



STATUSPHERE



BEAUTY BRAND RESULTS
(all photos shown are from Statusphere influencers)

FREEMAN BEAUTY

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Challenge

Freeman Beauty was looking to rapidly expand its user generated content on Instagram featuring their line of Feeling Beautiful face masks and build its brand awareness to drive sales in Ulta Stores.



@sarakauten

@ale.harnish



Solution

To achieve this, Freeman Beauty signed up for a 50 influencer per month plan with Statusphere.

Influencers were required to mention that the product can be found at Ulta.

Scroll for the results after 60 days.

RESULTS



Photos featuring Freeman Beauty
111 unique photos



Total likes across all posts
40,667 likes



Total comments across all posts
2,639 comments



Total followers across instagram influencers
1,367,983 total audience



DEMOGRAPHIC DATA



Avg Age of Influencer

23 - 27 years old



Influencer Type

Beauty, Lifestyle, Moms



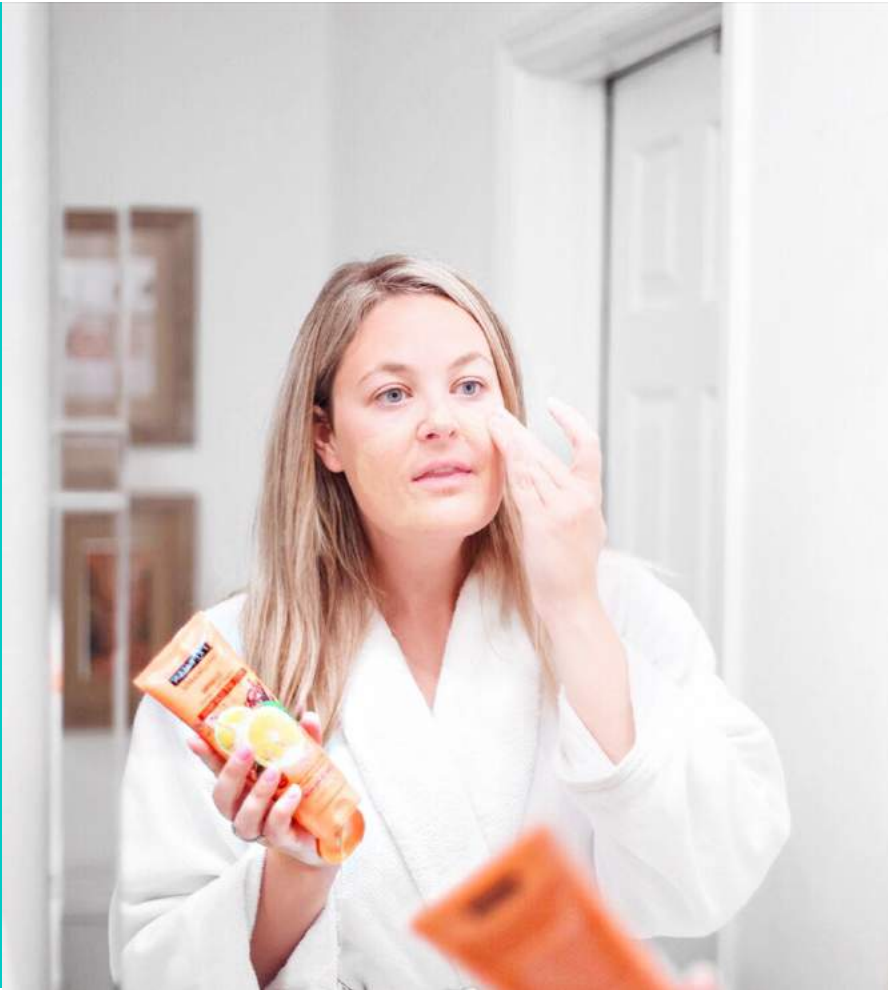
Geolocation

Continental U.S.



Skin Types

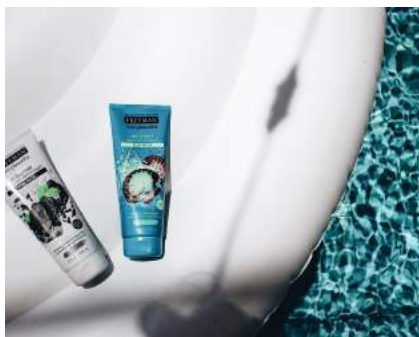
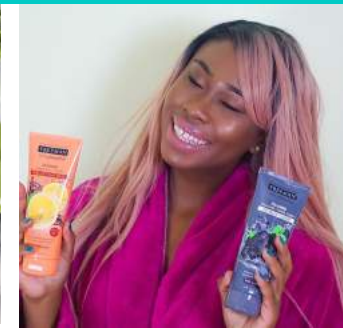
Normal to Oily Skin





111 UNIQUE PHOTOS

Total unique photos created in 60 days.





2,139 COMMENTS

Total comments across all the posts. Here are some of the highlights.



calicutiegirl Loved these I apply them extra thick so it's easier to peel. Ahh so satisfactory

beautywithlizashar Currently I'm using Freeman Apple Cider Vinegar Foaming Clay Mask and loving it 🍌

fletchita 🙌 i juste bought and test the Two of the yesterday ... I like both of them ♥

cutfromsamecloth Charcoal masks for the win!!

astylebreeze super fun! Im gonna have to try that

foxandbloomco Love that you can use it both ways!

queennao_ I love that mask. It's so good.

shesfreeastheflowers Love a good exfoliator! Charcoal seems to be the new thing now!

NOUGHTY HAIRCARE

NOUGHTY HAIRCARE

Challenge

Noughty Haircare is a UK based brand. They were looking to build brand awareness around their launch in Ulta stores in the USA.

Noughty had multiple product SKUs targeted at different hair types.



@christina_huxin

@lulumonty



Solution

To achieve this, Noughty signed up for a 30 influencer per month plan with Statusphere.

Because Statusphere has info on the hair types of all influencers in the network, Statusphere was able to match each SKU with the right influencer.

RESULTS



Photos featuring Noughty Haircare
65 unique photos



Total likes across all posts
24,077 likes



Total comments across all posts
2,364 comments



Total followers across Instagram influencers
791,943 total audience



DEMOGRAPHIC DATA



Avg Age of Influencer

24 - 30 years old



Influencer Type

Beauty, Natural, Vegan



Geolocation

Continental U.S.



Hair Type

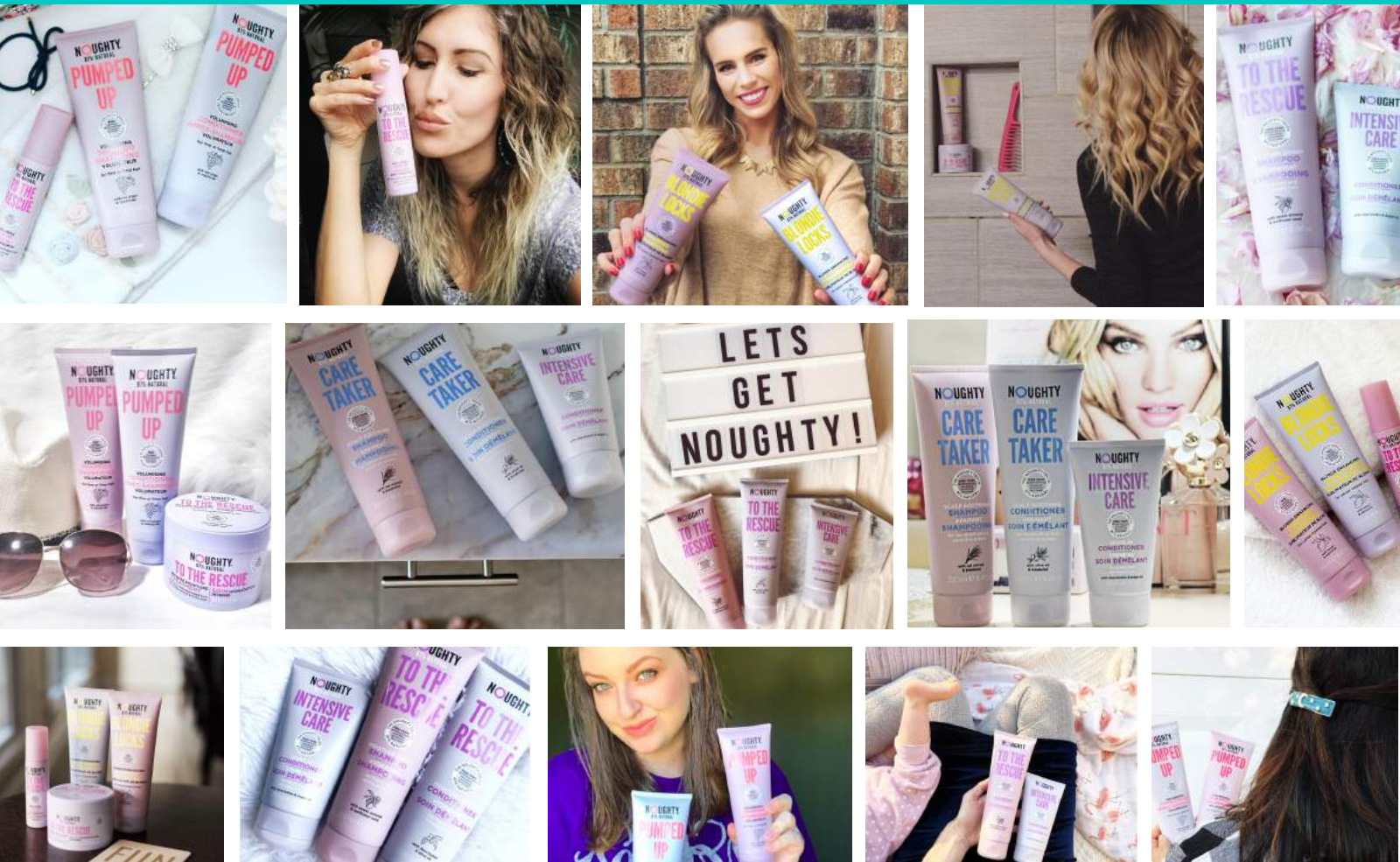
Curly and Blonde Hair





65 UNIQUE PHOTOS

Total unique photos created in 60 days.





2,364 COMMENTS

Total comments across all the posts. Here are some of the highlights.

thefashionhotbox Omg need this for my hair

bluemountainbel Oh I love the branding. Never heard of them!

joyfullystyled I need to try!

twopeasinaprada Need to look into this!

likehoneyblog How cute is that packaging too!

theheartofaflower I want to try this! Love that it's a vegan brand! Sounds amazing - love the pretty packaging too!

thecentralsteppes That's what i need for the dry weather!

meghan_lanahan Dry hair over here! 🙌👩
Need to try these!

sosimplyet These sound amazing!! 😍😍

catherinescraze Need to check these out!

caloscloset My hair is so dry right now so may need to try this!

candywaltrip I love their packaging

carolynabauer So amazing that is natural!

loveforlacquer Totally need to try this brand!

tonyamichelle26 I've never heard of them before!



SHAKLEE YOUTH

SHAKLEE YOUTH

Challenge

Shaklee was looking to build social buzz around the launch of their new high-end skincare line, YOUTH and drive traffic to its new micro-site.



@savvygirlstyle

@themothertoddkind



Solution

To achieve this, Shaklee signed up for a 100 influencer launch package with Statusphere. With this approach, 100 beauty influencers shared about the new line in 30 days and pointed traffic to new micro-site.

RESULTS



Photos featuring Shaklee
120 unique photos



Total likes across all posts
33,868 likes



Total comments across all posts
2,253 comments



Blog Mentions about Shaklee
75 unique blog mentions



Total followers across instagram influencers
1,582,657 total audience



DEMOGRAPHIC DATA



Avg Age of Influencer
27- 35 years old



Influencer Type
Beauty, Natural, Lifestyle



Geolocation
Continental U.S.



Skin Concerns
Anti-aging





120 UNIQUE PHOTOS

Total unique photos created in 30 days.





75 UNIQUE BLOG MENTIONS

October 27, 2017
CRUELTY FREE: SHAKLEE YOUTH SKINCARE



INSTANT RADIANCE BOOST | YOUTH® SKIN CARE MINI REVIEW

by Sarah on 10/27/17

Thanks to Shaklee for sending me these products to review. Instant Radiance Boost | YOUTH® Skin Care Mini Review. YOUTH® Radiance C + E Capsules. This is my favorite of all the products I tried from YOUTH®. These are made with 20% pure vitamin C, I am obsessed with using vitamin C on my face. It's good for brightening and repairing your...

[VIEW POST](#)

One of the key ways to fight against aging skin is to prevent it from happening...or so that's what I've heard. So I have decided to do just that. ShakleeHQ was generous enough to gift me some of their youth products for testing purposes. I have been using these products for the past week and so far I am more than impressed with these products.



MY NIGHTTIME ROUTINE

Posted on November 13, 2017



SHAKLEE YOUTH SKIN CARE SET REVIEW

A few weeks ago I received the Shaklee YOUTH Skin Care set as a gift from the company to review. Here is the description of their product line: "[it] was formulated specifically to target and address aging at the cellular level of your skin. Shaklee YOUTH products are 100% vegan and cruelty free. Their comprehensive "Free of" list contains over 2,500 harmful chemicals and questionable ingredients that you will never find in any of their YOUTH products."

I was so excited to try natural products that are free of harsh chemicals. I received the Radiance C+E Capsules, the 5-in-1 Youth Activating BB Cream, and the Youth Activating Serum. The BB

Shaklee
youth Skincare



Beauty Review

