

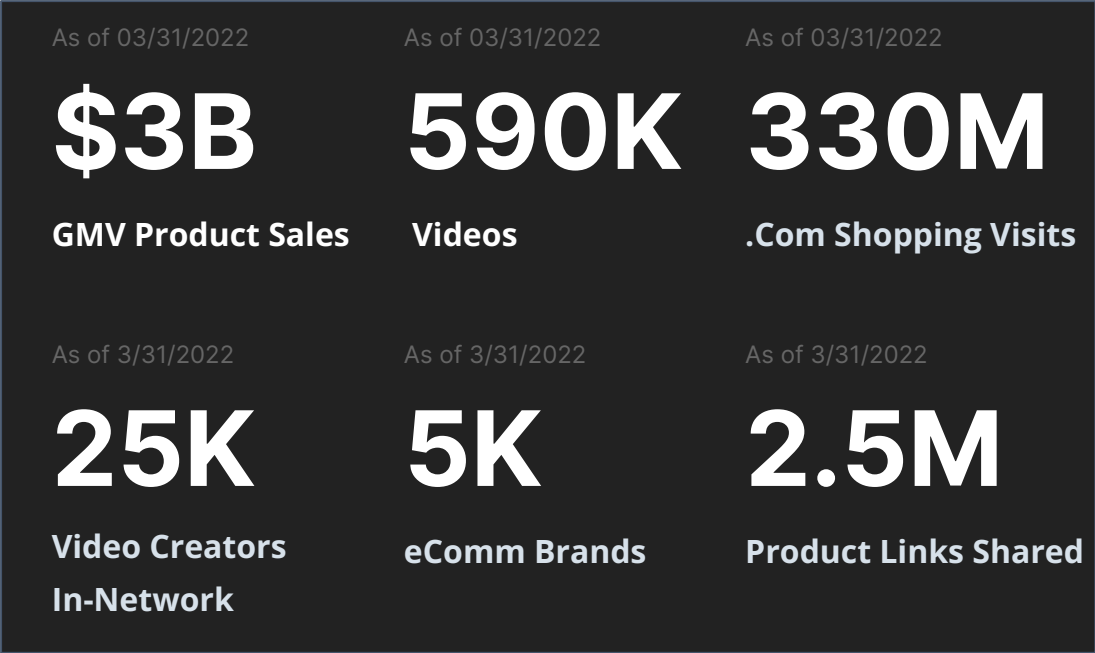
MAGICLINKS

INFLUENCING BEAUTY

Trends + Tactics From 1000+ Beauty
and Wellness Brands and 25,000+
Video Content Creators



◆ INFLUENCER MARKETING INSIGHTS FROM 1000+ BEAUTY + WELLNESS BRANDS





◆ Influencers Continue To Drive Increasing Consumer Spend

34%

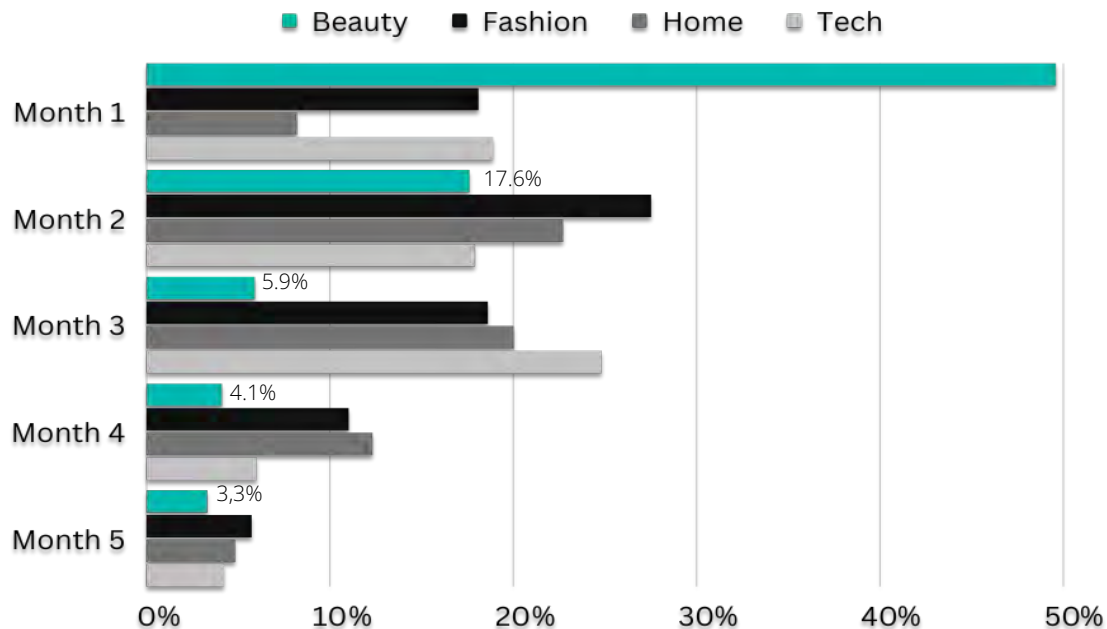
AOV Increase
2018-2022 across
Beauty Categories¹

Category	\$ AOV 2022
DTC Affordable	\$41
DTC Lux	\$109
Big Box	\$82

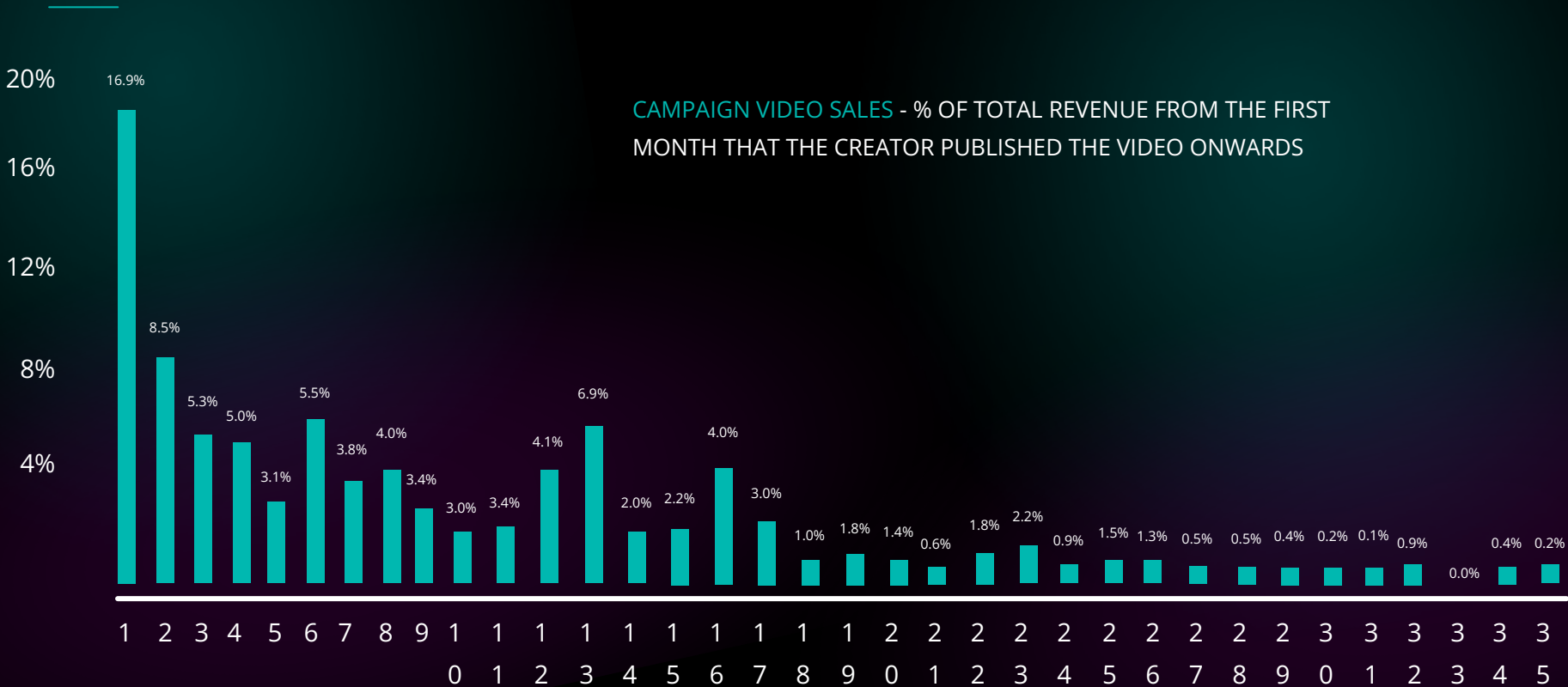
◆ Beauty Influencers Drive Impact *Faster* Vs. Other Categories



% SALES DRIVEN POST-LAUNCH



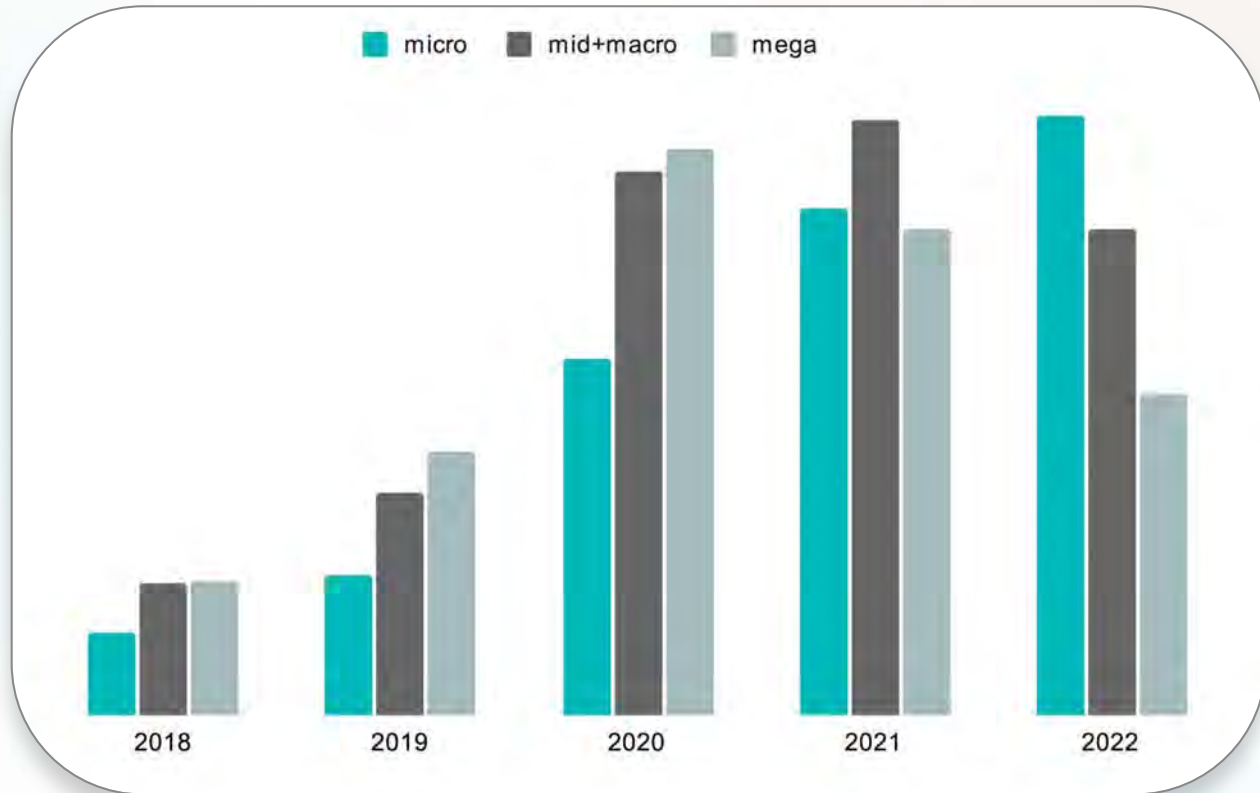
Creator Videos Deliver ROI Far Beyond Campaign Period



• Data set is 13k Campaign videos published on MagicLinks' Platform between 2019 and 2021.

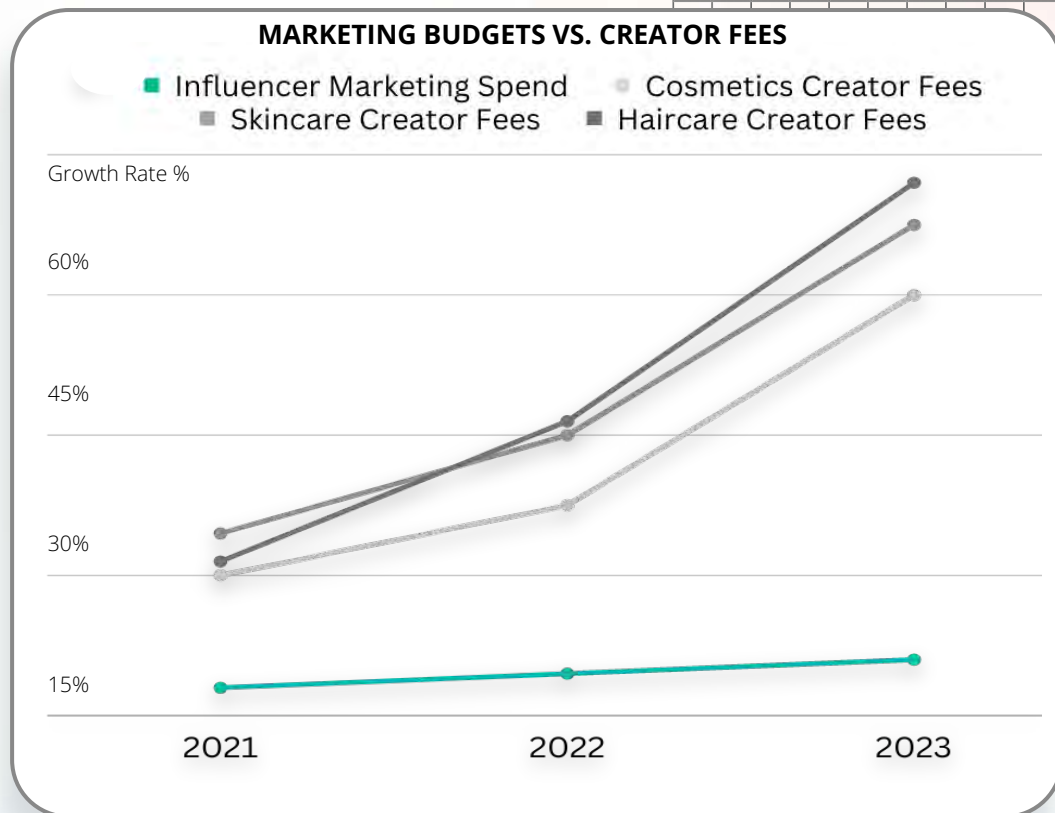
◆ Investing In The Right Sizing Mix Is Key As The Market Changes Frequently

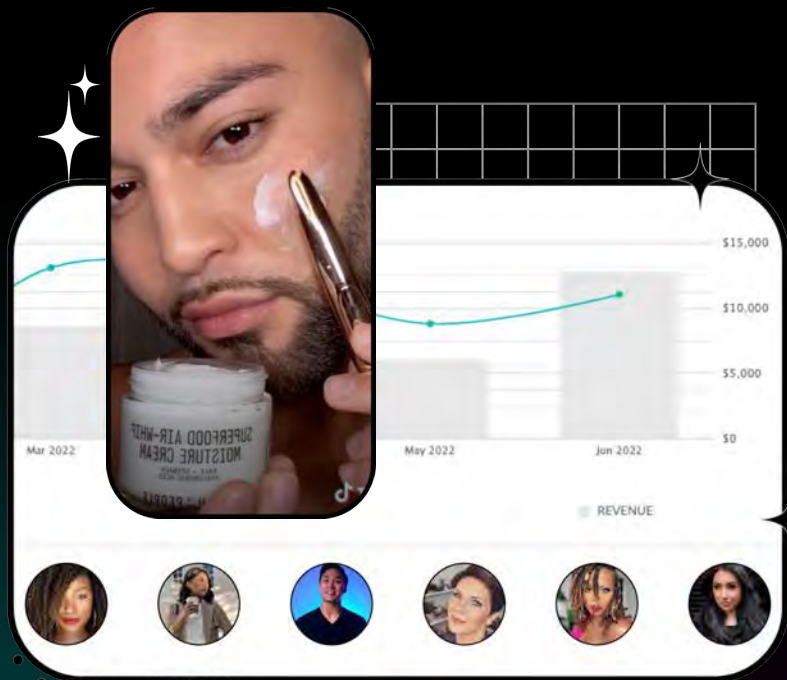
\$ SALES BY CREATOR SIZE



◆ Top Talent Fees Outpacing Marketing Budgets

Influencer marketing budgets projected to increase by **12%** in 2022-23 while avg. Creator fees are increasing by as much as **73%** in 2022-23.





Influencer Playbook: Beauty Edition

Actionable Strategies + Tactics for Influencer Marketing Success

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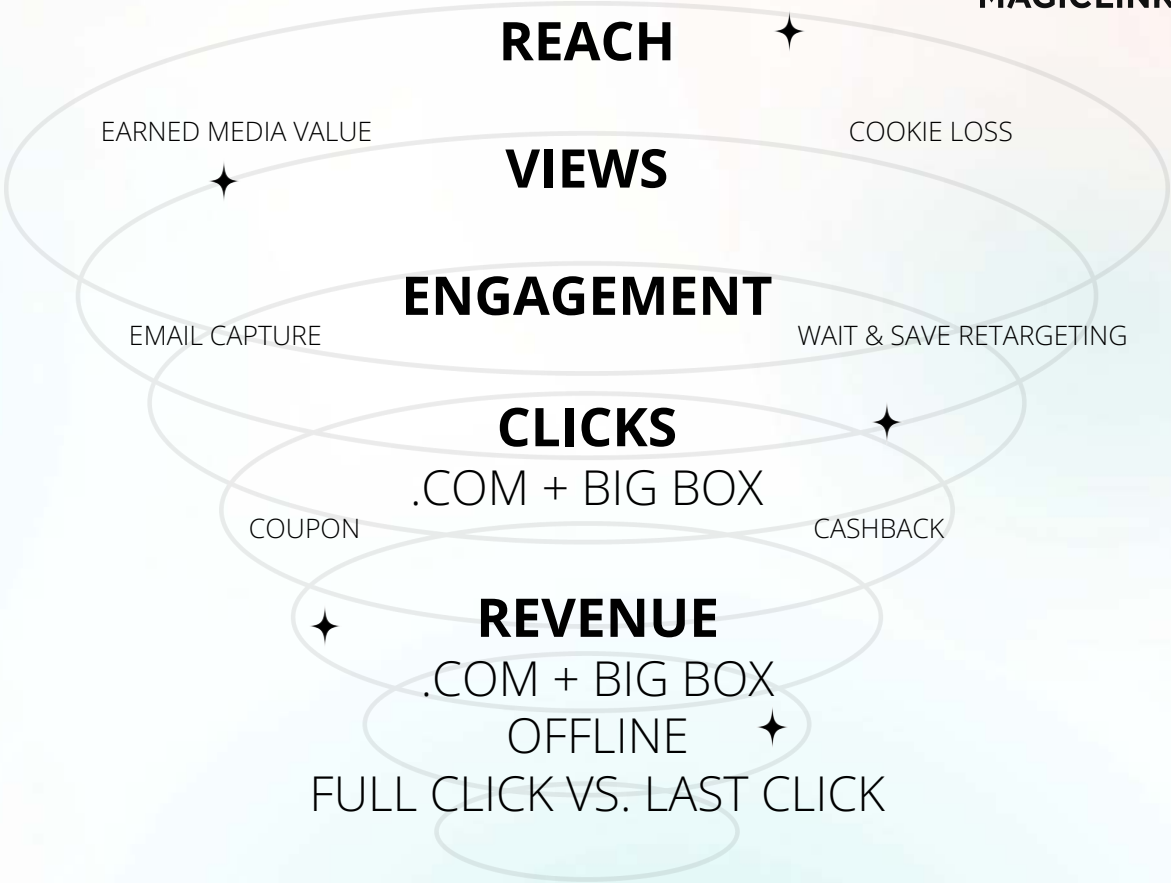
Strategies For Success

1. Make it Measurable
2. Use Platform-Specific KPIs
3. Investment Smartly
4. Build a Program to Scale





◆ Make It Measurable

Choose The Right Tech + Data Partners To Unlock And Track Full-Funnel ROI.

ROI	
Last click online	\$.50
Online + Offline	\$8
Sales + EMV	\$15



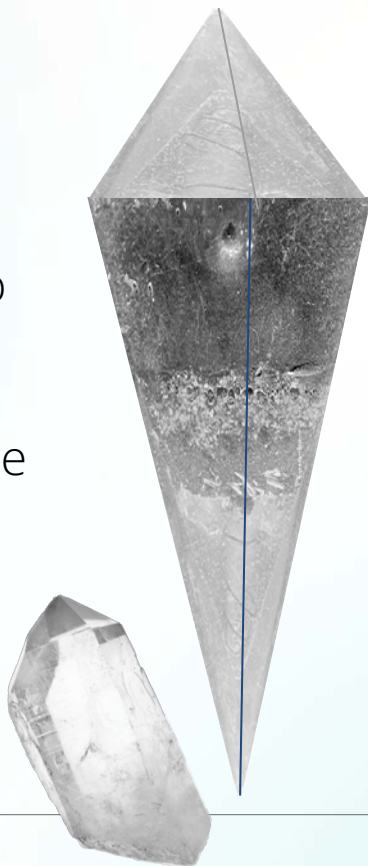
◆ USE PLATFORM-SPECIFIC KPIS

	PLATFORM		KEY OUTCOMES	MAGICLINKS BENCHMARKS FOR SUCCESS
LONG FORM VIDEO	YouTube		Revenue & Traffic	>1.5% Conversion Rate
	Live Shopping		Engagement & New Customers	>10% Engagement Rate
SHORT FORM VIDEO	TikTok		Brand Awareness <i>+Paid Media: Conversions</i>	>8% Engagement Rate <i>Paid Media: 1-3% Click-Through-Rate</i>
	Instagram		Brand Awareness & Demand	>6% Click-Through-Rate
	YouTube Shorts		Brand Awareness	>7% Engagement Rate
WRITTEN OR IMAGE-BASED	Facebook + Blogs		High Volume: Traffic & Conversion, Repeat Customers	>\$15 Return on Ad Spend
	Pinterest		Brand Awareness & Engagement	>20% View Through Rate

◆ Make Smart Investments

Use the right data partners to invest wisely in Creators.

Leverage KPIs and measurable performance data beyond surface-level metrics.



- ◆ # of followers
- ◆ Engagement Rate %
- ◆ Audience Demographics

- ◆ **Product Sales**
- ◆ **Audience Quality**
- ◆ **New Customer %**
- ◆ **Conversion rate**
- ◆ **Historical Sales**
- ◆ **Look-Alike Performance**

◆ Build a Program to Scale:

- ◆ Allocate budget to (1) % performance + (2) % awareness/product launches/experimentation
- ◆ Consider DTC v Big Box in each activation
- ◆ Lean into Integrated Content to drive conversion
- ◆ Infuse diverse casting into your long-term partnerships
- ◆ Forward cast and negotiate multi-month retainers with key talent
- ◆ Double down on top performing content via paid media
- ◆ Lean into best-in-class influencer networks + gifting programs to build organic



BOOK A STRATEGY SESSION

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