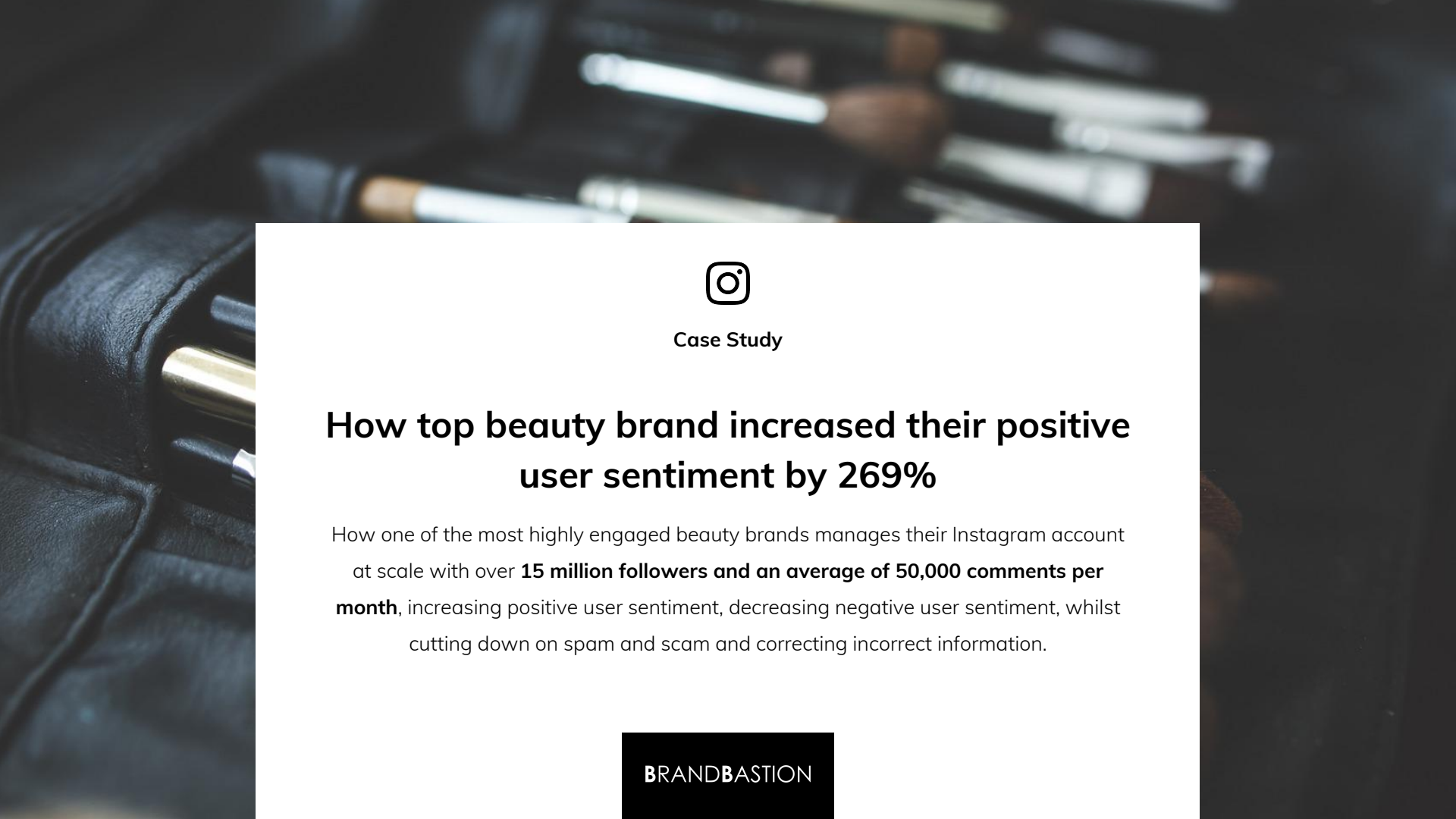


Case Study

How top beauty brand increased their positive user sentiment by 269%

How one of the most highly engaged beauty brands manages their Instagram account at scale with over **15 million followers and an average of 50,000 comments per month**, increasing positive user sentiment, decreasing negative user sentiment, whilst cutting down on spam and scam and correcting incorrect information.

BRANDBASTION

The following results were achieved during 10 months ...

Scroll down to read more about these amazing results.

+269%

Increase in **positive sentiment (%)**

-43%

Decrease in **negative sentiment (%)**

-74%

Decrease in **animal testing comments posted***

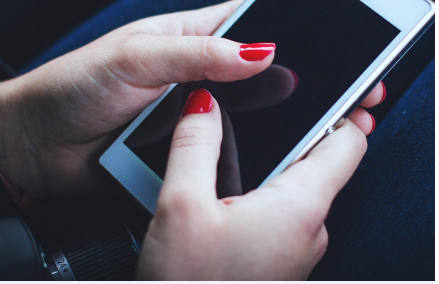
-88%

Decrease in **spam and scam comments posted**

AND **a new collection launched based on requests made by users on Instagram posts.**

BRANDBASTION

*Most beauty brands does not test on animals unless animal testing is required by law. Many prospects do not know about this and post questions about the brand's animal testing practices. In this specific case, as responses have been issued to all questions and statements about animal testing, correct information concerning the topic has reached prospects and the amount of comments concerning this topic have therefore decreased.

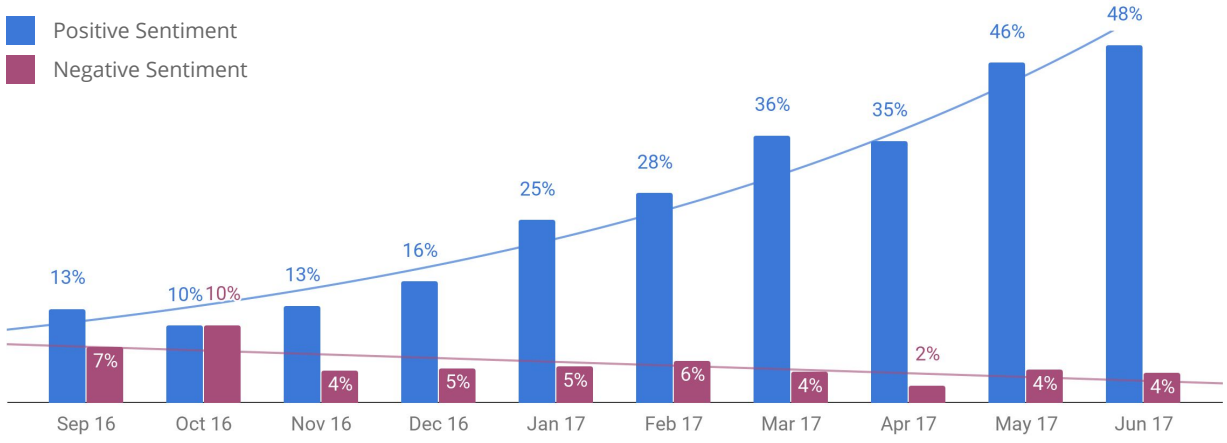


Result 1
Increase in positive sentiment

Result 1

Increase in their positive sentiment by 269%, as spam, scam and hate speech hasn't cluttered up their Instagram feed, making customers able to engage in real conversations with the brand. They have also appreciated prompt responses from the brand.

There was also a **decrease on their negative sentiment by 43%,** as questions and incorrect information has been clarified with responses and less people have had a need to spread negative information.



1. Positive and Negative Sentiment Analysis Timeline

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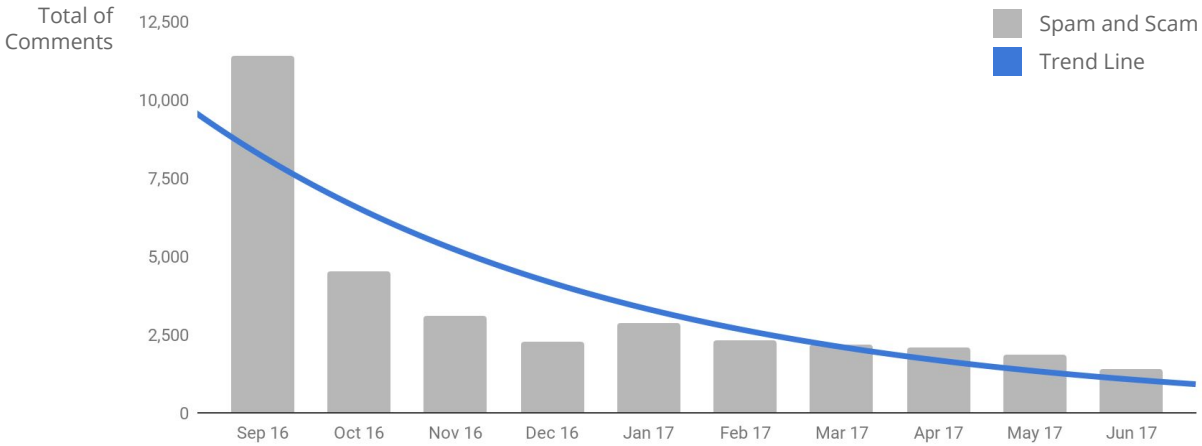
- **Result 1**
  Increase in positive sentiment
- **Result 2**
  Decrease in harmful content

Result 2

Decrease the amount of spam and scam posted by 88%. They have successfully fought off bots, as well as users posting spam or scam comments. Spam and scam risk the safety of fans and is irritating to fans that come to the account to engage in real conversations with the brand.



2. Spam and Scam timeline

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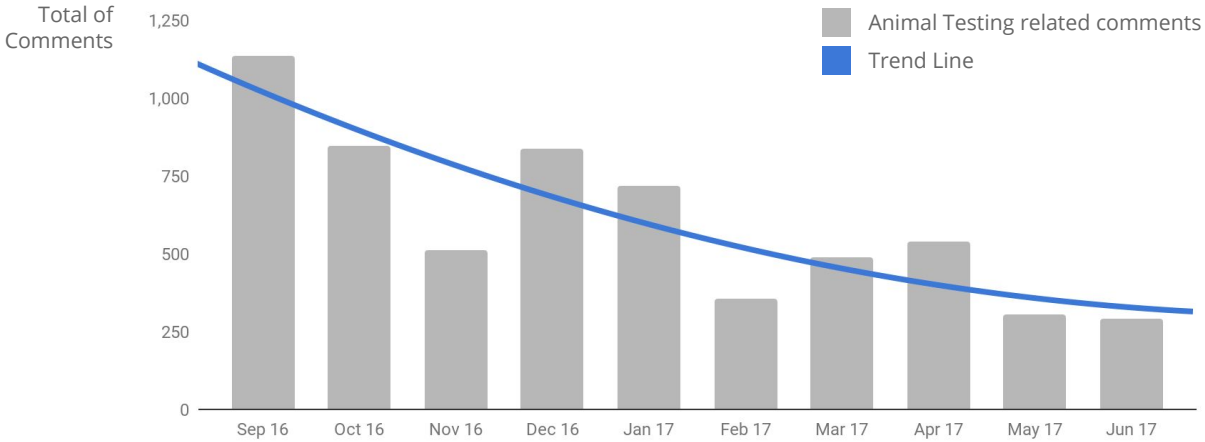
- **Result 1**
  Increase in positive sentiment
- **Result 2**
  Decrease in harmful content
- **Result 3**
  Decrease in the amount of animal testing related comments

Result 3

The brand has been able to **decrease the amount of animal testing related comments by 74%.**
As responses have been issued to all questions about animal testing, correct information concerning the topic has reached fans of the company.



3. Animal Testing related comments timeline

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- **Result 1**
  Increase in positive sentiment
- **Result 2**
  Decrease in harmful content
- **Result 3**
  Decrease in the amount of animal testing related comments
- **Result 4**
  Crowdsourcing Insights

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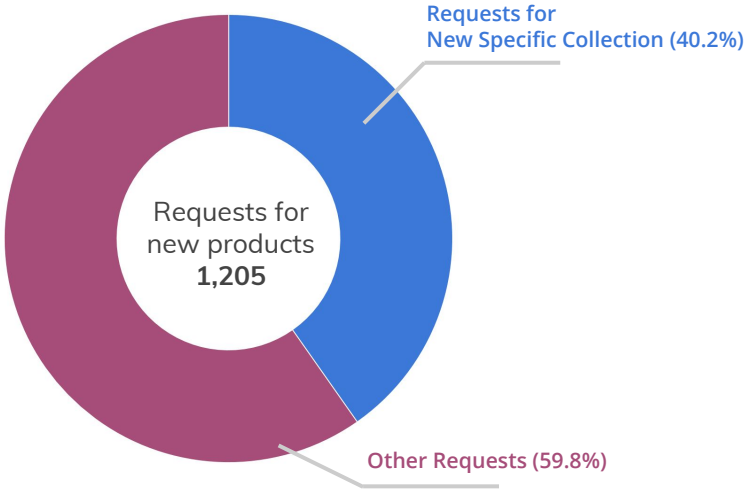
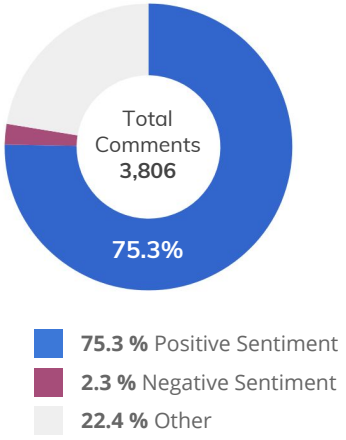
Result 4

By listening closely to their fans, the brand was able to given their fans what they want. **With 40.2% of customer requests relating to a new collection, the company made a data driven decision and announced the much anticipated collaboration to be launched soon.**

The Instagram post announcing the launch of the new collection was received with excitement and **75% of the comments on the post were positive.**



4. BrandBastion's Crowdsourcing Insights



5. Sentiment Analysis on the announcement post of the new collection

BrandBastion's Solution includes the following...

Brand Protection

Real time monitoring and removal of harmful content

BrandBastion's solution processes every piece of content posted to a brand's social assets, reacting to threats and removing harmful content in real-time 24/7 with extreme accuracy and according to each brand's pre-configured guidelines.

Response Solution

Responses directly to users

Brands can preconfigure the situations in which they want a response issued. Our technology that utilizes artificial intelligence, machine learning and natural language processing will together with BrandBastion's trained human analysts ensure natural responding to every inquiry.

Detailed Insights

Detailed insights on what is being said

BrandBastion's solution provides insights into the comments received and the conversations taking place across brand assets. It enables brands to truly hear what their fans have to say and to give people the products that they want.

Contact us

For more info visit us at www.brandbastion.com or send us a message at sayhello@brandbastion.com.

BrandBastion on Social Media

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