



Campaign Final Review

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Serena Tran

love the mix of beauty reviews and asmr!

4-29 Reply



11



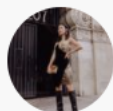
Emily

Ooo I wanna try this!!! 🥰

5-8 Reply



1



Christine Kong

Love Clarins products and this foaming cleanser sounds amazing!! Love the ingredients.

5-1 Reply



1



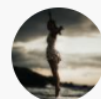
Chloe Bentley

I will have to buy!! 🥰👏

5-5 Reply



0



Holaaaaa

I have that product and it does the works!! I honestly lov it 🥰🥰

6-10 Reply



5

Overview



30

TikTok Influencers



253,470+

Engagements



30

TikTok Videos



8.1 seconds

Average Watch Time



3,238,269

Views



2,998 hr 10 min+

Total Watch Time



21,588,460

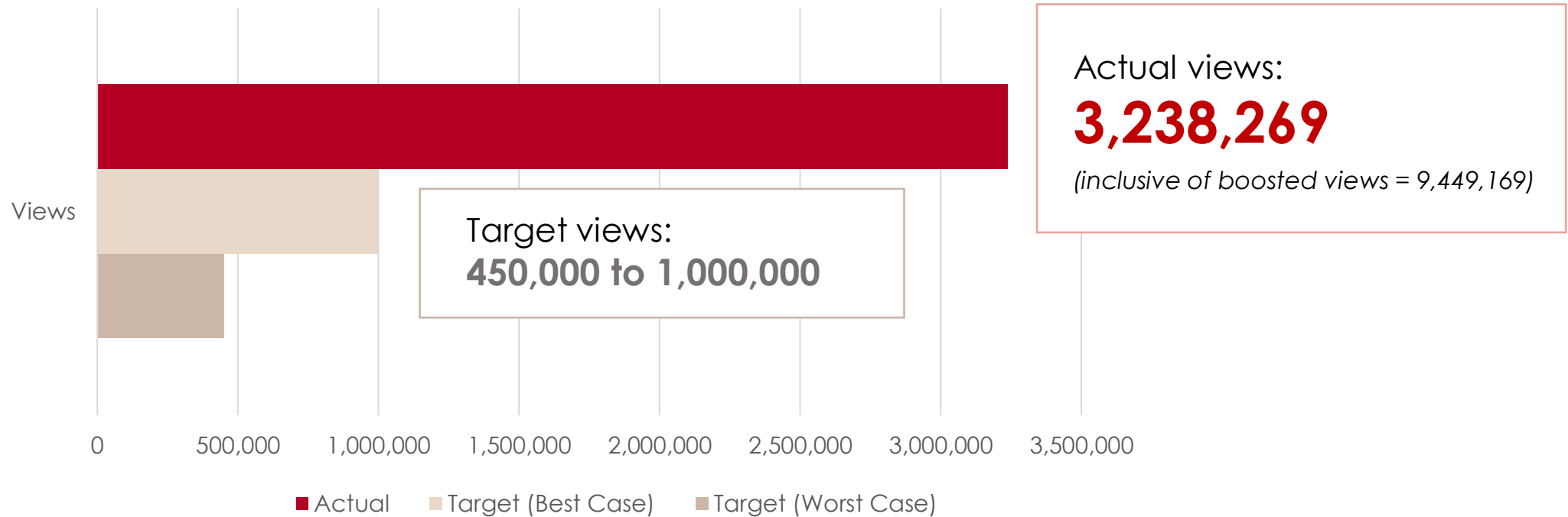
Estimated Impressions

**Data collected as of 14 June 2021*

Engagements = Comments + Likes + Shares

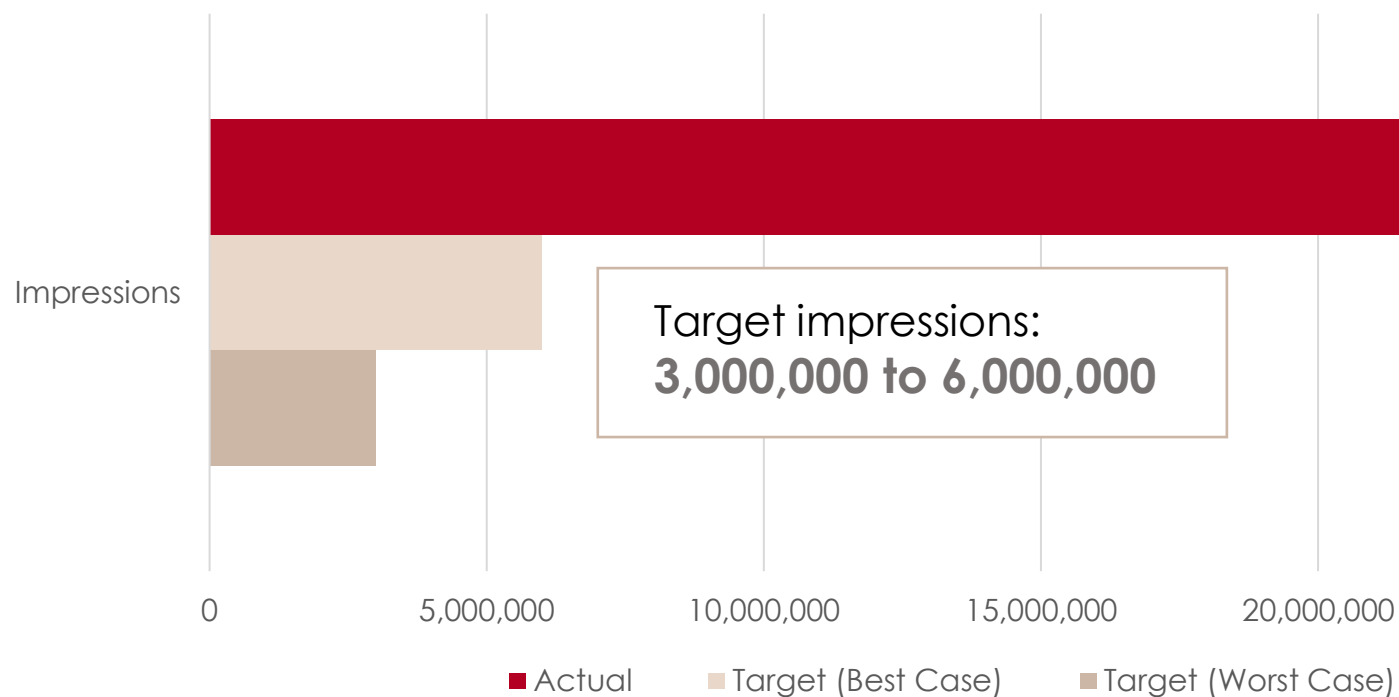
Estimated Impressions = Views X 6.6

View count



Exceeded target by more than **324%**

Impressions



Actual impressions:
21,588,460

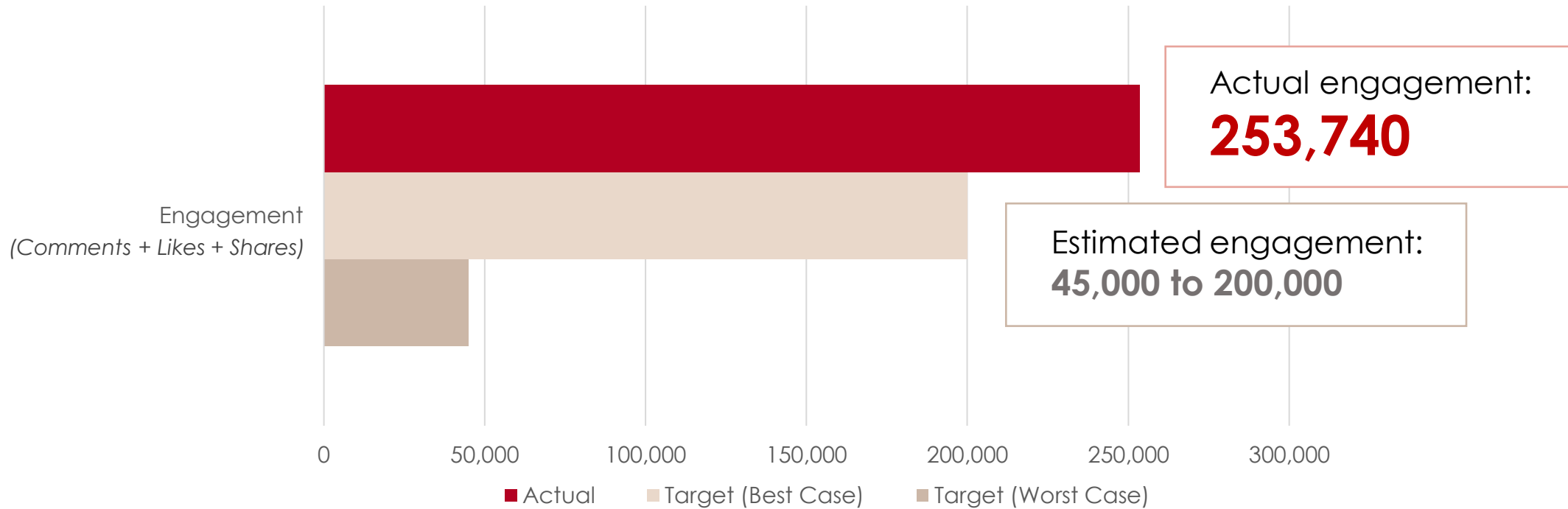
CPM: **\$3.47**
(Target of \$13 - \$25)

Exceeded target by more than **360%**

Report focuses on earned and does not include boosted numbers.

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Engagement

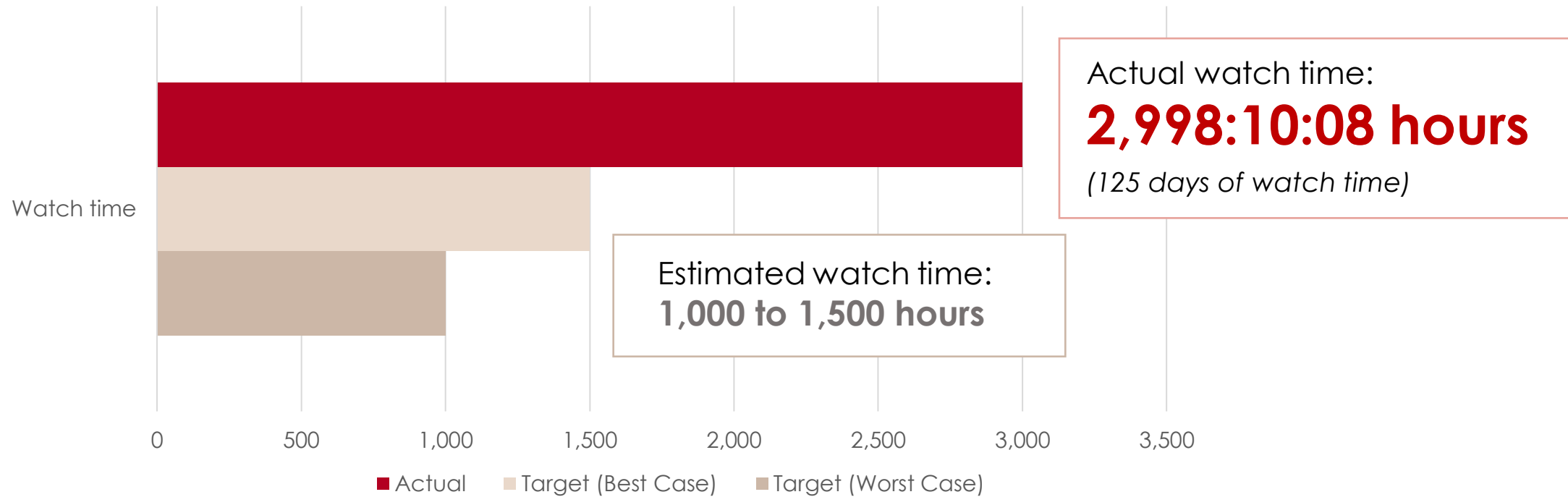


Exceeded target by more than **127%**

Report focuses on earned and does not include boosted numbers.

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Watch Time



Exceeded target by **200%**

125 DAYS

2,998:10:08 hours
of watch time

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8.1 Second

Average Watch Time

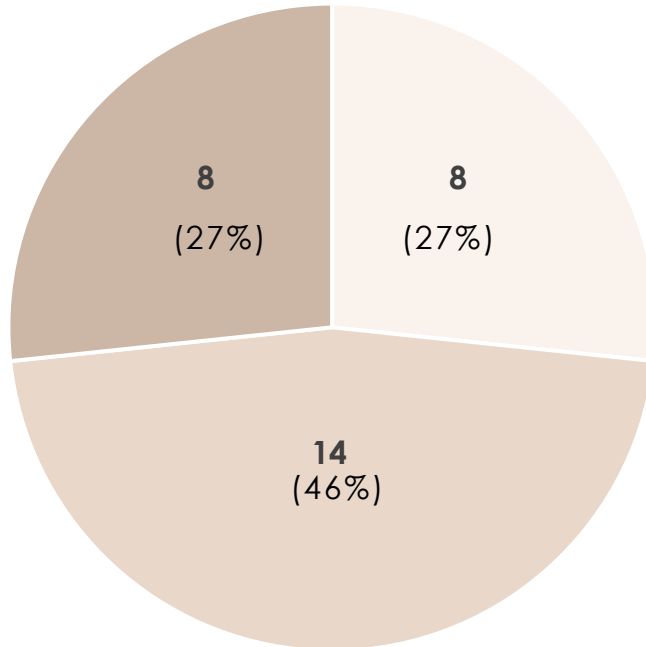
TIK TOK AVERAGE **5s**



CLARINS CAMPAIGN AVERAGE **8.1s**

Influencer Category Breakdown

No. of Influencers



■ ASMR ■ Lifestyle/Models ■ Skinfluencers

Creators sooth their audience with calming, quiet sounds of affirmation. (E.g: Foaming texture of the cleanser)

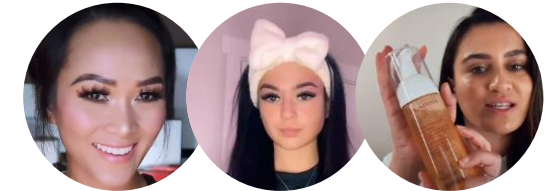
ASMR

Creators show their audience how they incorporate and use Clarin's cleanser for daily maintenance of their skin.

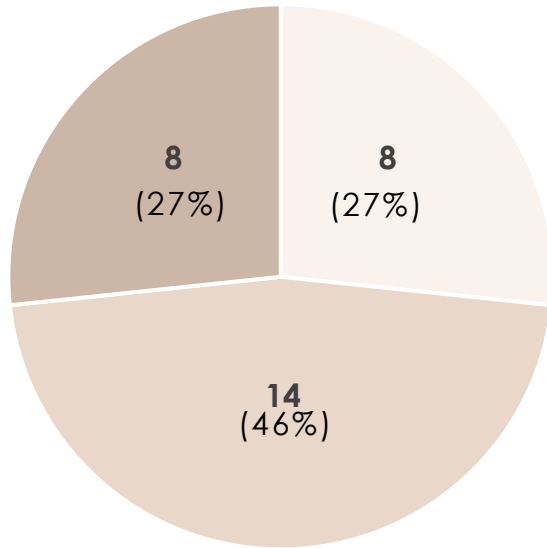
LIFESTYLE / MODELS

Creators give their audience skincare tips and product recommendations. They teach audiences how to incorporate Clarin's cleanser into their daily routines.

SKINFLUENCERS

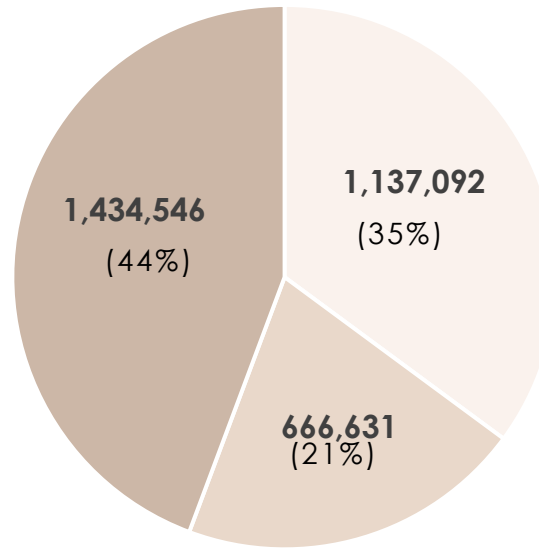


No. of Influencers



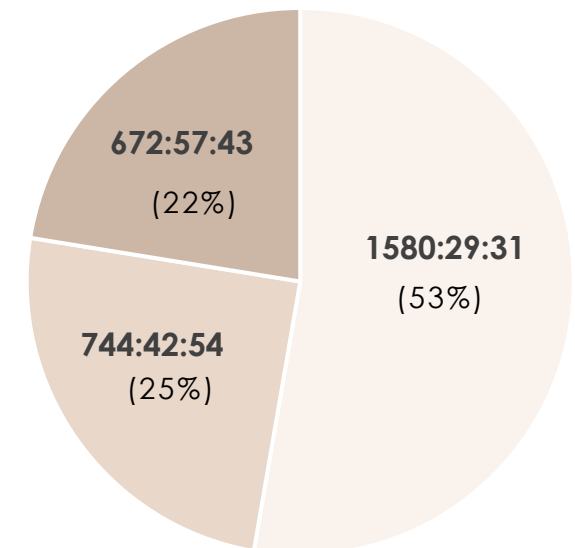
■ ASMR ■ Lifestyle/Models ■ Skinfluencers

No. of Views



■ ASMR ■ Lifestyle/Models ■ Skinfluencers

Watch Time



■ ASMR ■ Lifestyle/Models ■ Skinfluencers

ANALYSIS:

ASMR and
Skinfluencers garner
more views.

Watch time of
ASMR videos are
the longest.

ASMR



T: YAZICOLE

F: 710,100

V: 11,600

W: 23:56:15 HR

E: 1,084

KERBOM3

2,000,100

5,900,000

183:50:14 HR

112,249

STRESSLESSWITHLOLA

115,800

14,200

06:00:29 HR

5,380

DEEPSLEEPAPP

481,400

14,200

18:58:23 HR

470

COFFEEMEOW0

144,400

6,358

12:32:15 HR

324

ITSKRISTIII

505,600

14,200

20:01:55 HR

1,685

T: TIKTOK HANDLE

F: NO. OF FOLLOWERS

V: VIEWS

W: WATCH TIME

E: ENGAGEMENT

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ASMR



T:	GLOSSMAKEUP	WHISPERINGWILLOWASMR	EMXLYDAVIS
F:	63,500	471,411	1,400,00
V:	954	195,100	6,013
W:	1:52:02 HR	1333:19:53 HR	13:32:08 HR
E:	101	27,804	681

Lifestyle/Models



UMITSCLAIRE	ARREMSDAYTODAY	CHRISTIANGLAMLOPEZ
1,500,000	31,500	289,400
33,400	1,241	35,100
68:47:59 HRS	00:31:51 HRS	04:07:29 HRS
3,090	59	835

T: TIKTOK HANDLE

F: NO. OF FOLLOWERS

V: VIEWS

W: WATCH TIME

E: ENGAGEMENT

Lifestyle/Models



T: BROOKE_BRIDGES

MISS_NATASHA_JADE

BROOKSNADER

SARAHADAMHAFEZ

RUBIEJANE9

MSALEXANDRAHUNTER

F: 2,100,000

186,000

206

416,300

982,600

75,300

V: 5,162

11,800

4,777

1,193

20,800

1,012

W: 06:04:45 HRS

27:40:09 HRS

05:28:51 HRS

02:02:11 HRS

23:19:04 HRS

03:06:28 HRS

E: 413

2,041

2,166

115

1,622

60

T: TIKTOK HANDLE

F: NO. OF FOLLOWERS

V: VIEWS

W: WATCH TIME

E: ENGAGEMENT

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Lifestyle/Models



T: BAILEY.NOMI
F: 676,900
V: 68,800
W: 90:07:36 HRS
E: 1,088

T: SIMPLYBYSIMONE
F: 20,800
V: 1,433
W: 02:24:38 HRS
E: 27

T: KAEIIMAE
F: 1,500,000
V: 232,800
W: 319:00:30 HRS
E: 17,271

T: MIYAEVARENAE
F: 4,200,000
V: 243,100
W: 197:30:14 HRS
E: 18,789

T: EMILYGOLDGLOWS
F: 39,400
V: 1,087
W: 02:04:32 HR
E: 90

T: MARIANNACONSTABLE
F: 98,400
V: 1,161
W: 02:36:50 HR
E: 21

T: TIKTOK HANDLE

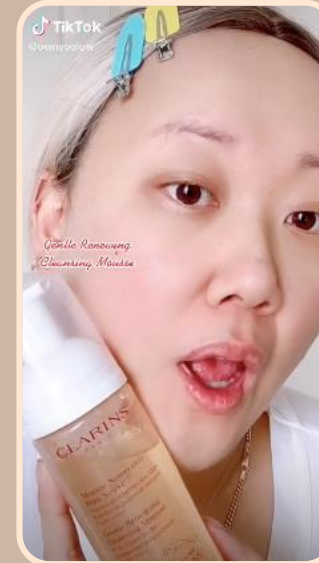
F: NO. OF FOLLOWERS

V: VIEWS

W: WATCH TIME

E: ENGAGEMENT

Skinfluencers



T: KRITY_S
F: 11,100
V: 530
W: 00:58:17 HR
E: 46

T: SKINCAREBYJESS
F: 148,500
V: 2,518
W: 03:02:08 HR
E: 203

T: YELENA.ALIY
F: 16,400
V: 2,600,000
W: 611:08:47 HR
E: 55,835

T: SOSONASKINCARE
F: 163,800
V: 2,772
W: 03:42:03 HR
E: 117

T: OWNYOGLOW
F: 6,549
V: 178
W: 00:34:42 HR
E: 7

T: KAELYNWHITEE
F: 381,500
V: 26,300
W: 51:52:32 HR
E: 3,575

T: TIKTOK HANDLE

F: NO. OF FOLLOWERS

V: VIEWS

W: WATCH TIME

E: ENGAGEMENT

43%



Minority Representation