



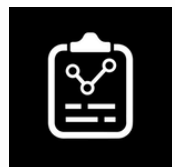
ipsy

Engagement analysis of Instagram ads

 www.instagram.com/ipsy/

BRANDBASTION

www.brandbastion.com



Summary of findings



Prospects are often posting comments on Ipsy's ads with purchase inquiries

Currently these comments aren't receiving any responses. **Responding to inquiries on ads can drive increased brand loyalty and sales.**



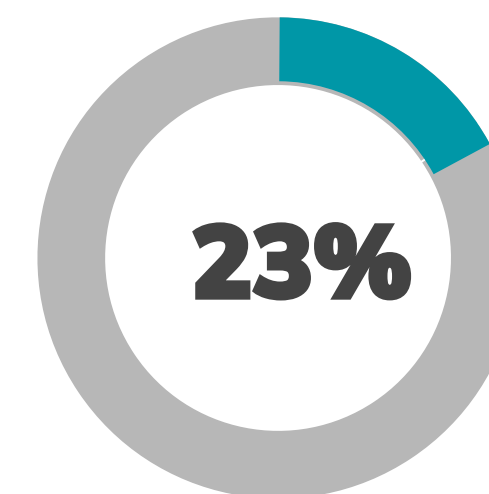
Out of all the comments posted on the analyzed ads, 7.5% promoted Ipsy's competitors.

These comments are currently visible on ads. **Competitor promotions push prospects to other beauty brands and may lead to decreased sales.**

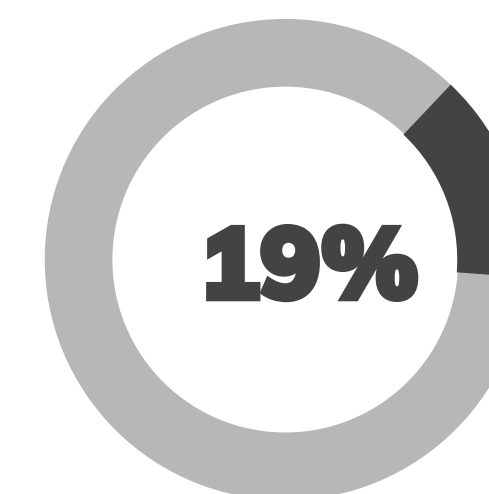


Malicious players are trying to cause harm by spreading spam and scam and by trying to sell unauthorized products on Ipsy's ads.

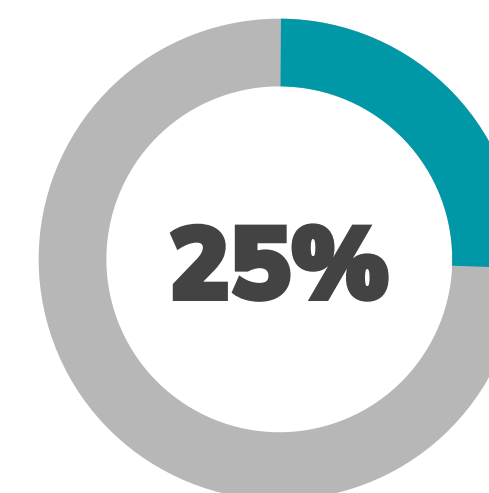
These comments are currently visible on all ads.



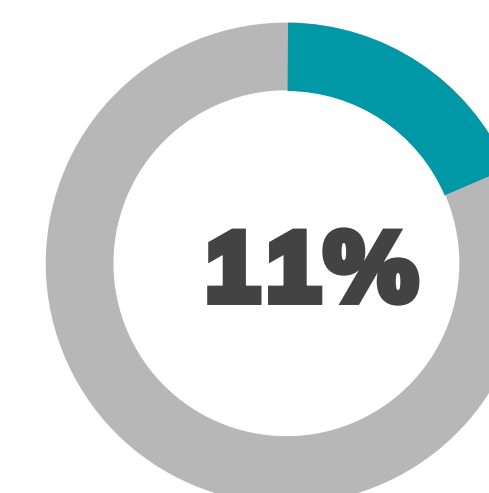
Positive sentiment



Negative sentiment



Customer inquiries and sales opportunities



Threats such as spam and competitor promotions

**Total comments received on analysed Instagram ads:
1,668**

“Sometimes sponsored ads get ... comments with people suggesting other things, and it’s like an ad for an alternative product so essentially they paid tons of money to promote a competitor, and I think that’s the funniest thing ever.”

Comment posted on [@ipsy sponsored post](#)

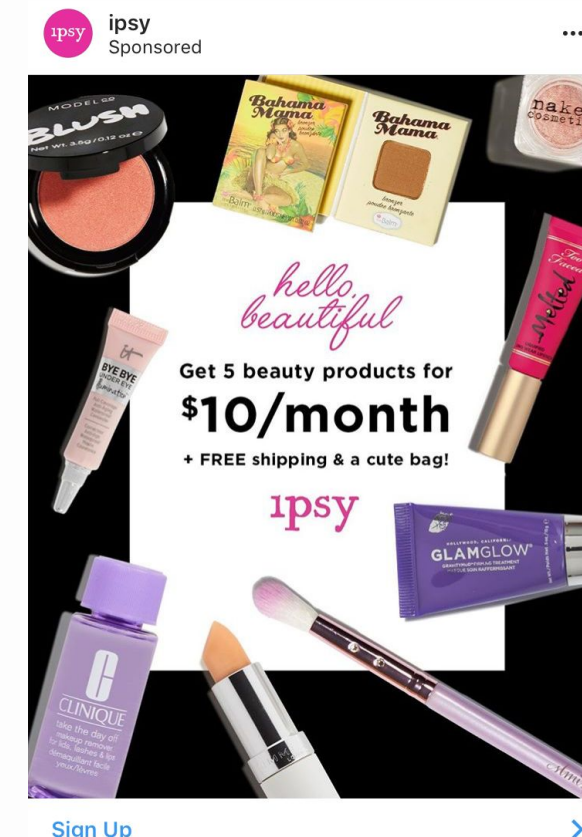
Beauty industry has the highest engagement on social media.

Managing comments on ads in **real-time 24/7** can set Ipsy apart from the competition increasing **conversions and brand loyalty**.

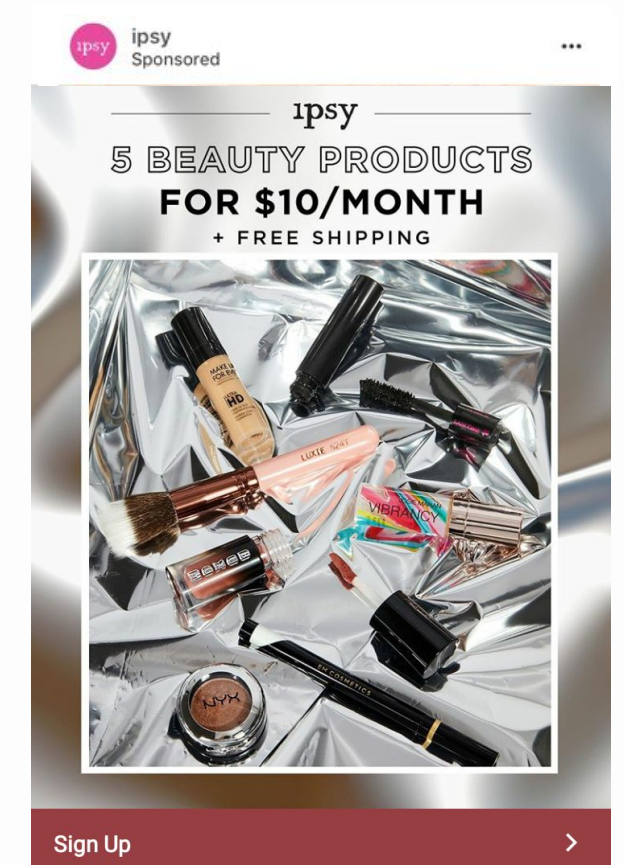
BrandBastion analyzed 3 Ipsy sponsored posts to see what type of engagement the ads are receiving. Analysis made on engagement received between Aug 3, 2017 - Nov 17, 2017.



Created: Aug 3, 2017



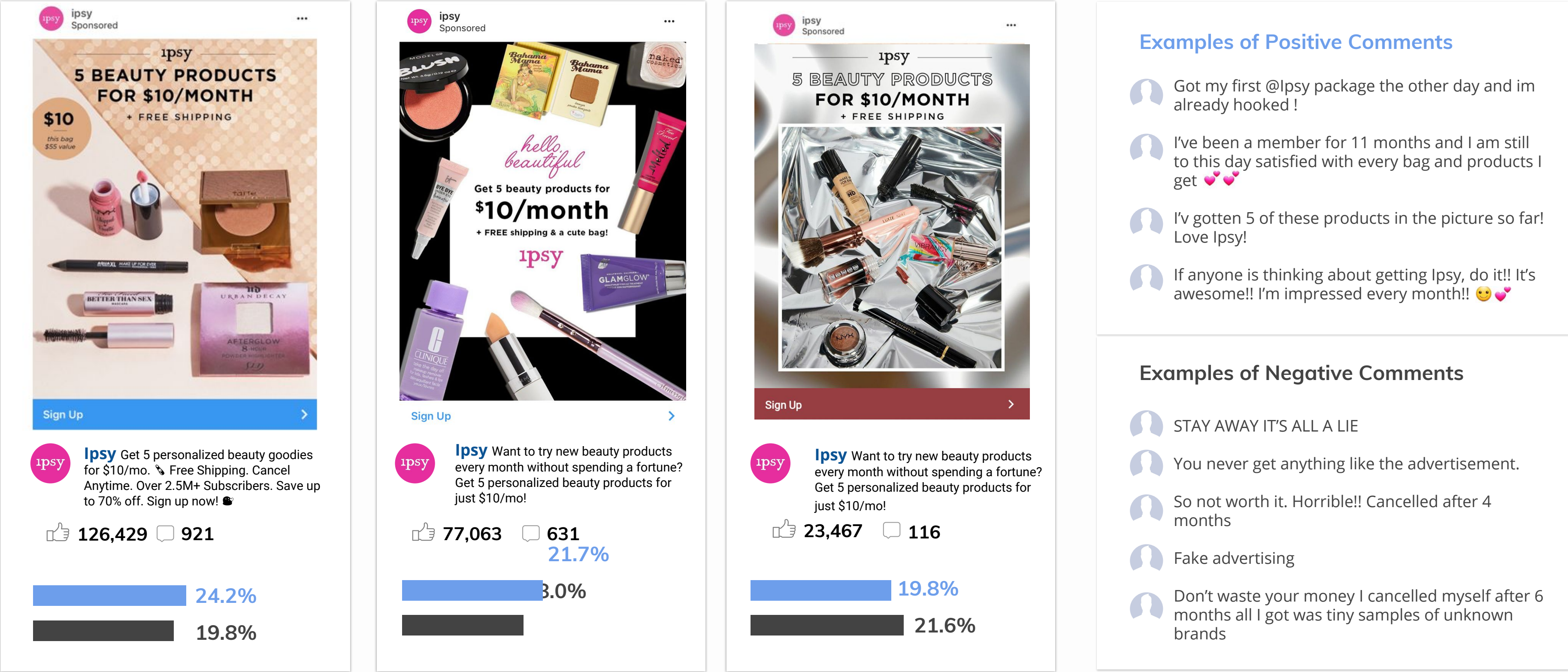
Created: Aug 12, 2017



Created: Aug 18, 2017

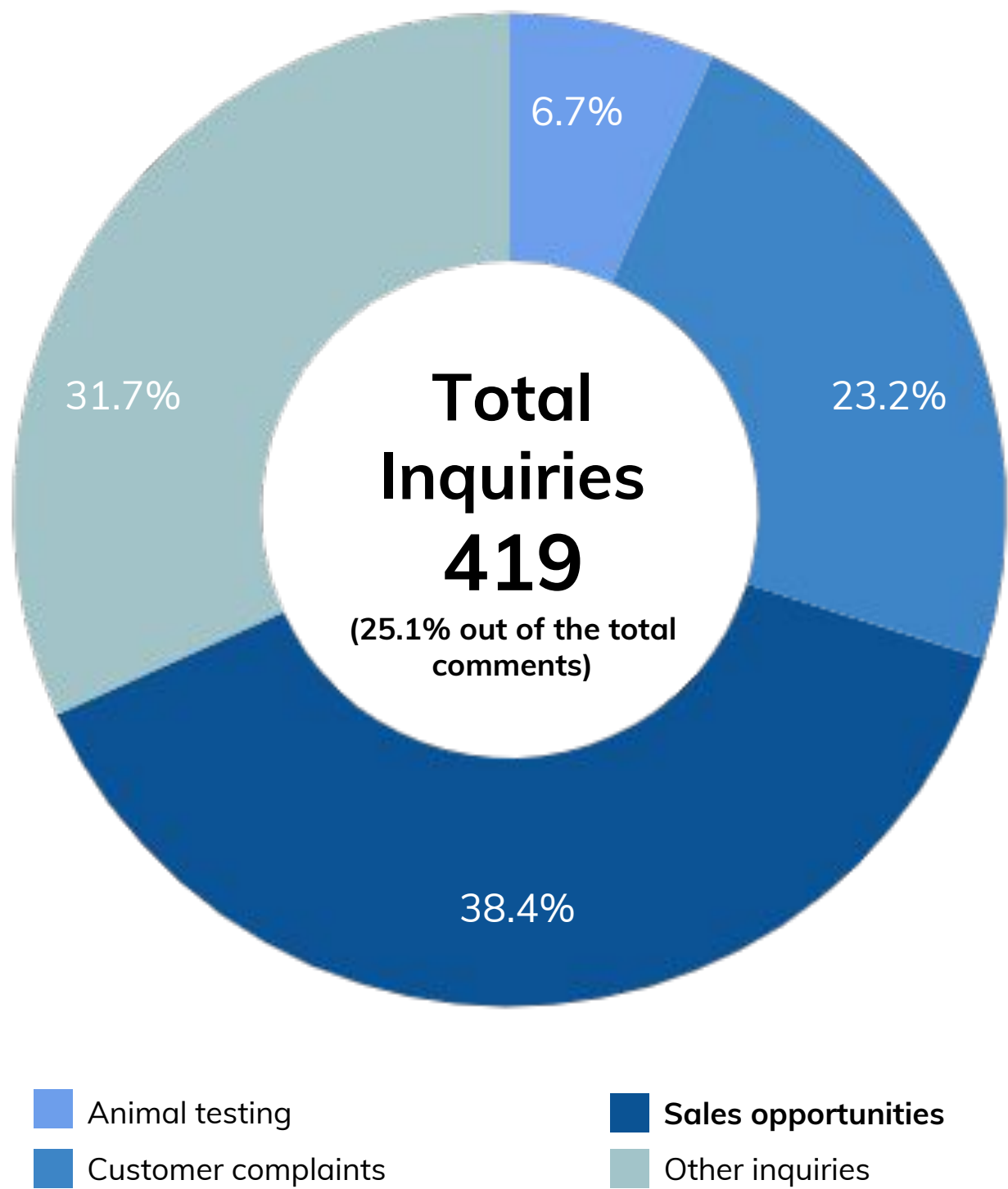


Insights on user sentiment across the 3 Sponsored Posts analyzed





Insights on customer inquiries and sales opportunities



✍ All customer inquiries posted on the sponsored posts are **left unattended**.
38.4% of all customer inquiries on the ads are from users wanting to purchase a product. Listening to consumers' requests and immediately responding to them can have a great impact on sales and customer loyalty.

Examples of sales opportunities

- Is this available to Canadians???
- Hi, good time, I am from Iran, Isfahan
How can we buy online from you

Example of customer complaint

- Haven't received packages in monthssss. But i still keep getting charged !! Tried calling, but they dont have a customer service number. Its all through email & they dont respond @ipsy

Examples of other inquiries

- When is the October bag going to come?
- Is it just makeup or other categories as well?

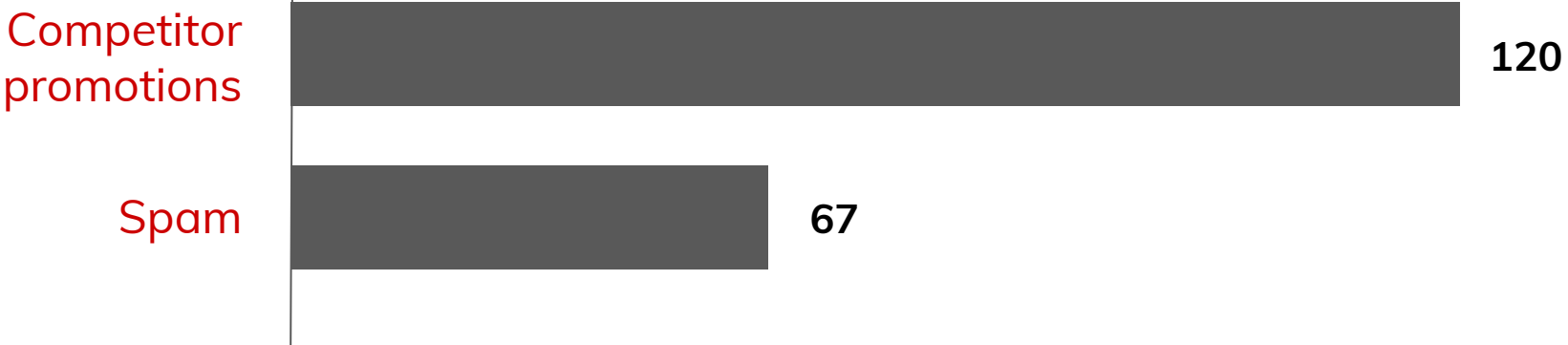
Examples of animal testing inquiries

- Do you use products tested on animals?
- Are the products not tested on animals?



Insights on threats

Breakdown of threats (11.2% out of the total comments)



Out of all the comments received, this sponsored post received **7.5%** competitor promotions and **4.1%** spam.



(!) Competitor promotions push prospects to other beauty brands and may lead to decreased sales.

Out of all the comments received, this sponsored post received **7.7%** competitor promotions and **4.1%** spam.



(!) Spam poses a security risk to customers and fans and has a negative impact on brand image.

Examples of spam


- People's do me a solid click and register
💖 Pretty please 🥰
<http://MyFixEarning.com/?refer=18128>
- <http://split.nyc/split-it-pays-to-share-on-R2b4Q4tq>
- www.gvplayhouse.com
- <http://lusciousminklashes.bigcartel.com>
- <https://motorclubcompany.com/associate/tinamarie214/capture>
- Makeup Organization Items Avail @ my page
- <http://JobZipo.com/?refer=40582>
- <http://bizboom.us/?ref-27062>
- 👉👉 STOP BY MY PAGE and click the link in my bio to shop all your Avon needs 🛍️👉👉 from beauty to skincare to hair come check it out!!!! 💎 See you there! 🍷
- <https://www.youuniqueproducts.com/AngelinaCircone>


Examples of competitor promotions

- Sephora Play Box is waaay better. Please trust me.
- Come sign up with me at boxycharm: <https://boxychram.com/refer/Mallo-NEJCIUK>
- I just got boxy charm can't wait to get name brand full size products
- You should all sign up for boxycharm. Much better products and a all full size.
- Boxycharm is \$21 and comes w FULL SIZE products y'all.
- Use boxycharm cause they give you full sized products like palettes
- Boxycharm must be better...lol
- Sephora Play is the same price and better brands
- I've heard boxycharm is way better even thought its double the cost
- Sephora monthly box is sooo much better 🍷👉


Why is it important to take care of comments on Sponsored Posts?

✍ Most buying decisions are influenced by reviews and comments.

 Questioned it, so I read the comments. Readers beware. Please scroll through.

 If you sign up now will you actually receive this box @ipsy ??? I keep hearing about people stuck on the wait list...


✍ 60% of consumers say that negative reviews make them question the quality of a business.¹


 Don't waste your money I cancelled myself be after 6 months all I got was tiny samples of unknown brands

 STAY AWAY IT'S ALL A LIE


 Fake advertising


 Ipsy is a waste of money. First


 Not worth it!!!!!! 🖐🖐🖐🖐🖐


 Don't do it, it's a trap 😂 I had it ... had to cancel

✍ Responding to positive and negative comments on ads can increase brand loyalty and encourage brand advocates (example responses):

 I LOVE IPSY! Totally worth the \$10 every month

 **Ipsy** Thank you @cait_purifoy, we appreciate your feedback!

 I've been a member for 11 months and i am still to this day satisfied with every bag and products i get 💕💕

 **Ipsy** @skkyla, we're glad to hear that! Thanks for the feedback 💕 Let us know your favourite product!

¹BrightLocal, Local Consumer Review Survey 2016

Get the most out of your ad campaigns

Track sentiment of your ad campaigns

By tracking sentiment on ads you'll get a better understanding of how the campaign was received and its success. You'll also gain insights on a campaign level into the sentiment and ad topics, be able to benchmark campaigns, and understand how brand perception and topics discussed have developed over a longer period of time.

Listen to what your customers have to say

There is an astonishing amount of information and lessons to be gleaned from the comments you receive. Customers and prospects are often happy to tell you what they think about your products, what can be improved, and what else they would love to get from you. There are amazing opportunities not only for marketing, but also for product development and customer service teams to streamline their processes and to save cost simply by giving customers what they asked for.

Process content in real-time

Comments received from prospects and customers should be monitored daily or preferably in real-time, keeping in mind the snowball or amplifying effect that social media has. These comments are where the sales truly happen, and if they're ignored and not responded to, conversion opportunities will be missed. Comments pushing customers to competitors or spammers can hijack your well planned ads and distract from the real topic. It may not be realistic to read every single comment received on an ad on a daily basis - especially if you're a large brand receiving thousands of comments on one ad and running hundreds of ads regularly. But that is where automated, machine learning and natural language programming-based solutions such as BrandBastion come in.

Handling comments on ads in an efficient and cost effective way, 24/7

If you are facing one of these challenges, you are not alone. These are challenges most in-house teams handling enormous volumes of comments face on a daily basis.

High comment volumes

Ads tend to generate a lot of engagement. It's challenging for in-house teams to manage the high volume of comments in a fast and efficient manner especially when it comes to comments on Instagram ads.

24/7

To monitor comments 24/7, at least six people are needed in-house. This is a luxury which most companies cannot afford. Social media is active around the clock and a crisis may take place at any time of day. Global brands need to constantly monitor their feeds.

Technical issues

Monitoring sponsored posts on Instagram often needs to be done through Facebook's Ads Manager one ad at a time. This is hard to manage in-house, especially if you have many ads. Ads can reach millions of people so speed of moderation is crucial especially for paid properties

Best practices, trends and economies of scale

A community manager may have a hard time keeping up with all the latest legal rules and security issues and trends on social media when it comes to spam, employee postings, unauthorized selling and brand impersonation. Things constantly change and there is a need to stay up to speed at all times for efficient monitoring to take place.

Easy access to insights

If a brand wants to know how a campaign has performed sentiment-wise and what types of comments a specific type of creative generates, these insights may be hard to gather manually in-house without the use of advanced natural language processing and artificial intelligence.

We can help!

BrandBastion manages social media engagement 24/7 for the world's top brands

BrandBastion is specialized in managing user-engagement at scale for brands, advertisers, publishers and organizations. We have five years of experience with processing user generated content, taking actions and providing detailed insight across many different industries. We're an official Instagram Partner and offer coverage in 43 languages. BrandBastion works with 300+ accounts such as Netflix, TechCrunch and DealDash.

Platforms covered:



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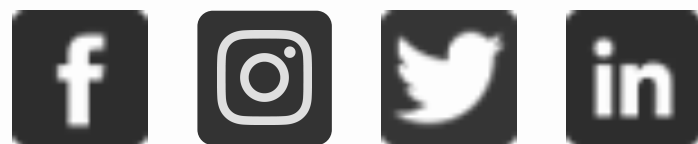
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BrandBastion is an official Instagram
Partner



BrandBastion analyzed only publicly visible comments.

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