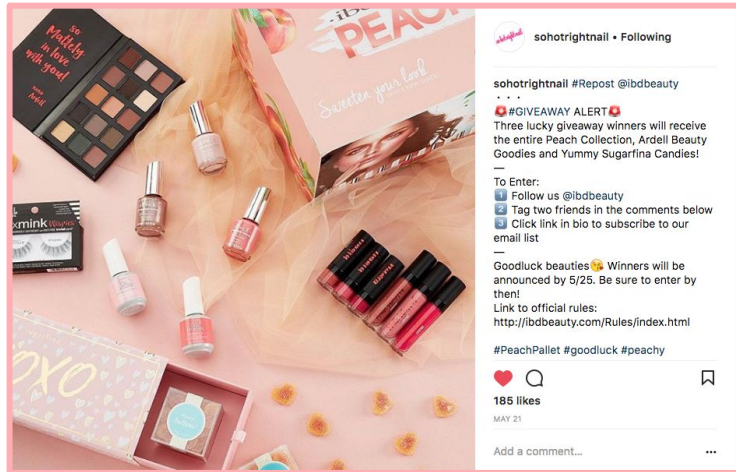
@liz_nailed_it
3K Followers

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INFLUENCER COLLABORATION OVERVIEW

WITH @SOHOTRIGHTNAIL

OVERVIEW: We collaborated with Bel Fountain-Townsend of @sohotrightnail, who has 140K followers, to help us create 2 looks and reviewed the Peach Collection. She also posted an instastory and helped us announce the giveaway. We believe our growth during this time period contributed to this collaboration.



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EMAIL MARKETING

PERFORMANCE OVERVIEW

OVERVIEW: Pushed Peach Palette to ibd Beauty's email list.

SUBJECT: "Our Peaches Are Ripe & Worth The Hype"

DELIVERY DATE: Wed, May 09, 2018 3:01 pm

TOTAL RECIPIENTS: 6,264

SUCCESSFUL DELIVERIES: 6,147

BOUNCES: 117 (1.9%)

TIMES FORWARDED: 0

FORWARDED OPENS: 0

RECIPIENTS WHO OPENED: 1,018 (16.6%)

TOTAL OPENS: 1,670

LAST OPEN DATE: 6/13/18 5:25PM

RECIPIENTS WHO CLICKED: 162 (2.6%)

TOTAL CLICKS (*Percentage of total recipients who clicked any tracked link in the campaign*): 231

LAST CLICK DATE: 6/12/18 8:16PM

TOTAL UNSUBS: 23

TOTAL ABUSE COMPLAINTS: 5

TIMES LIKED ON FACEBOOK: 0

Source: Mailchimp

EMAIL MARKETING CONT.

PERFORMANCE OVERVIEW

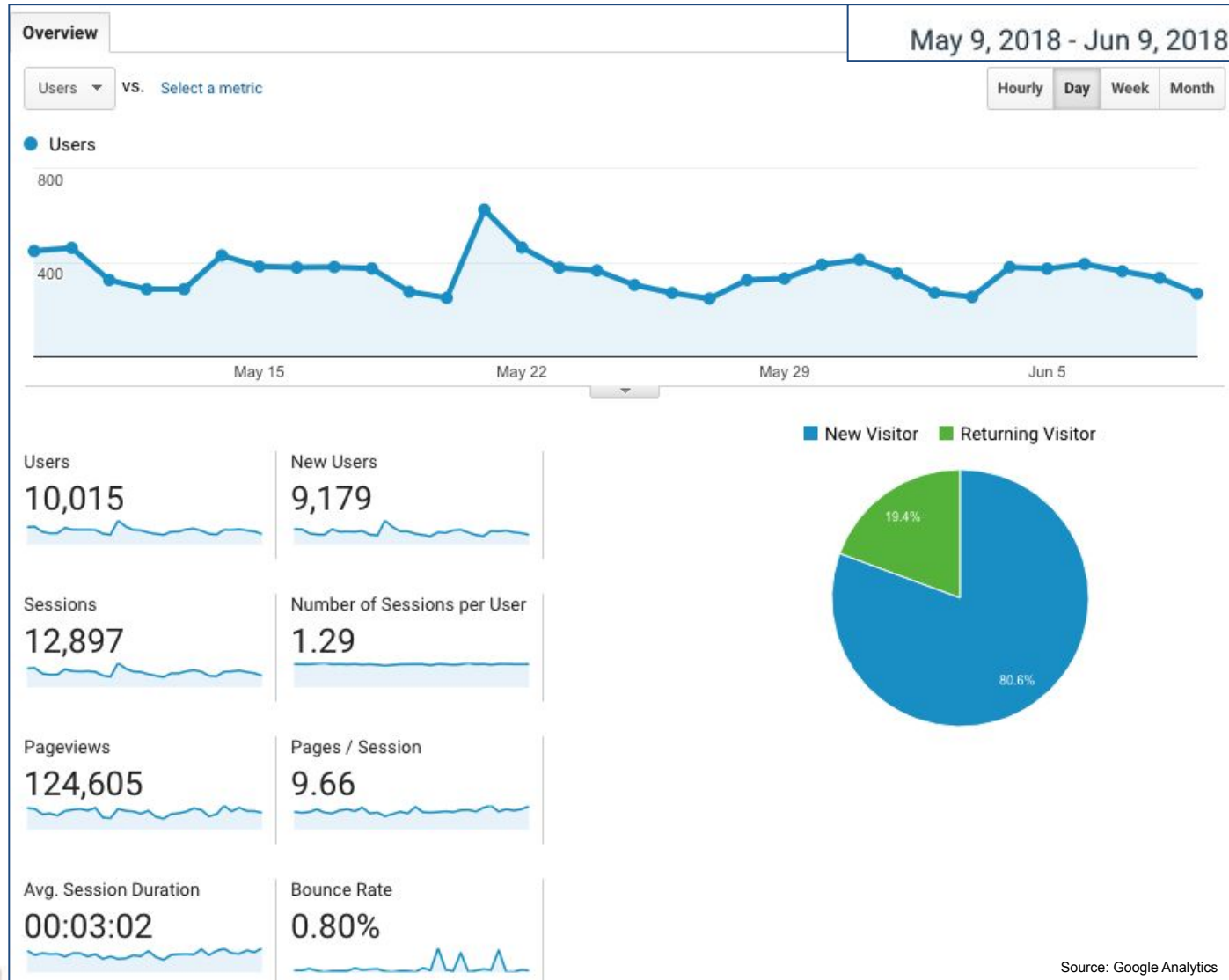
CLICKS BY URL

URL	TOTAL CLICKS	UNIQUE CLICKS
http://ibdbeauty.com/PeachPalette/index.html	137	104
http://ibdbeauty.com/Contact/index.html	54	48
http://ibdbeauty.com/Where-to-Buy/index.html	28	27
http://ibdbeauty.com/	9	7
https://www.facebook.com/ibdbeauty	2	2
https://www.instagram.com/ibdbeauty/	1	1
https://www.youtube.com/user/ibdbeautyp ro	0	0
https://www.pinterest.com/ibdbeautyaii/	0	0

Source: Mailchimp

WEBSITE

PERFORMANCE OVERVIEW



KEY LEARNINGS

WHAT DID WE DO RIGHT. WHAT WE CAN DO BETTER.

- ibd Beauty's Instagram channel's growth rate of 4.2% during this campaign is much higher than the average monthly growth rate of 0.6%.
- Based on the feedback on all channels ibd Beauty fans/customers love the Peach Collection.
 - We believe the collaboration with So Hot Right Nail added to the excitement and buzz.
 - As a nail tech/nail artist her use of the Peach collection added appeal to the collection.
 - Suggestion: Bel should have shared completed Peach collection looks on her channels.
 - She was also able to drive traffic to ibd's Instagram page during the giveaway.
 - We should continue to collaborate with influential nail techs like her in the future to gain new fans, and bolster engagement, reach, and impressions.
- We gained 17 new subscribers from this campaign, which is not bad because now we can benchmark this number for future initiatives. If we want to grow subscribers, we suggest creating an email-only campaign.
- Many customers, especially UK-based customers, wanted to know where to buy. Suggestion: push a retailer worldwide in copy.
- To increase campaign success, develop an ad budget to boost each post on Facebook and Instagram.
- To piggyback off of Fenty Beauty, we'll continue to prioritize creating content that showcases various skin tones together (group shots, lifestyle, and swatches.)