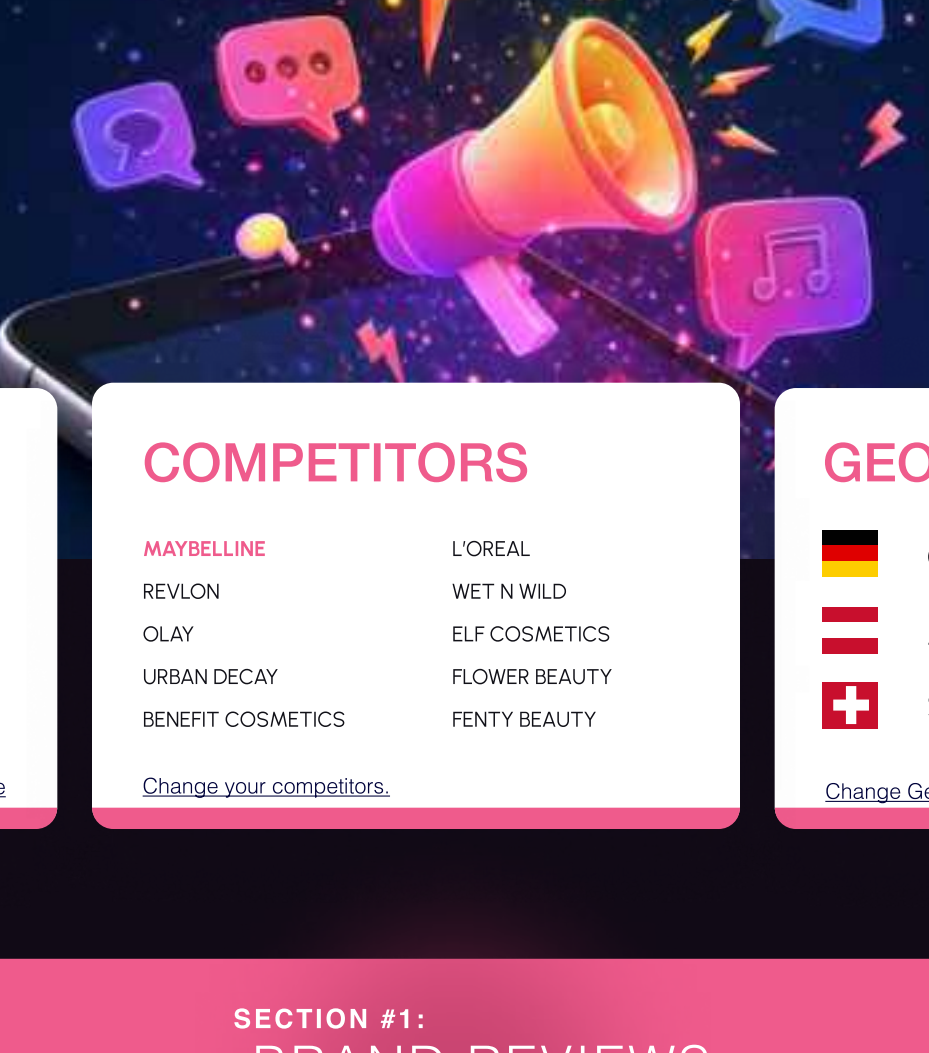


Brand Buzz Monitor

COVERGIRL, Reviewed



DATES

DATA FROM
Jan 1, 2025

DATA TO
Jan 30th, 2025

[Change Delivery Schedule](#)

COMPETITORS

MAYBELLINE

REVLON

OLAY

URBAN DECAY

BENEFIT COSMETICS

[Change your competitors](#)

L'OREAL

WET N WILD

ELF COSMETICS

FLOWER BEAUTY

FENTY BEAUTY

GEOGRAPHY



Germany



Austria



Switzerland

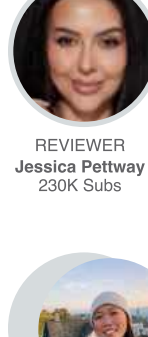
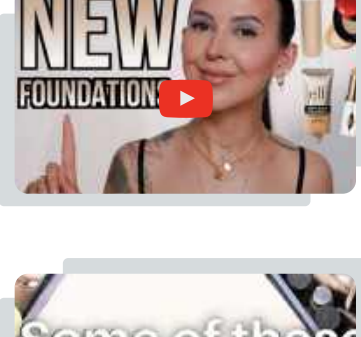
[Change Geo Coverage](#)

SECTION #1: BRAND REVIEWS

My Brand's New Reviews This Period: 6

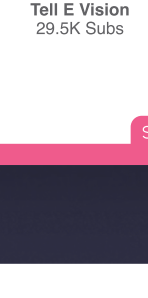
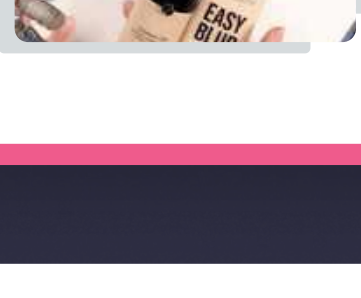
Find out how I feel about CG's new Butterfly Mascara!

Length: 04:12
Uploaded: Nov 12
Views So Far: 9,966



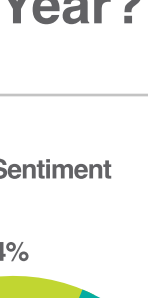
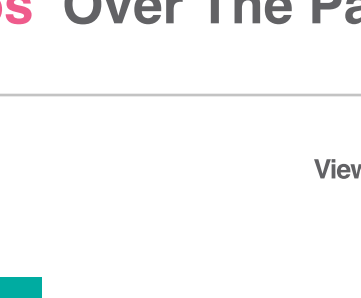
Covergirl's New Butterfly Mascara vs. Colourpop's BFF...an honest review.

Length: 04:12
Uploaded: Nov 15
Views So Far: 9,966



The new Butterfly Mascara is the BOMB!

Length: 04:12
Uploaded: Nov 16
Views So Far: 9,966



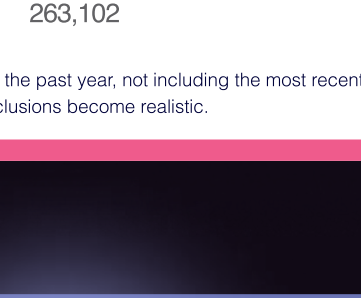
Totally Honest Review: CoverGirl's New Foundation for Fall 2024

Length: 04:12
Uploaded: May 12
Views So Far: 9,966



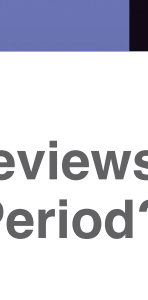
Buy it or Pan it? Three new foundations and which one is worth your money!

Length: 04:12
Uploaded: Nov 25
Views So Far: 9,966



Don't buy Covergirl's New Foundation Before Watching This!

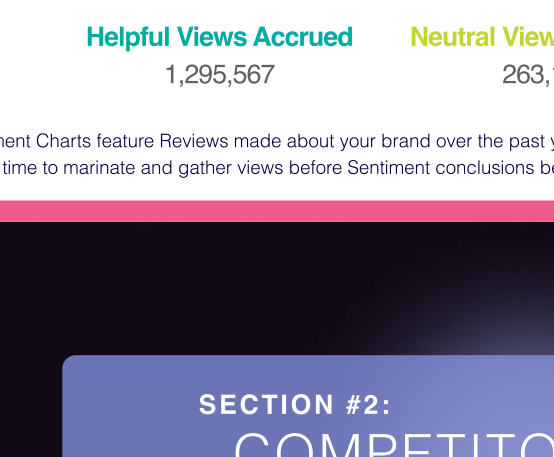
Length: 04:12
Uploaded: Nov 29
Views So Far: 9,966



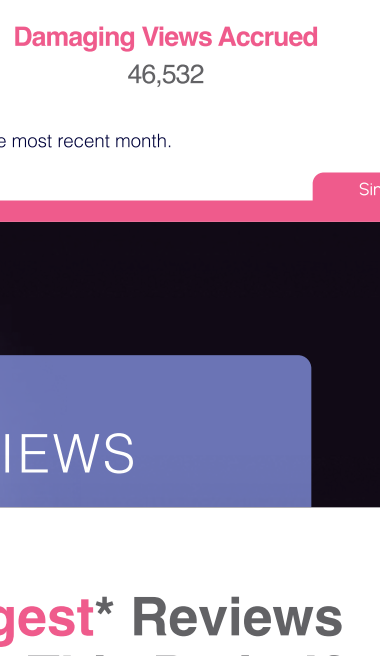
Simulated data

What is the Sentiment of My Review Videos Over The Past Year?

Number of Reviews Analyzed



Views by Sentiment



Helpful Views Accrued 1,295,567

Neutral Views Accrued 263,102

Damaging Views Accrued 46,532

* These Sentiment Charts feature Reviews made about your brand over the past year, not including the most recent month. Videos need time to mature and average views before Sentiment conclusions become realistic.

Simulated data

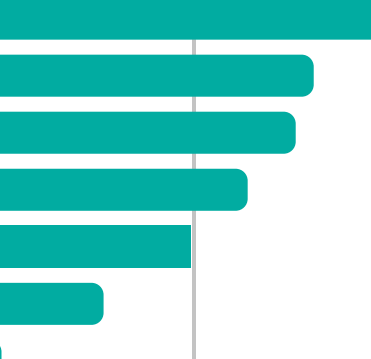
SECTION #2: COMPETITOR REVIEWS

What Where The Top 5 Biggest* Reviews Made About My Competitors This Period?

L'OREAL

Avoid this L'OREAL foundation at all costs

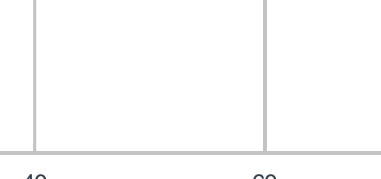
Uploaded: Jan 26, 2024
Length: 00:36
Views To Date: 1,029,321



elf

White Eyeshadow - a Fresh Look for Spring with a Little New Spring Palette!

Uploaded: Jan 26, 2024
Length: 04:27
Views To Date: 1,029,321



FLOWER

Teen beauty secrets for a soft, understated look.

Uploaded: Jan 26, 2024
Length: 06:35
Views To Date: 1,029,321



REVLON

Revlon's New Colorstay Pocket Gloss is my new favorite...wears for hours!

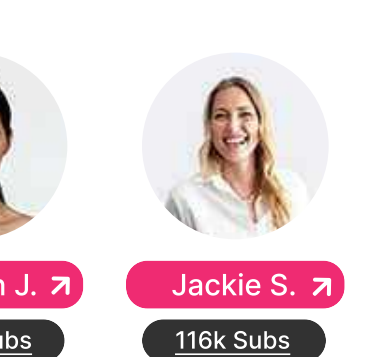
Uploaded: Jan 26, 2024
Length: 00:36
Views To Date: 1,029,321



URBAN DECAY

Eyeshadow Looks I Urban Decay Naked...

Uploaded: Jan 26, 2024
Length: 06:35
Views To Date: 1,029,321



elf

White Eyeshadow - a Fresh Look for Spring with a Little New Spring Palette!

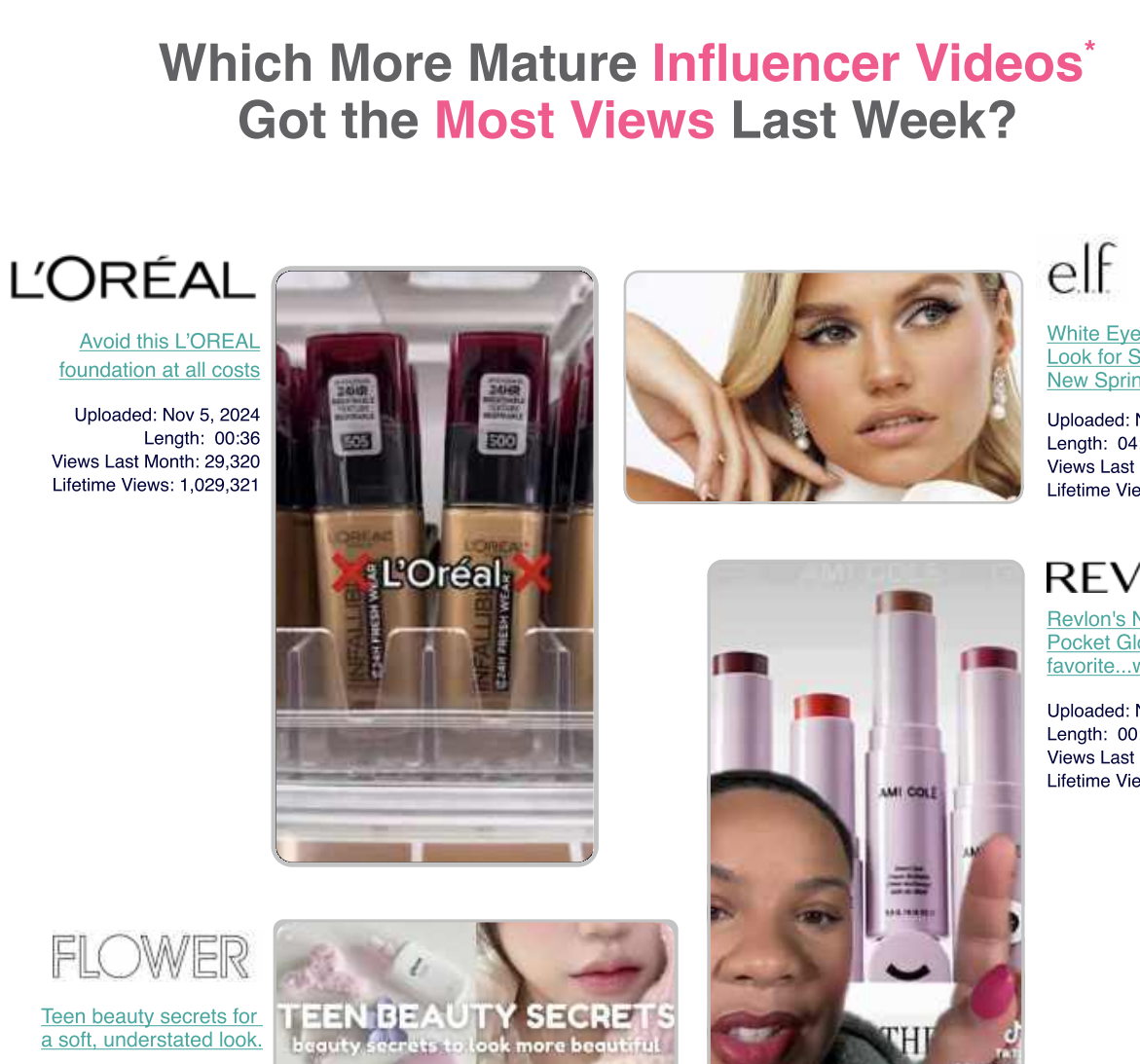
Uploaded: Jan 26, 2024
Length: 04:27
Views To Date: 1,029,321



* Videos in this section were judged to be "Most Impactful" based on the Subscriber Volume of the Reviewer (Influencer), not the views on the video to date. That's because big influencers are the most likely to deliver the most views over time, even if their Review was posted too recently to accrue large view numbers yet.

Simulated data

Over The Past Year, Which Brands Received The Most Positive Reviews?



Note: Not all Reviews can be analyzed for sentiment. For example, a head-to-head comparison of two brands (Ford vs. Chevy... which should you buy?) is likely positive for one brand and negative for the other. In these cases, the AI identifies the video as Neutral. Our upgrade tool, YouTube Social Listening, allows you to dig into all videos and re-score them for your purposes.

Simulated data

SECTION #3: INFLUENCER ACTIVITY

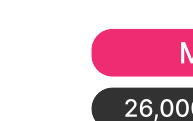
Which Influencers Made Videos* About My Brand Last Month?

Check 'em out and say thanks!



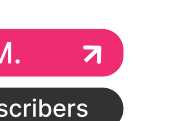
Madelyn J. ↗

156k Subs



Jackie S. ↗

116k Subs



Cory Z. ↗

126k Subs



Nikolas B. ↗

106k Subs



Laura B. ↗

26k Subs



Ashley J. ↗

23k Subs



Marta Z. ↗

20k Subs



Lora R. ↗

10k Subs

*We've selected the Top 8 Most Impactful Influencer videos. To see all Influencer videos made about you or your competitors last month and over time, [upgrade here](#).

Simulated data

Which More Mature Influencer Videos* Got The Most Views Last Week?

L'OREAL

Avoid this L'OREAL foundation at all costs

Uploaded: Nov 5, 2024
Length: 00:36
Views Last Month: 29,320
Lifetime Views: 1,029,321



elf

White Eyeshadow - a Fresh Look for Spring with a Little New Spring Palette!

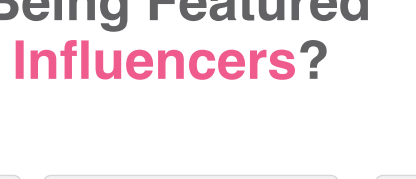
Uploaded: Nov 20, 2024
Length: 04:27
Views Last Month: 29,320
Lifetime Views: 1,029,321



REVLON

Revlon's New Colorstay Pocket Gloss is my new favorite...wears for hours!

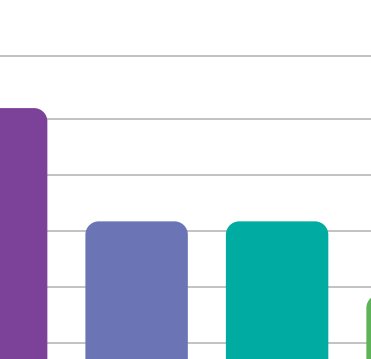
Uploaded: Nov 28, 2024
Length: 00:36
Views Last Month: 29,320
Lifetime Views: 1,029,321



FLOWER

Teen beauty secrets for a soft, understated look.

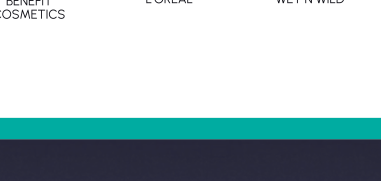
Uploaded: Nov 15, 2024
Length: 06:35
Views Last Month: 29,320
Lifetime Views: 1,029,321



elf

White Eyeshadow - a Fresh Look for Spring with a Little New Spring Palette!

Uploaded: Nov 20, 2024
Length: 04:27
Views Last Month: 29,320
Lifetime Views: 1,029,321

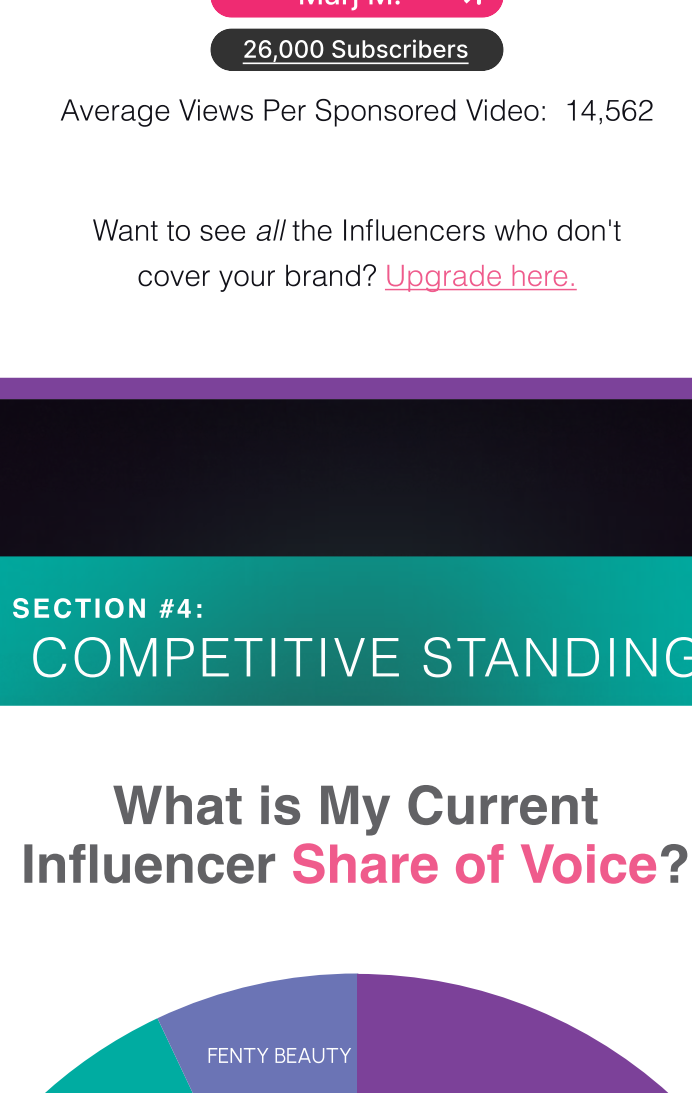


*This module reveals the Top 2 Short and the Top 2 long-form videos, made for your Competitive Set (including your brand) posted 30 days to 1 year ago.

Note: Avoid concluding that high view counts on verticals represent greater reach. They do not. Because Shorts repeat automatically and are only seconds-long, views between the two formats aren't comparable. For example, a 15-second vertical that repeats four times before the average viewer scrolls away doesn't produce the same Reach or Watch Time as an 8-minute video that holds the average person's attention more than 4 minutes and has duplicative reach of only 10%.

Simulated data

Show Me An Influencer Who Covers My Competitors But Not My Brand



Marj M. ↗

26,000 Subscribers

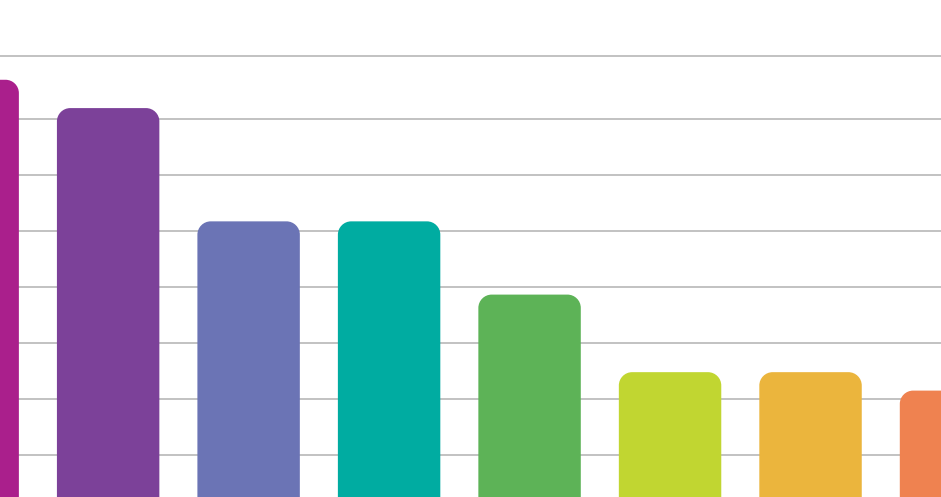
Average Views Per Sponsored Video: 14,562

Want to see all the Influencers who don't cover your brand? [Upgrade here](#).

Simulated data

SECTION #4: COMPETITIVE STANDINGS

What is My Current Influencer Share of Voice?



For this period, your brand's Influencer Share of Voice is 12.8%. You made progress over last month, when your ISOV was 11%.

Tip: Ask yourself if your brand's ISOV is less than your market share among these competitors. If so, you have work to do and [Touchstorm can help](#).

Simulated data

Is My Brand Being Featured by Enough Influencers?

of Creators Covering These Brands

89,271

of Creators Covering My Brand

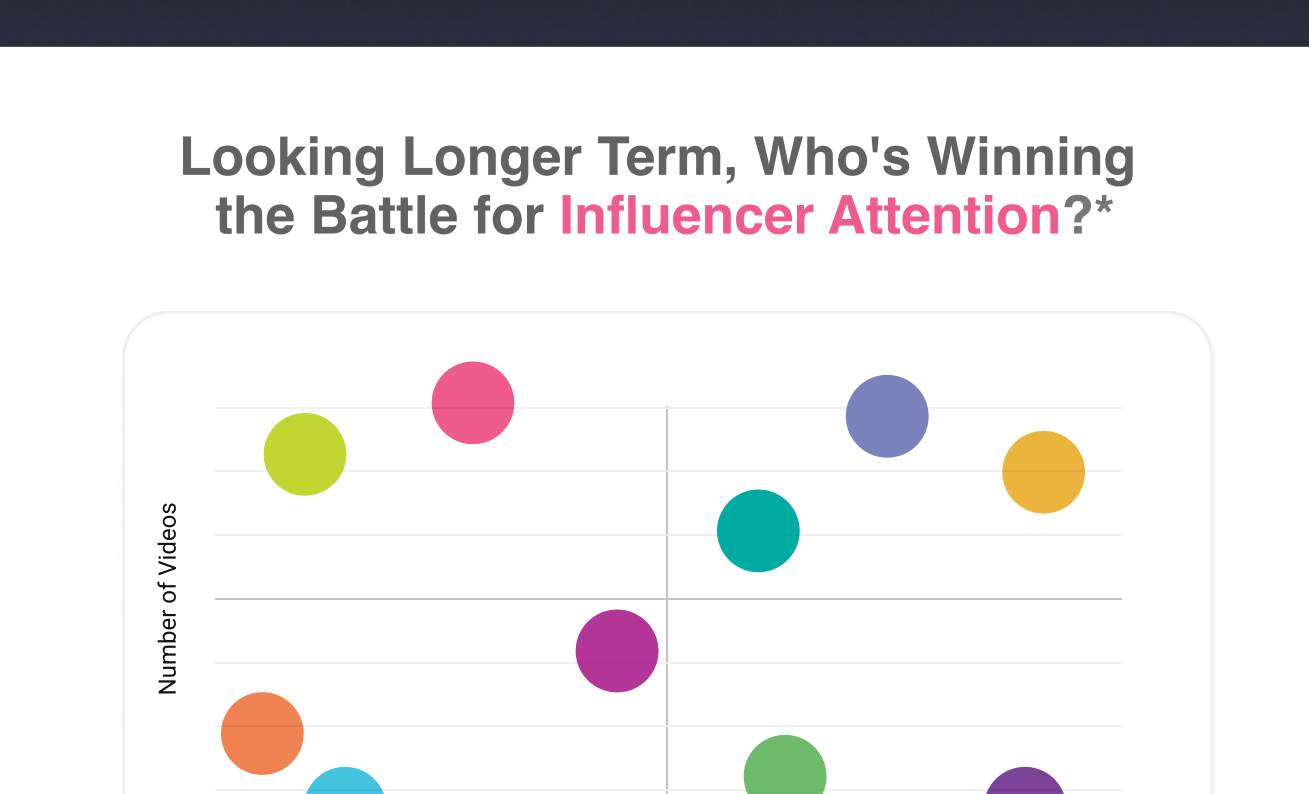
33,730

My Brand's Coverage Rate This Period

37.78%

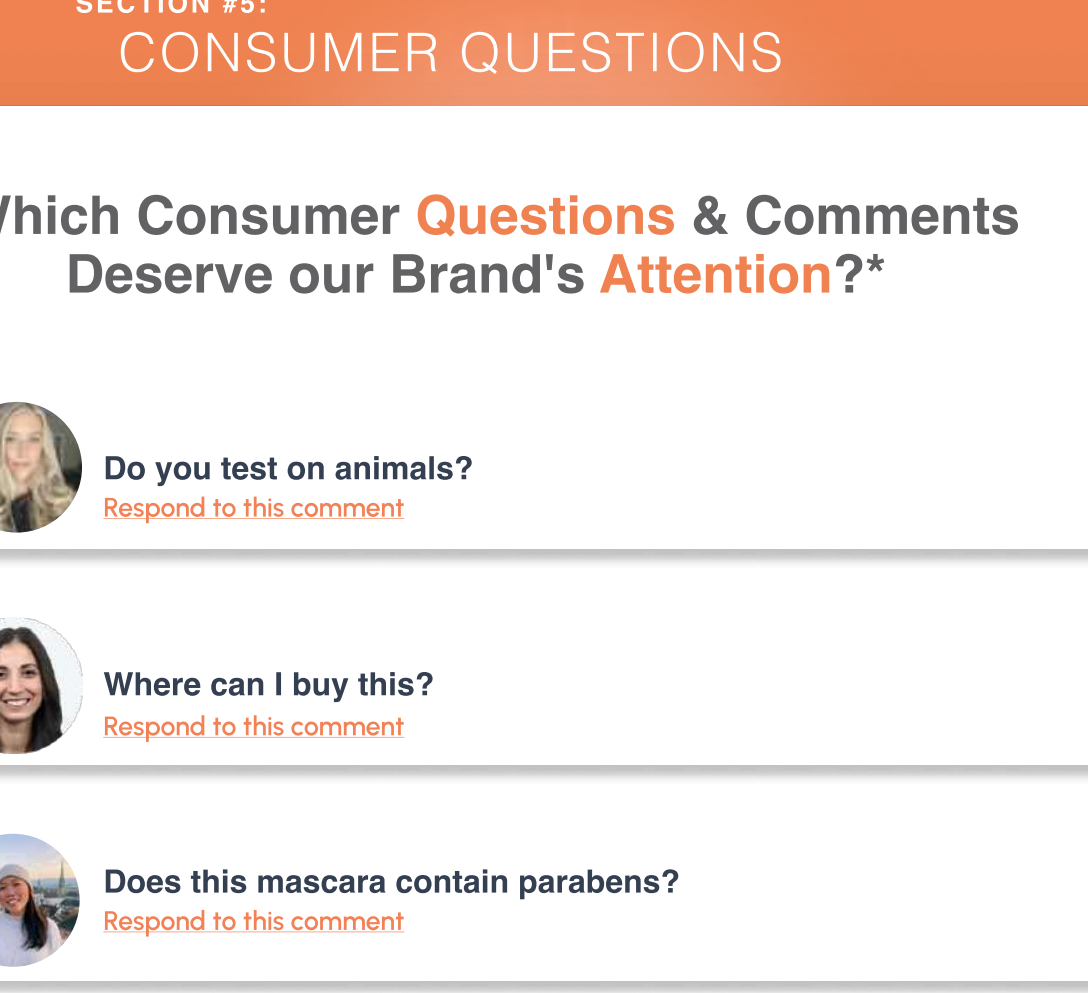
My Brand's Coverage

365 Days Prior



Simulated data

Looking Longer Term, Who's Winning the Battle for Influencer Attention?*

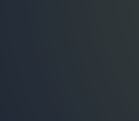


Note: On this chart, "Influencer" refers to any creator making videos about these brands, except for the brands themselves. This includes Reviewers, Retailers, Partners, Vendors, Non-Profits, Media and more. The time frame is the past six months.

Simulated data

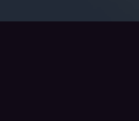
SECTION #5: CONSUMER QUESTIONS

Which Consumer Questions & Comments Deserve our Brand's Attention?*



Do you test on animals?

[Respond to this comment](#)



Where can I buy this?

[Respond to this comment](#)



Does this mascara contain parabens?

[Respond to this comment](#)



This is \$15 dollars? For a drugstore brand? Is it worth it?

[Respond to this comment](#)

This must be a paid review. She's too biased. Is this a paid review?

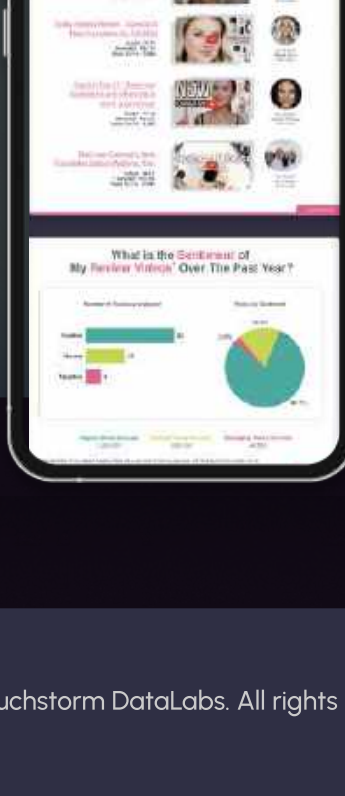
[Respond to this comment](#)

Is this a new Covergirl mascara or an old one making a second appearance?

[Respond to this comment](#)

Note: On this chart, "Influencer" refers to any creator making videos about these brands, except for the brands themselves. This includes Reviewers, Retailers, Partners, Vendors, Non-Profits, Media and more. The time frame is the past six months.

Simulated data



Want this report every month?

[Click Here to Sign Up](#)