



BEAUTY STUDY ■ 2018

# The Digital Beauty Counter

How Beauty Marketers Can Connect With Consumers  
Through YouTube, Facebook, And Instagram Video



PIXABILITY

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**SECTION 01** ■ INTRODUCTION

## Brushing Up On Beauty Across YouTube, Facebook, and Instagram

Through digital video domains like YouTube, Facebook, and Instagram, consumers have established passionate communities and connections around beauty: sharing stories, favorite techniques, and inspiration. Gone are the days of consumers heading to the mall beauty counter to discover and compare products and make brand decisions — today, consumers are finding and engaging with beauty brands through digital video.

The explosion of content, audiences, and ad dollars on YouTube, Facebook, and Instagram has turned digital video into the digital beauty counter — and marketers must develop a video strategy that turns heads if they're going to win audiences across these major video domains.

In this report, you'll discover Pixability's fifth annual analysis of the beauty space across YouTube, Facebook, and Instagram — unpacking viewing behavior and video strategies to help beauty marketers understand how they can make an impact on consumers through video.

**Armed with these insights, beauty marketers can better develop and execute paid, owned, and earned media strategies, and maximize the impact of their video spend.**

## TL;DR

On the way out?  
Here's what you need to know

Overall, there's a clear need for marketers to invest in digital-first strategies, develop video tailored to each video domain's specific strengths, and carefully consider their contextual targeting strategy to maximize impact. Here's a taste of what Pixability found:

- On YouTube, influencers drive 32X higher engagement rates than beauty brands — but marketers can borrow strategies from influencer playbooks to seize attention.
- Beauty brands are growing their audiences on Instagram 58% more rapidly than on Facebook.
- Even influencers must pay to play — 100% of top YouTube influencers count some amount of paid viewership within their audiences.
- This year, travel and beauty is increasingly overlapping on YouTube, with this crossover space set to surpass 1B views.



## Video Playbook

### Here's How Marketers Can Build Winning Video Strategies



**YouTube:** Marketers can take advantage of YouTube's massive built-in viewership by developing a long-form video strategy, leveraging influencers and publishing frequently to continue building and activating their audience, deepening brand commitment.



**Facebook:** By investing in a robust video strategy on Facebook, marketers can stay top-of-mind among their target consumers. Successful Facebook video strategies utilize short-form (less than 30 seconds) content and innovative features like pop-outs to engage consumers around product launches and giveaways, as well as leveraging long-form video for branding and building brand loyalty.



**Instagram:** Marketers have leapt head first into Instagram, acquiring and activating audiences by frequently publishing compelling photo, video, and GIF content. Marketers can maximize the impact of their Instagram strategy by publishing short-form (less than 30 seconds) tutorial content, and linking to longer videos on YouTube and Facebook, as well as getting creative with Instagram profile pages.



**You  
Tube**

**Beauty**  
on YouTube

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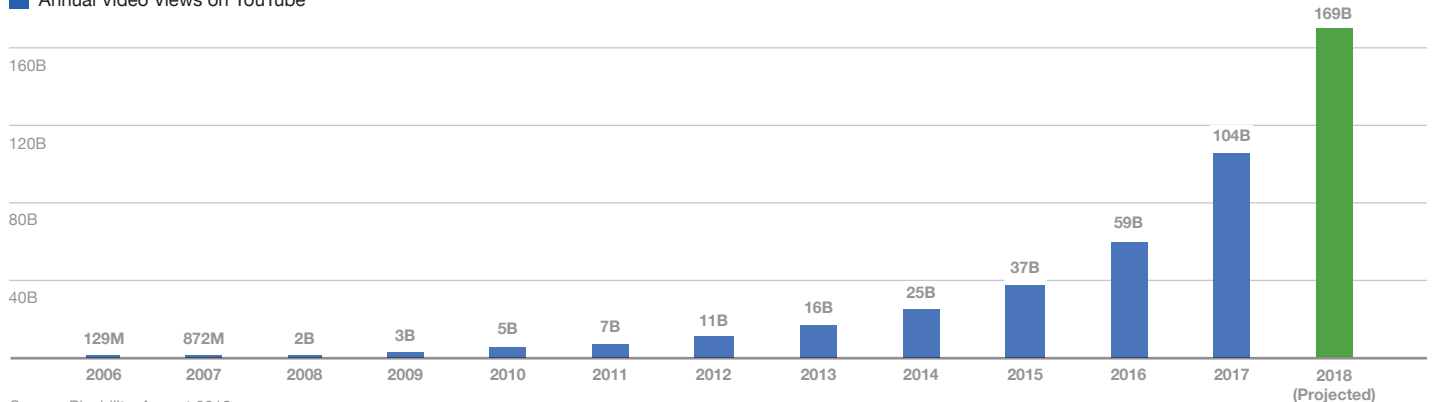
**SECTION 02** ■ BEAUTY ON YOUTUBE

## YouTube Remains A Beauty Powerhouse

With over 349B total views, YouTube still reigns supreme in the beauty video space — and this trend is showing no signs slowing. YouTube saw a 60% year-over-year growth in views, and is expected to gain 169B views through the end of 2018. While the vast volume of content in the beauty space can make it difficult for marketers to make an organic impact, an aggressive paid media strategy can help drive impact in the beauty space — particularly when combined with a sophisticated organic content strategy.

### Beauty Viewership On YouTube Shows No Sign Of Slowing

■ Annual Video Views on YouTube

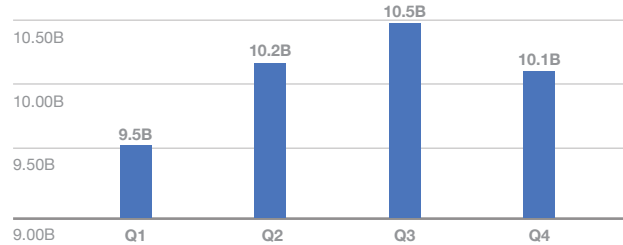


Source: Pixability, August 2018

**SECTION 02 ■ BEAUTY ON YOUTUBE**

On YouTube, beauty viewership peaks in Q3, with spikes around summer and back-to-school. Marketers can command audience attention on the domain by maintaining a steady publishing cadence, and publishing well in advance of holidays and tentpole events to get ahead of the competition and take advantage of long-tail viewership.

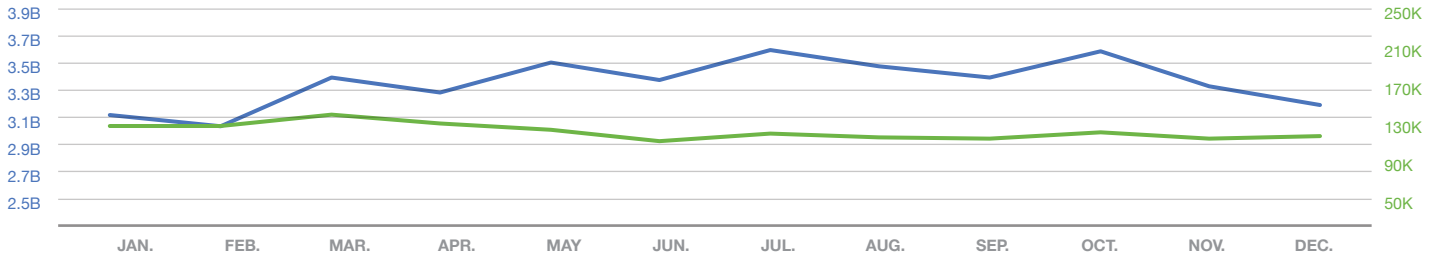
**Beauty Viewing Peaks In Q3 On YouTube**



Source: Pixability, August 2018

**Beauty Viewing Peaks Around Holidays, Reaches Zenith In Q3 On YouTube**

■ Average Views Per Year    ■ Average Number of Videos Published



Source: Pixability, August 2018

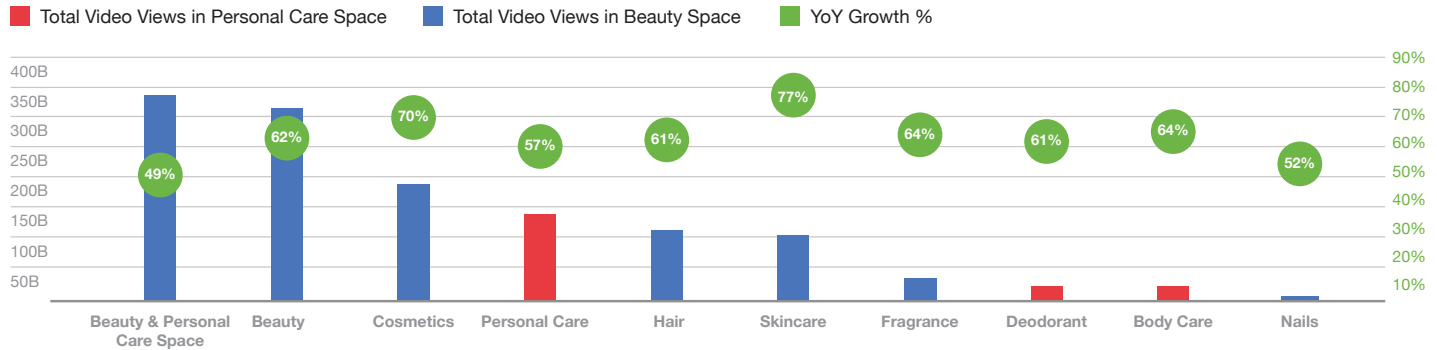
SECTION 02 ■ BEAUTY ON YOUTUBE

# How Consumers Are Viewing Beauty & Personal Care Content

Skincare and cosmetics content leads other beauty and personal care sub-spaces in year-over-year view growth, but all sub-spaces are rapidly gaining audiences. However,

marketers shouldn't silo their strategy — by developing video strategies that span multiple sub-spaces, they can maximize their impact.

## Marketers Can Maximize Impact By Developing A Video Strategy That Addresses Multiple Sub-Spaces



Source: Pixability, August 2018



## Spotlight:

# Unwrapping The Cosmetics Sub-Space

Across the cosmetics sub-space, lips content saw the largest year-over-year growth rate in 2018 as viewers flocked to YouTube for lipstick and lip art content. Again, beauty marketers should experiment with developing crossover video content that bends and blends sub-spaces and categories to attract an engaged viewership.

### Overall Cosmetics Space

209B Views | 70% YoY Growth

#### Lips

13.6B Views  
68% YoY Growth

#### Contouring

3.6B Views  
56% YoY Growth

#### Eyelashes

3.1B Views  
46% YoY Growth

#### Eyebrows

2.4B Views  
60% YoY Growth

#### Blush

768M Views  
30% YoY Growth

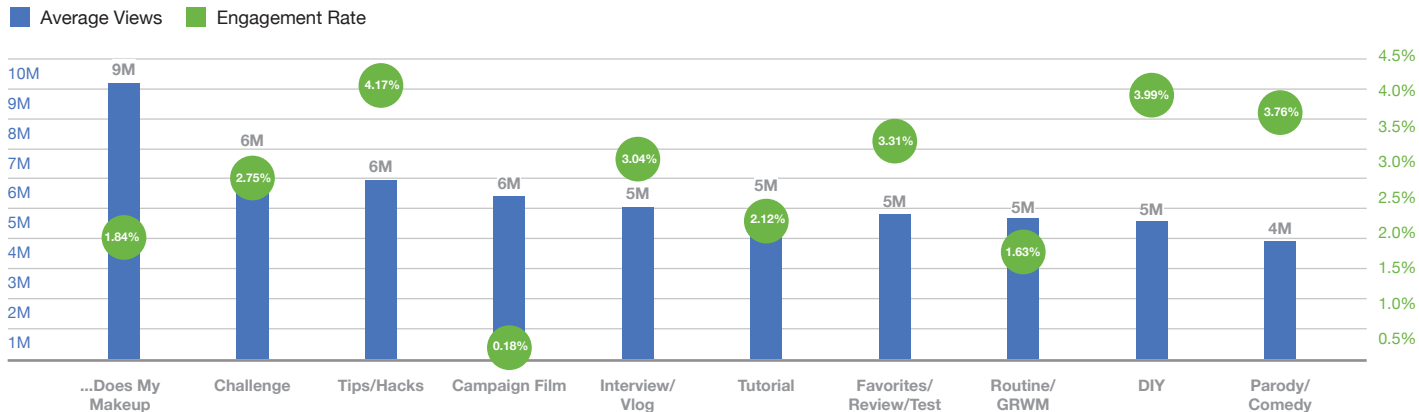


SECTION 02 ■ BEAUTY ON YOUTUBE

## Marketer’s Strategies Should Reflect What Viewers Are Watching

Beauty mavens have cultivated rich communities across digital video domains, and have developed many new and innovative content types. Beauty marketers can maximize their impact by learning to speak the language of digital video, and developing a made-for-digital video strategy that includes engaging content types like tips/hacks and DIY videos.

### Marketers Should Adopt Creator-Developed Content Types To Drive Engagement



Source: Pixability, August 2018

**SECTION 02** ■ BEAUTY ON YOUTUBE

# Get Ready With Me: Learn The Language of Beauty Across Digital Video Domains

■ **...Does My Makeup**

- Creators or their acquaintances
- apply makeup on one another

■ **Behind-the-Scenes**

- Pulls back the curtain on production of another video, typically a campaign film

■ **Campaign Films**

- High-production brand video made to drive brand or product awareness

■ **Challenge**

- Showcases creators taking part in digital conversation through make-up related challenges

■ **Vlog**

- Popular digital video format wherein creator speaks directly to audience (includes creator interviews)

■ **Look Inspiration**

- Inspiration for several different looks or styles

■ **Parody/Comedy**

- Entertaining beauty content, including popular expectation vs. reality format

■ **Get Ready With Me**

- Creator walks through beauty routine, often while addressing audience

■ **Beauty Tips/Hacks**

- Tips, tricks, and hacks to educate viewers on various beauty techniques and products

■ **Tutorial**

- Detailed walkthroughs to educate viewers how to achieve a specific beauty look

■ **Favorites/Reviews**

- In-depth videos reviewing one or more beauty products (includes haul videos)

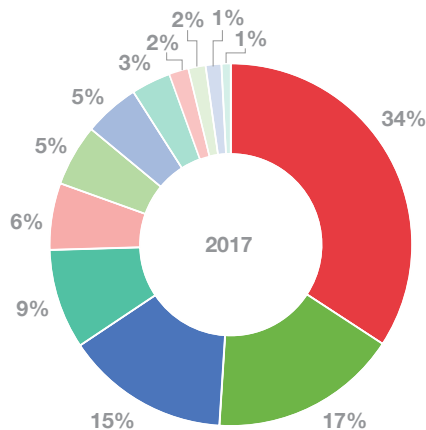
SECTION 02 ■ BEAUTY ON YOUTUBE

# Paid Media Drives Campaign Film Content Viewership

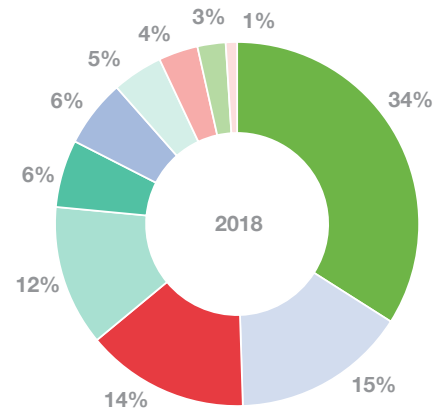
Last year's analysis showed that tutorial content attracts the largest share of views across top beauty videos — but this year, brand-owned campaign films overtook the digital-first format, driven mostly by paid media investment. While tutorial content saw its share of views decline, vlogs attracted a 3X larger share of the beauty viewership over last year's analysis.

## While Tutorial Content Attracted The Largest Viewership In 2017, 2018 Saw Campaign Film Content Take The Lead, Driven By Paid Media

- Tutorial
- Campaign Film
- Look Inspiration
- Tips/Hacks
- Parody/Comedy
- Routine/GRWM
- DIY
- Interview/Vlog
- ...Does...Makeup
- Behind-the-Scenes
- Favorites/Review
- Challenge



Source: Pixability, July 2017



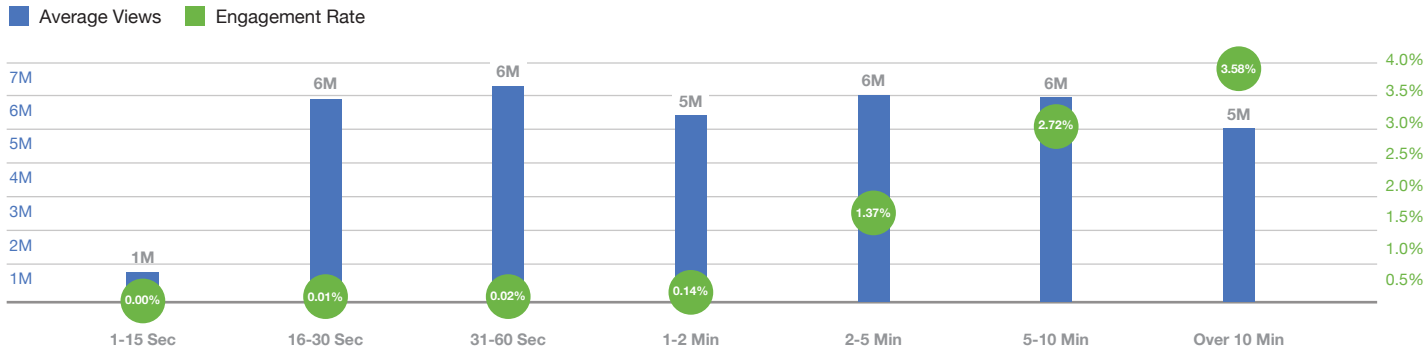
Source: Pixability, August 2018

SECTION 02 ■ BEAUTY ON YOUTUBE

## Long-Form Content Drives Engagement In Beauty

Beauty mavens are turning to YouTube for long-form content, with 36% of top beauty content clocking in at 10+ minutes, and 24% coming in between 5-10 minutes in length. While innovative brands are breaking the mold, traditional brand content was simply adapted from 15- or 30-second TV spots — but marketers must keep up with changing viewing habits, and develop long-form content to best connect with their audiences. Marketers can learn from top brands like CoverGirl, Maybelline, and Dior — all three are developing sophisticated, made-for-digital content strategies.

### Long-form Content Drives Engagement In The Beauty Space



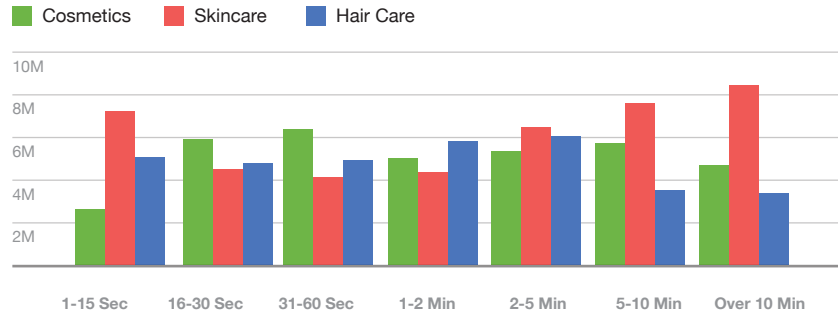
Source: Pixability, August 2018

SECTION 02 ■ BEAUTY ON YOUTUBE

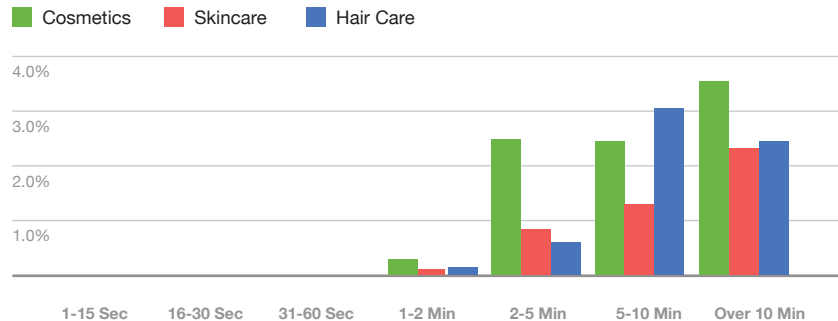
# Across Sub-Categories, Long-Form Content Drives Engagement

While top cosmetics, skincare, and hair care videos attract a similar number of views across creative lengths, the difference in engagement rate is striking. Each sub-category sees a steep rise in engagement rates as creative increases in length — indicating that no matter their sub-category, beauty marketers should produce long-form content.

Average Views by Category And Video Length



Engagement Rate by Category And Video Length



Source: Pixability, August 2018

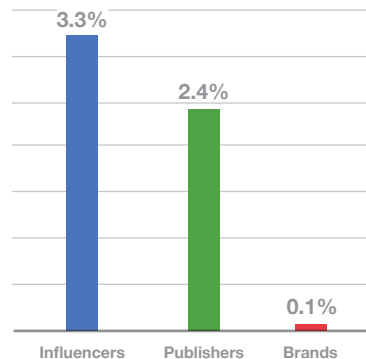
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# Influencers Cultivate Passionate Audiences On YouTube

Across the board, engagement rates are increasing on YouTube as viewers become more accustomed to interacting with video content. Beauty influencers are constantly honing their content strategies and cultivating passionate, engaged audiences — not just on YouTube, but across Facebook, Instagram, and other video destinations as well — leading them to own the majority of total views across top beauty content on the domain. Influencers also drive 32X higher engagement rates than beauty brands, and a 41% higher engagement rate than publishers such as Refinery29 and GlamourMag.

## Influencers Drive 32X Higher Average Engagement Rates Than Beauty Brands On YouTube

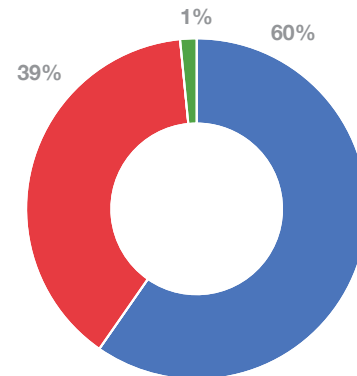
- Influencer Engagement Rate
- Publisher Engagement Rate
- Brand Engagement Rate



Source: Pixability, August 2018

## Influencers Dominate Top Beauty YouTube Content

- Influencer Total Views
- Publisher Total Views
- Brand Total Views



Source: Pixability, August 2018

## SECTION 02 ■ BEAUTY ON YOUTUBE

# Act Like An Influencer To Engage Audiences

How can marketers tap into the success that beauty influencers have found? By mirroring influencer strategies — marketers should invest in paid and organic strategies that resemble influencer tactics, including publishing frequently, and producing made-for-digital content like tutorials, ...does my makeup, and tips/hacks. Viewers are turning to YouTube for these content types, and marketers can better connect with their audience by understanding what they want to watch.

However, even beauty influencers aren't exempt from pay-to-play. By strategically investing in paid media, marketers can cut through the noise across YouTube and other digital video domains — driving audience engagement and subscribership, and building brand loyalty.



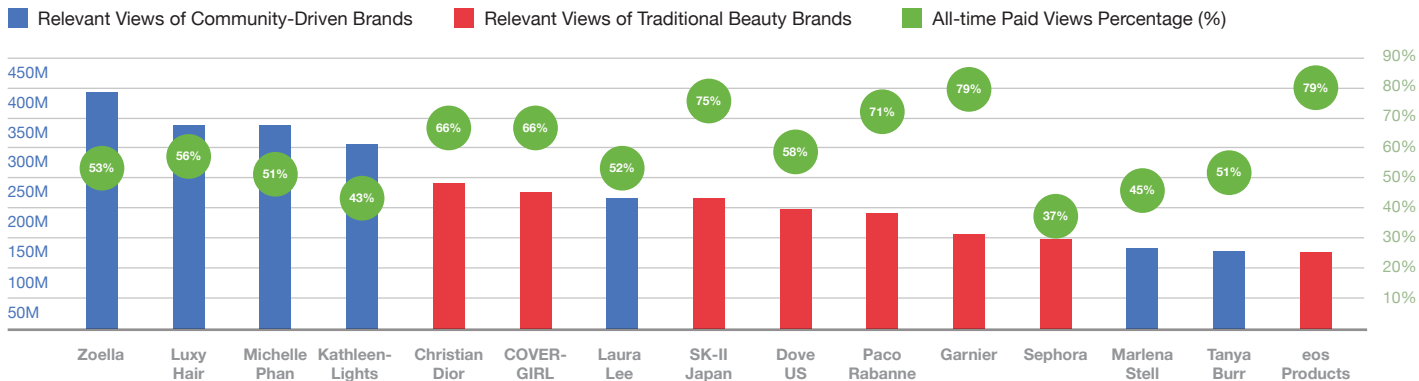


SECTION 02 ■ BEAUTY ON YOUTUBE

# Even Influencer-Driven Beauty Brands Must Pay To Play

While influencer-driven beauty brands have built large, engaged audiences, these brands still invest in paid media to drive viewership. Beauty marketers should take this to heart, and develop aggressive paid media strategies to get ahead of their competition.

## Influencer-Driven Beauty Brands Still Invest In Paid Media



Source: Pixability, August 2018

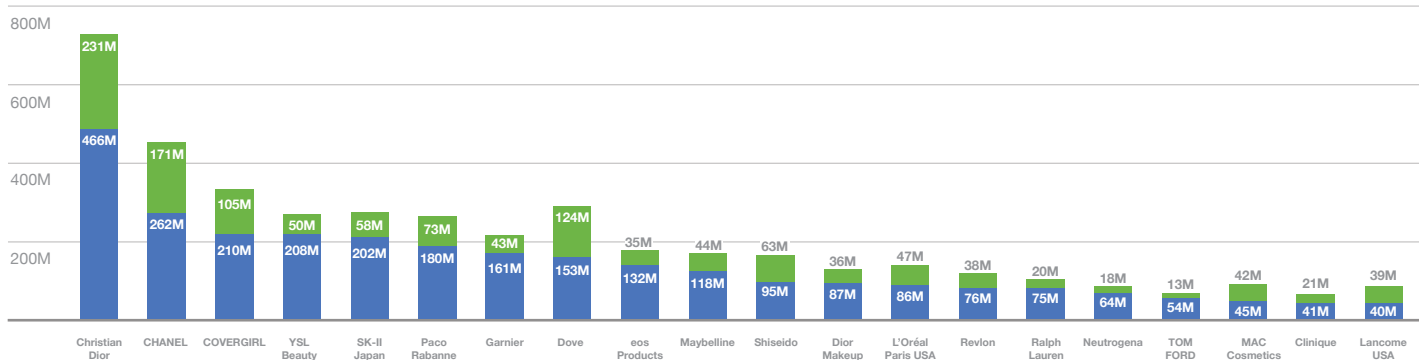
SECTION 02 ■ BEAUTY ON YOUTUBE

# Tracking Beauty Brand Investment In YouTube Paid Media

While all brands pay to play, the most successful beauty brands are adopting an aggressive media strategy to complement their made-for-digital content. By investing in the right mix of targeting, and assigning the right creative to the right locations and personas, marketers can maximize the impact of their paid media strategy on YouTube.

## Beauty Brands Are Investing Heavily In YouTube Paid Media

■ Paid Views ■ Organic Views



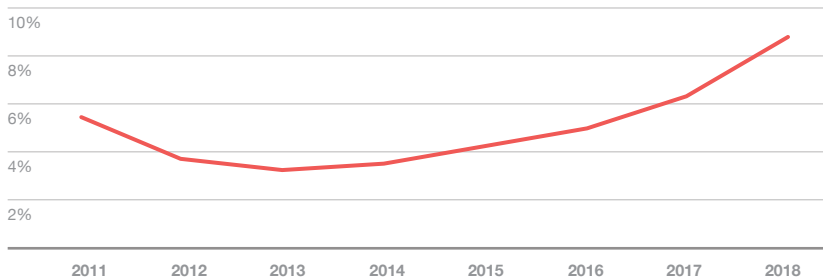
Source: Pixability, August 2018

SECTION 02 ■ BEAUTY ON YOUTUBE

## Marketers Are Increasingly Adopting Digital-First Strategies

While many beauty marketers still predominantly publish short-form videos, innovative marketers are increasingly publishing the content that viewers are searching for on YouTube: made-for-digital, long-form videos. Long-form content now encompasses 8.9% of beauty brand videos, over its all-time low of 3.8% in 2013.

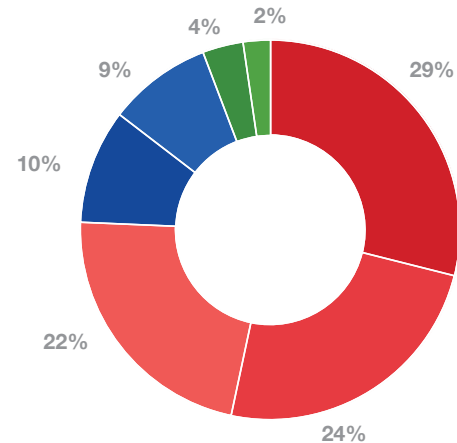
### Beauty Brands Are Increasingly Incorporating Long-Form Content Into Strategies



Source: Pixability, August 2018

### The Majority Of Beauty Brand YouTube Videos Are Still Short-Form

- 30-60 Sec
- 3-5 Min
- Over 10 Min
- 15-30 Sec
- 5-10 Min
- 0-15 Sec
- 1-3 Min









Source: Pixability, August 2018

**SECTION 02 ■ BEAUTY ON YOUTUBE**

# Beauty Influencers Turning Heads On YouTube

Beauty influencers are expanding the scope of the content they're creating, weaving in travel, entertainment, and/or lifestyle videos. They're also getting creative with the beauty content they publish, seizing upon new trends or creating trends of their own. In recent years, beauty influencers have parlayed their large audiences into successful brands, including Manny Mua, Kathleen Lights, and Laura Lee.

## Top Rising Beauty Influencers

Influencer	Total Subscribers	YoY Subscriber Growth Rate	Growth Driver
 <b>Michele Dy</b>	1.2M	250%	Filipino makeup influencer; celebrity-inspired tutorial, event makeup
 <b>Risabae</b>	1.8M	83%	K-beauty; detailed makeup tutorials
 <b>MamaMiaMakeup</b>	4.5M	73%	Back-to-school related content
 <b>Alpha m.</b>	4M	70%	Crossover content on men's grooming, fashion and fitness
 <b>Manny Mua</b>	5.3M	65%	Trend of diverse beauty; collaboration with other beauty influencers
 <b>Kylie Cosmetics</b>	853K	62%	Celebrity-endorsed brand; cross-domain marketing

SECTION 02 ■ BEAUTY ON YOUTUBE

# Unpacking The Influencer Playbook: Travel X Beauty Content

Many top beauty influencers are developing content that spans both the beauty and travel spaces, resulting in the rapid growth of this sub-category. Influencers are sharing beauty tips for a globe-trotting lifestyle, setting the combined travel and beauty space on track to generate over 1 billion views in 2018. Marketers can take advantage of this crossover space and develop videos that help their consumers look and feel good while on the move.

## Top Travel X Beauty Influencers



**EMAN**  
850K Subscribers



**Rclbeauty101**  
13M Subscribers



**FionaFrills Vlogs**  
295K Subscribers

## There's A Significant Overlap Between The Travel And Beauty Spaces On YouTube

Views of Travel and Beauty Content








Source: Pixability, August 2018

**SECTION 02** ■ BEAUTY ON YOUTUBE

# Unpacking The Influencer Playbook: Brand X Influencer Collabs

While influencer collaborations are nothing new, Pixability found that brands are increasingly turning to influencers to make a splash among their passionate audiences. While top influencers can command a premium, brand marketers can turn instead to fast-rising influencers to maximize ROI, particularly for long-tail views.

## Marketers Can Leverage Fast-Rising Influencers To Drive Impact

Influencer	Partner Brand	YouTube Subscribers	Facebook Page Likes	Instagram Followers
 <b>Shayla Mitchell</b>	Maybelline	572K	5.6K	2.7M
 <b>Chloe Morello</b>	Ciaté London	2.5M	1.7M	1M
 <b>Jaclyn Hill</b>	Morphe	5.1M	439K	5.4M
 <b>grav3yardgirl</b>	Tarte	8.8M	967K	2.7M
 <b>Nicole Guerriero</b>	Anastasia Beverly Hills	2.9M	639K	2M

**SECTION 02** ■ BEAUTY ON YOUTUBE

## YouTube Playbook

Here's how beauty marketers can level up their YouTube strategy:

- 01 Invest**  
in long-form video content.
- 02 Publish**  
made-for-digital content that engages viewers,  
such as tips/hacks, DIY, and vlog content.
- 03 Strategically deploy**  
paid media dollars to reach and retain audiences.



YouTube still reigns supreme in the beauty video space — and this trend is showing no of signs slowing.



**Beauty**  
on Facebook

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## SECTION 03 ■ BEAUTY ON FACEBOOK

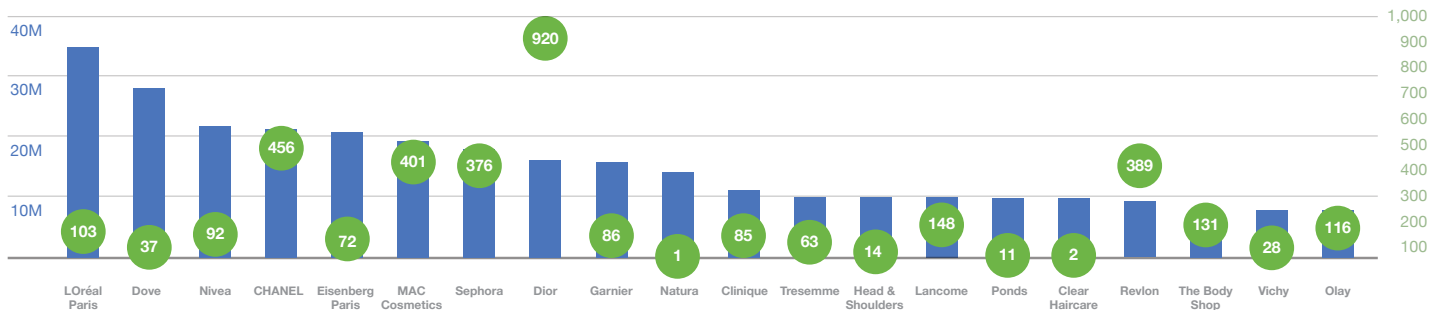
## Breaking Down Beauty Brand Facebook Strategies

Facebook empowers beauty marketers to reach audiences at scale, and stop consumers from scrolling through compelling content and giveaways. While many beauty brands are focusing primarily on YouTube and Instagram,

Facebook shouldn't be left out entirely — a holistic approach to video helps marketers maximize their impact.

L'Oréal Paris attracts the largest following on Facebook, but Dior is dominating the publishing game. Nearly half of top beauty brands have published more than 100+ videos on Facebook, while 6 of the brands have published less than ten videos in the past year.

### L'Oréal Paris Leads In Facebook Page Likes, While Dior Dominates Video Publishing



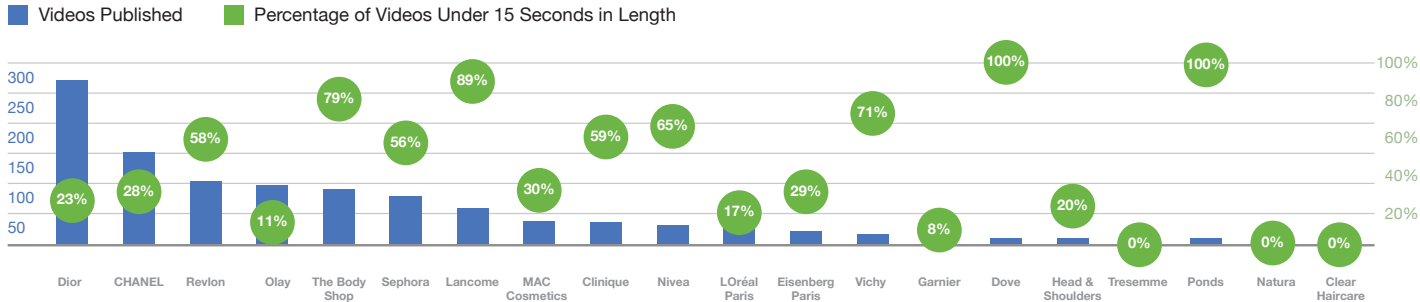
Source: Pixability, August 2018

**SECTION 03** ■ BEAUTY ON FACEBOOK

Marketers must develop a holistic strategy across digital video domains to reach and engage consumers throughout the buyer’s journey — after all, their audience doesn’t consume content in a silo, but is leaping from domain to domain as they seek out reviews, entertainment, and

inspiration. Beauty brands should invest in a healthy mix of long- and short-form content on Facebook, stopping thumbs with product and launch-related short-form videos, and committing to branding through long-form content.

**41% Of Top Brand Videos Last Less Than 15 Seconds**



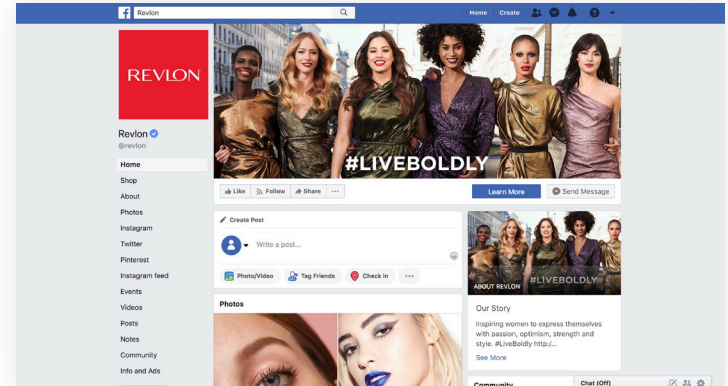
Source: Pixability, August 2018

## SECTION 03 ■ BEAUTY ON FACEBOOK

## Spotlight:

## REVLON

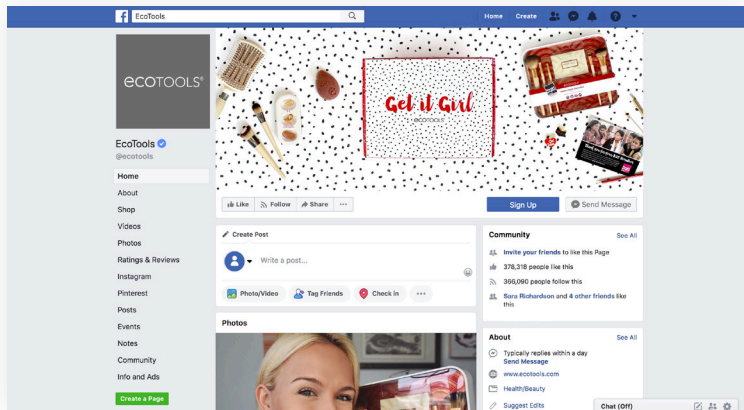
Revlon has invested in making its Facebook strategy stand out, publishing two new videos each week on average, and strategically deploying paid support. The brand develops content with consumer in mind, investing in a Facebook-specific strategy by publishing short-form videos (58% of its 102 videos last less than 15 seconds) and frequently implementing emoji and hashtags in its video titles. The brand also publishes longer tutorial videos for fans looking for educational content.



## SECTION 03 ■ BEAUTY ON FACEBOOK

## Spotlight: ECOTOOLS®

EcoTools has carved out a place in the top beauty brands on both Facebook and Instagram by investing in organic and paid video strategies. On Facebook, the brand sticks to an aggressive publishing schedule, and balances a healthy mix of short- and long-form content — nearly 40% of its Facebook videos last 30 seconds or less in length. The brand utilizes short-form creative to stop thumbs, build product awareness, and announce giveaways, and leverages long-form video content to unbox products and provide short tutorials.

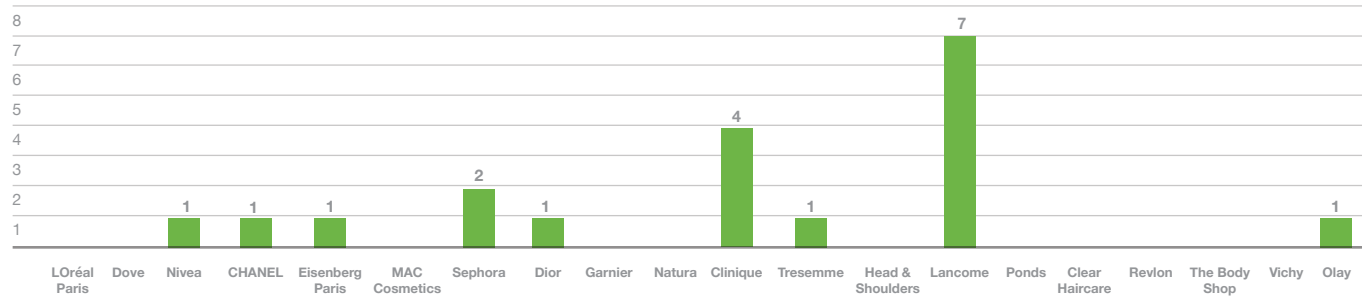


## SECTION 03 ■ BEAUTY ON FACEBOOK

This year, the number of top beauty brands that utilized video playlists nearly doubled, with 65% of the top 20 brands including playlists in their video strategy. Playlists are an effective way to encourage longer viewing sessions, helping educate consumers on different products or product lines, driving them down the funnel.

### Brands Are Increasingly Utilizing Facebook Playlists

■ YoY Follower Growth (%)



Source: Pixability, August 2018

## SECTION 03 ■ BEAUTY ON FACEBOOK

## Facebook Playbook

Here's how beauty marketers can level up their Facebook strategy:

- 01 Publish** a mix of long- and short-form content, with roughly half of your videos clocking in at 30 seconds or less.
- 02 Take the time to implement** innovative video features like pop-outs (in text or clickable format) to highlight products mentioned — otherwise, if a consumer doesn't catch the product name, it's a wasted engagement opportunity. Also, list products in the video description.
- 03 Create** videos that highlight product ingredients, especially for brands that tout the organic, cruelty free, and other healthy impacts of their brand. Brands can also partner with charities and create a video of the impact / relationship, and traditional brands can create content around their legacy and history.



Nearly half of top beauty brands have published more than 100+ videos on Facebook.



**Beauty**  
on Instagram

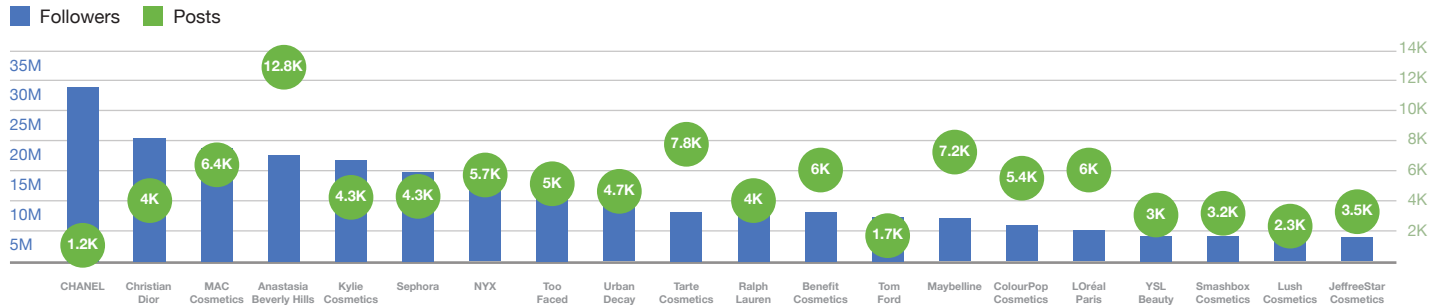
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## SECTION 04 ■ BEAUTY ON INSTAGRAM

Marketers are diving headfirst into Instagram, as the domain is a natural fit for showcasing beauty products and makeup techniques. Anastasia Beverly Hills leads beauty brands in Instagram posts, but most brands are publishing frequently — in fact, every other brand has at least 2.3K

posts on its page, aside from Chanel and Tom Ford. Several brands have adopted a rigorous publishing schedule, posting high-quality, engaging photo and video content two or more times per day.

### Anastasia Beverly Hills Leads Beauty Brands In Instagram Posts



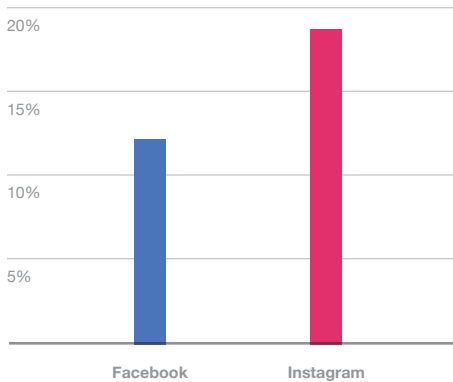
Source: Pixability, August 2018



## SECTION 04 ■ BEAUTY ON INSTAGRAM

Beauty brands are attracting audiences on Instagram more rapidly than on Facebook. By investing in a cross-domain strategy, brands can understand where their audience is most likely to connect with them — then, brands can optimize to best engage their audience.

### Top Beauty Brands Are Gaining Followers Faster On Instagram



Source: Pixability, August 2018

### Top Beauty Brands On Instagram

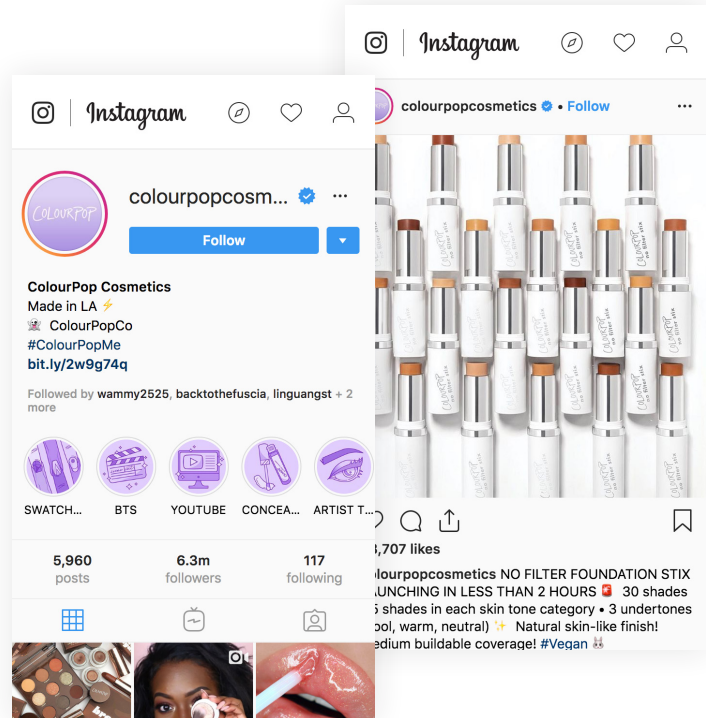
Brand	Instagram Followers
CHANEL	29M
Christian Dior	20M
MAC Cosmetics	19M
Anastasia Beverly Hills	17M
Kylie Cosmetics	17M
Sephora	15M
NYX	13M
Too Faced	11M
Urban Decay	10M
Tarte Cosmetics	8M

## SECTION 04 ■ BEAUTY ON INSTAGRAM

## Spotlight:

# COLOURPOP

ColourPop has found a large following on Instagram by publishing compelling, thumb-stopping posts and videos — and publishing consistently to keep its audience coming back for more. The brand also carefully positions products in posts and videos to promote brand and product recall.



**SECTION 04** ■ BEAUTY ON INSTAGRAM

## Instagram Playbook

Here's how beauty marketers can level up their Instagram strategy:

01

**Publish**

short-form (15-30 seconds) tutorial content and looping GIFs.

02

**Implement**

Instagram Stories consistently.

03

**Get creative**

with the layout of Instagram profile pages.



Marketers are diving headfirst into Instagram, as the domain is a natural fit for showcasing beauty products.

## Revisiting Last Year's Predictions

01

### Male Makeup

Similarly, Pixability forecasted that makeup for males will see growth across the beauty space on YouTube. Following a three-year growth rate of 70% from 2013-2016, last year saw male makeup's viewership grow by 117%, with the sub-space set to eclipse 10B views on YouTube by the end of 2018 — and Chanel recently launched a male makeup line.

02

### Virtual / Augmented Reality

Last year, Pixability predicted that advances in technology will drive consumer behavior — and this year, we found that VR beauty videos have surpassed 300M views on YouTube and generated 77% more views in 2017 over the previous year.

## Looking Ahead

01

### Clean Beauty

Pixability anticipates that with the rise of anti-pollution skincare, clean skincare, and clean makeup, clean beauty as a whole will continue to gain momentum as consumers seek out brands and products that align with their demand for sustainable, safe, and healthy beauty products.

02

### Cannabis in Beauty

While there was a slowdown in cannabis-related beauty content on YouTube after 2014, 2017 saw an uptick in viewership in this sub-space — currently clocking 200M all-time views, this sub-space is set to receive an additional 100M views by the end of 2019.

**SECTION 05** ■ CONCLUSIONS

## Conclusion

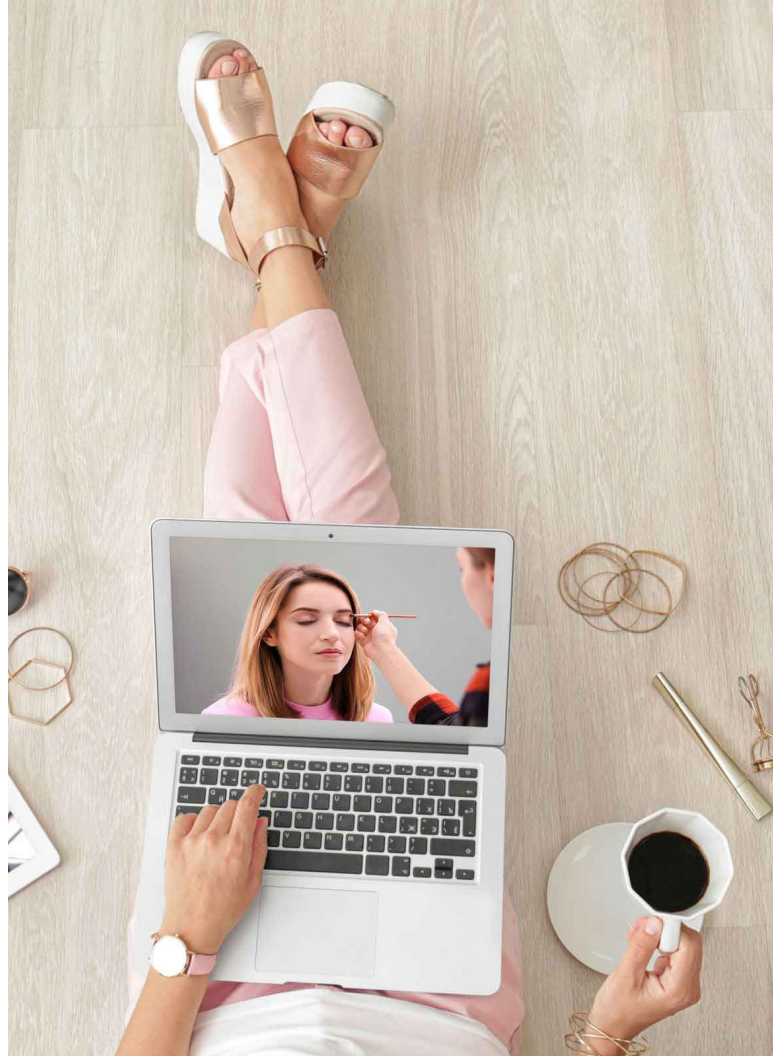
As digital video environments like YouTube, Facebook, and Instagram continue to evolve, beauty marketers must invest in sophisticated video strategies to make an impact among their core audiences. By understanding what their viewers are watching, and how other brands are approaching video, marketers can put their best foot forward in the beauty and personal care space, reaching and engaging consumers across YouTube, Facebook, and Instagram.

### Want more insights?

To learn more, and to find out how your video strategy stacks up across YouTube, Facebook, and Instagram, contact us to set up a meeting.

**CONTACT US**

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**SECTION 06** ■ METHODOLOGY

## Methodology

Pixability is a member of the exclusive YouTube Measurement Program (YTMP). This certification program ensures that companies using the YouTube API Services are providing consistently verified YouTube measurement data.

Pixability is one of the first six technology companies to be granted the seal of approval to participate in the program, a result of a certification process performed by Google. As a member, Pixability's proprietary video metrics derived from YouTube's data are confirmed to carry the highest quality methodology, accuracy in calculations, and clarity in metric definitions.

All insights are based on data from Pixability's Video DiscoverAbility insights platform.

- The platform harvests data about YouTube videos from the YouTube data API, search API, and other relevant sources.

- Pixability's software is fully cross-platform, and can analyze the difference between native videos on YouTube, Facebook, and Instagram.
- Video data is combined with sharing information on other platforms such as Facebook, using the relevant public APIs that these platforms provide.
- Videos are analyzed based on a number of features, including metadata processing (title, description, tags), comment analysis, and tracking of time series using historical data collected over the last two years.
- Topic spaces are defined by lists of keywords that can be combined in multiple layers (e.g. base keywords describing a topic combined in Boolean OR plus an overlay of required keywords, such as a brand name).
- Data sets are further analyzed by YouTube-certified analysts.

## SECTION 06 ■ METHODOLOGY

### **Predicted View Percentage**

The Predicted View Percentage is calculated using a proprietary method Pixability developed over several years. It is based on a machine learning algorithm (Random Forest regression) that takes into account a set of 23 data signals about every single video on each observed channel. These signals include factors like engagement levels, sharing behavior, view development over time, video metadata and other video properties (such as length) that we have identified in our model as being highly predictive of paid vs. organic viewing. The machine learning model calculates the predicted number of paid views on each individual video and then aggregates it on a channel level to get to the overall percentage of paid views for a channel.

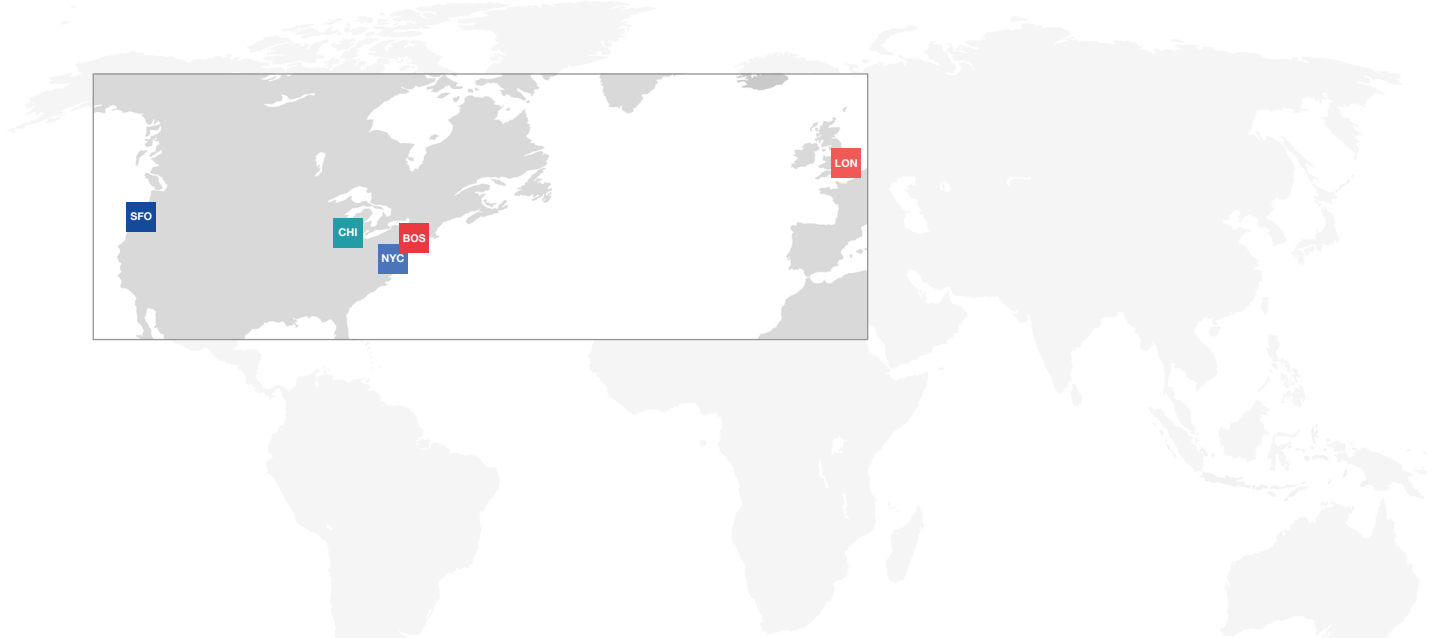
### **Facebook**

Pixability utilizes Facebook Audience Insights and public API data on Facebook Pages to analyze trends among the top beauty brands.

### **Instagram**

Pixability utilizes public API data on Instagram Pages to analyze trends among the top beauty brands.





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