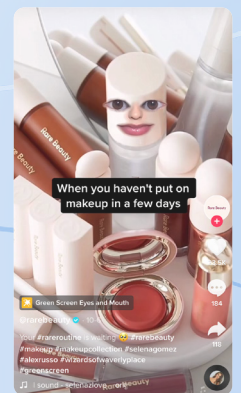
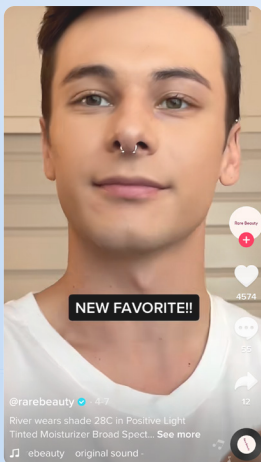
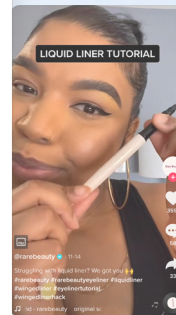
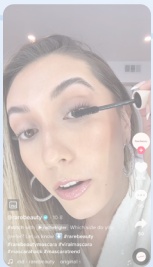
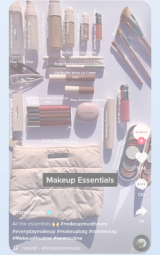
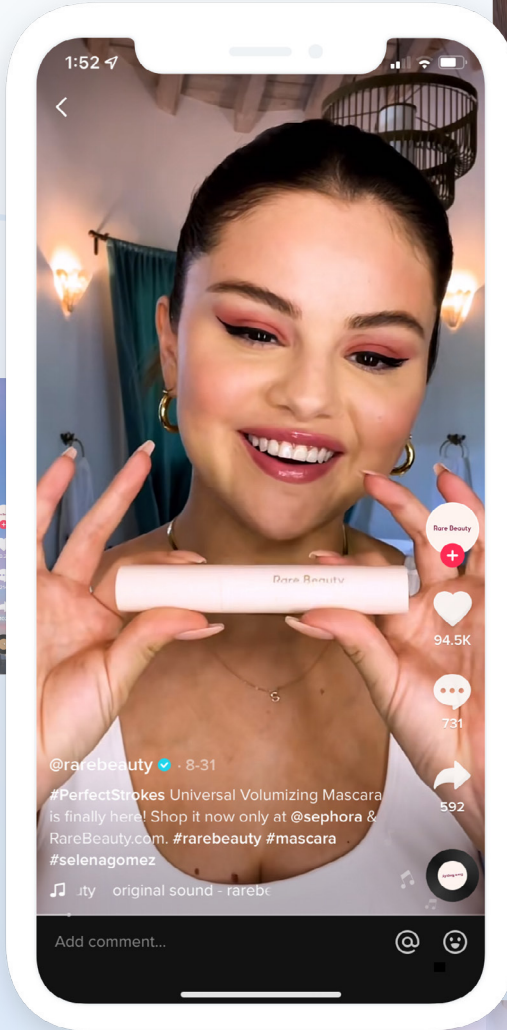
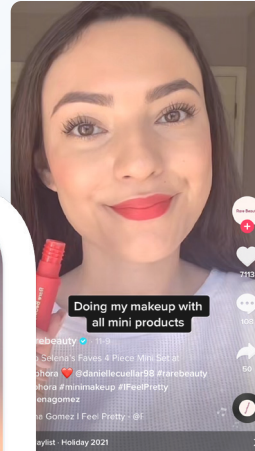
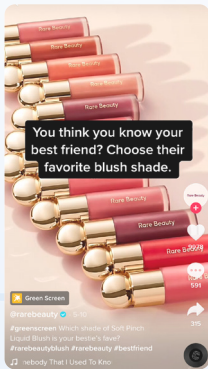
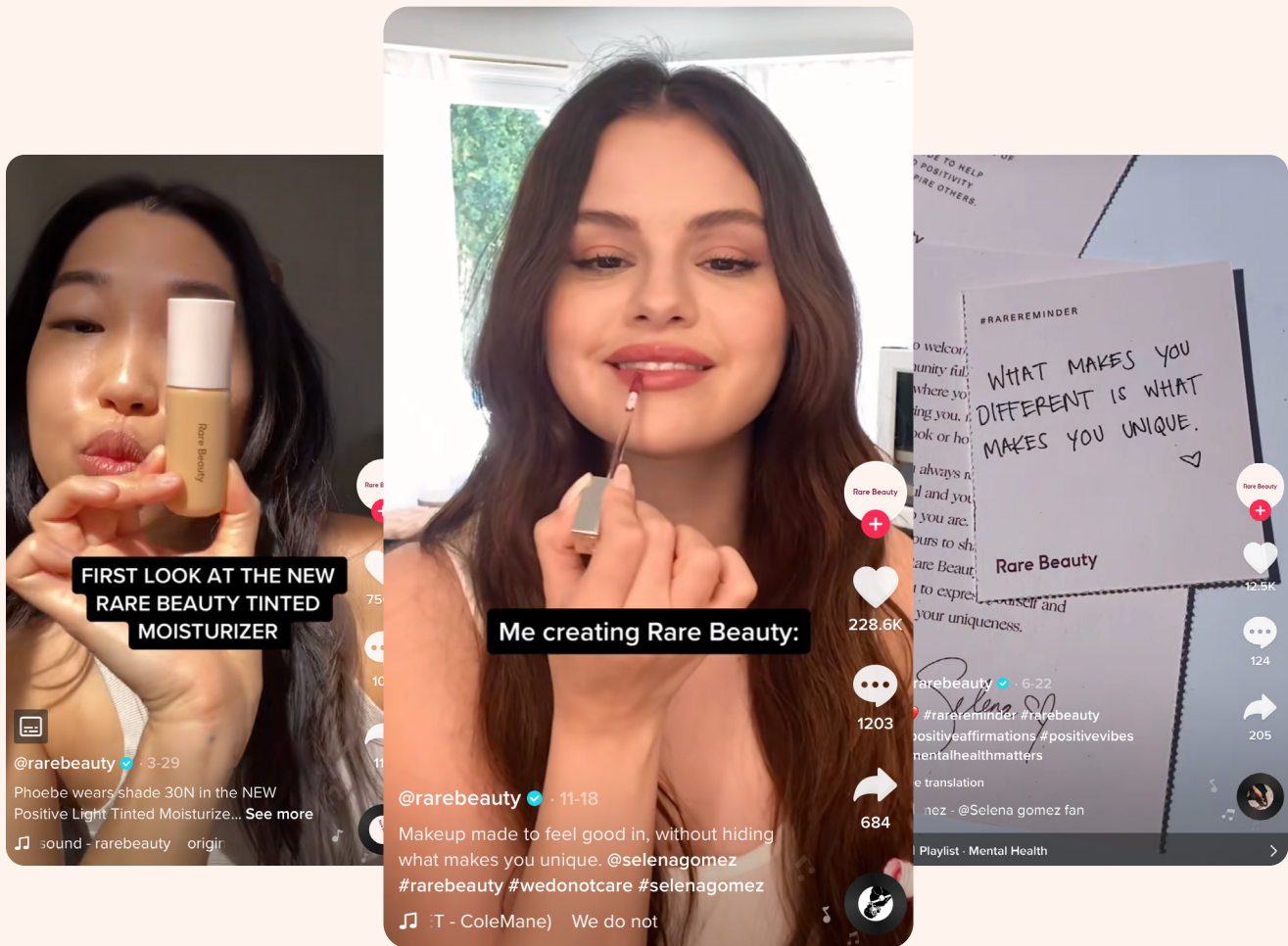


Rare Beauty

Authentic Brand Expression: Tapping Into Talent, Trends, and Creators to Perform on TikTok






Selena Gomez's Rare Beauty was founded with a mission to destigmatize mental health and celebrate individuality by redefining what "beautiful" means. The authentic, storytelling nature of TikTok makes it the perfect channel to communicate this message, and Rare Beauty joined the app in September 2020 alongside the brand's launch. From the beginning, Rare Beauty took an approach that highlighted Selena's personality, as well as those of creators on TikTok who love, and genuinely use its cosmetics. But the rapid pace and viral nature of the channel poses challenges for brands in terms of understanding what kind of content is working, and why. Learn how Rare Beauty overcomes these challenges on TikTok by using Dash Hudson to:

- Measure the performance of different styles of content on TikTok
- Understand what resonates with Rare Beauty consumers on the channel
- Identify trend traction to refine its strategy and produce engaging videos

Founder Talent at the Forefront

- The Rare Beauty team measures Video Views and Avg. Time Watched in Dash Hudson
- KPIs are analyzed per video and in total over time to understand resonance and virality

Having a famous founder as the face of the brand has been both a blessing, and a challenge for the Rare Beauty team as they navigate finding a balance between creating content that features Selena, and showcasing the brand's burgeoning creator community. Dash Hudson's TikTok Insights gives the team access to the performance metrics that matter most to the brand, like video views and avg. time watched in order to understand how these different styles of content perform. Metrics can be analyzed on a per post basis and via totals over time. This helps the team identify the optimal moments in which to feature Selena, and it's working—videos featuring the brand's founder receive on average, 211% more video views than the brand's typical view rate.



Creator content is viewed for 16% longer on average vs. Rare Beauty's average watch time


Creator Content and Trend Traction, Quantified

- Rare Beauty is now able to quickly and easily measure the resonance of creator content
- The Trending Videos tool makes understanding top performing videos easy, regardless of publish date

Building community is an important part of Rare Beauty's presence on social media, and one way the brand achieves this is by collaborating with creators from its TikTok community on content. The styles of creator content on the Rare Beauty account run the gamut from makeup tutorials, sharing favorite products and knowledge, to mental health wellness tips. Leveraging data in Your Posts helps the Rare Beauty team to understand which creators perform best on the brand's TikTok, and which styles of content keep viewers tuned in. On average, these creator highlights on Rare Beauty's account see a 16% longer watch time, indicating viewers find this mainly educational style of content valuable and engaging.

“ Creator driven content continues to perform well for us and we see the impact of the platform throughout the customer journey. For us TikTok is about entertaining, deepening our connection with the community, and making people feel good. Which aligns with our brand's mission of creating makeup made to feel good in, without hiding what makes you unique.

Ashley Murphy,
Senior Director, Consumer Marketing at Rare Beauty



Content featuring Selena Gomez achieves **+211% higher video views** on average vs. Rare Beauty's average view rate

The Rare Beauty team also sees impactful business results from their paid initiatives on TikTok. In alignment with its organic strategy, the team works collaboratively with its advertising agency Booyah to share both Selena, and creator content as ads. Just as in the organic strategy, the goals for these two types of videos differ. Ads featuring Selena are an important part of Rare Beauty's awareness strategy, and drive 770% more average video views to completion per person than other ad content.

770%

More Average Video Views to Completion Per Person on Rare Beauty TikTok Ads Featuring Selena Gomez

Creator content on the other hand, is highly effective in achieving Rare Beauty's conversion goals. The user-generated aspect of creator content influences TikTokers who enjoy learning about and seeing the beauty products on a diverse range of real people. Though these videos achieve a lower view rate than videos featuring Selena, creator TikTok ads drove 97.5% of recent ad campaign conversions, indicating a high intent to buy from content viewers.



18%

of Total Campaign Views



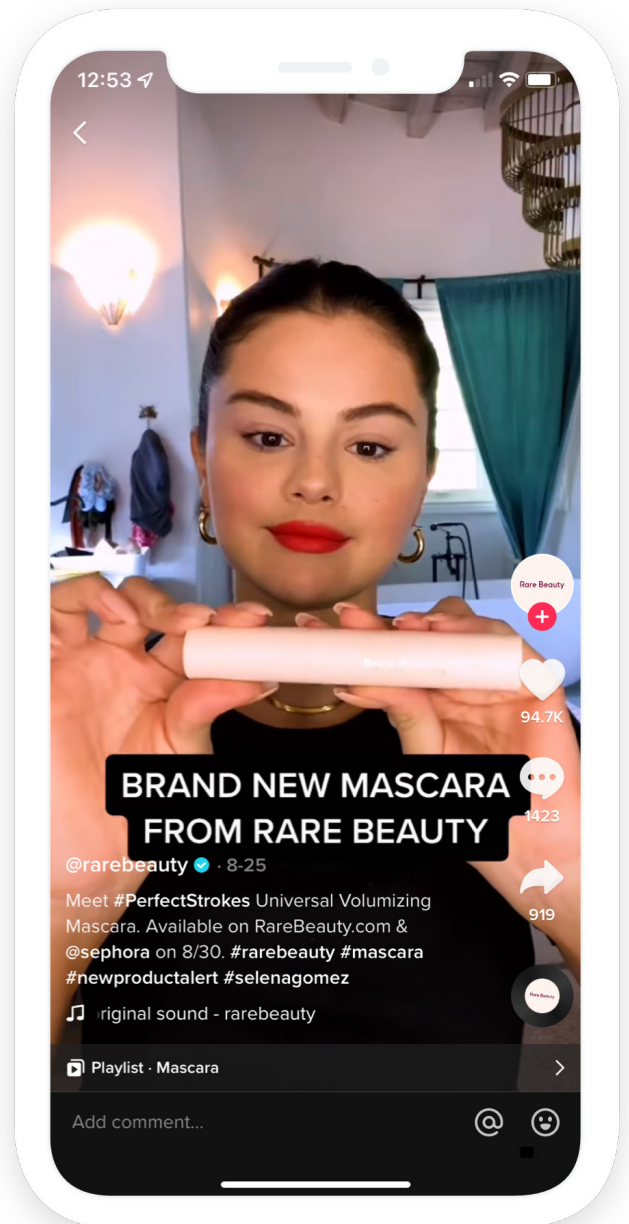
97.5%

of Total Campaign Conversions

Driven by Rare Beauty TikTok Ads Featuring Creators

“ Rare Beauty uses TikTok as an effective way to reach new and existing users who are both in the discovery and purchase phase. Rare Beauty continues to test several forms of ad types and creative but finds that user-generated content performs the best, as it allows the user to feel like they have a friend in their pocket. Yes, Rare Beauty has the power of Selena behind them, but we continue to learn that you don't need a high-profile celebrity or influencer for successful marketing on TikTok. Instead, discover relatable individuals or influencers to your target demo.

Kara Cascio-Mariana,
Account Director at Booyah Advertising



Data-Driven Creativity on the World's Fastest Growing Channel

With over one billion global users, TikTok has quickly become one of the most important marketing channels for brands. With Dash Hudson's TikTok Insights, the team at Rare Beauty combines their social media savvy with enhanced access to data to overcome the new challenges that the channel presents, and spread the brand's positive messages of the love of makeup and of self, to its community on TikTok.

Create content that delivers ROI with Dash Hudson's complete suite of tools to monitor, analyze, organize, and schedule across social channels. Request a demo today.