

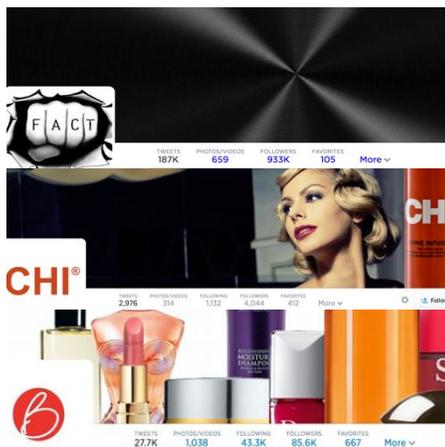


Why winning over the top **hair care influencers** and 'word of mouth' **amplifiers** is your top priority in 2014.

Hair Care Trends & Influencers Snapshot – May 2014

VeriFeed reveals opportunities for hair care brands – new and established – to build positive, cost-efficient 'buzz' on social networks such as Twitter and **boost conversions and sales** by identifying, engaging and rewarding their best influencers and amplifiers.

- **Top 10 CONSUMER Hair Care Influencers engaged 1,385,816** people with **10** Tweets shared **161** times in four weeks. Projected annually, these 10 will reach more than **16.6 million** targeted people.
- **Top 10 BRAND Hair Care Influencers engaged 1,158,383** people with **95** Tweets shared an average of 4 times. Annualized, projected reach is **13.9 million**.
- **Top 10 Amplifiers shared product recommendations with 204,435 people**, in most cases Re-Tweeting 'Influencer' and Brand Tweets. Annualized, projected reach is **2.45 million**.



Snapshot Headlines

May's overall top **consumer influencer** is **@Fact**: With 933K followers it reached 470,625 with 1 Tweet re-tweeted just once. In second place **@iBigBang** with fewer followers (161K) engaging 179,974 with one Tweet re-tweeted 71 times.

Top **brand influencer** is **Ulta Beauty**, with 218K followers reaching 246K via one RT. Notable: **CHI Haircare**, with only 4,044 followers, engaging 14,618 with a Tweet shared three times.

Top 'Amplifiers': **@beautystat @SheaMoisture4u @my_Resh @KaraGlamourBlog @OttawaMommyClub @socialposse**

Build brand equity.
Amplify your differentiated value.
Assure customer loyalty.
Drive conversions and sales.

Top trending product keywords: **Shampoo** (286), **Conditioner** (72), **Hairspray** (16)
Top brand mentions: **Kerastase** (36), **John Frieda** (12), **Garnier Fructise** (6), **Axe** (6), **Chi** (5), **Aveda** (4), **Paul Mitchell** (3)



Analyze. Mobilize. Capitalize.
Translating insights parsed from social conversations into business growth

What's in a Tweet?

Verifed analyzed millions of conversations on Twitter about **hair care products** – from shampoos and conditioners through to styling and treatment systems. People tweeted, re-tweeted, and influenced opinions (and no doubt purchases) as they shared experiences, tips, recommendations and more.

Top Hair Care 'Influencers' – Engagement Impact

We measure influence here by how many people **interacted** with Tweeted content. This is a more profound measure of engagement than simply sending out a message that may or may not be read by followers. VFI (Influence) scores also, however, take into account the number of followers, rate of activity, expertise, and original contributions.

Consumers



1. **Cheeseandlou** (1,022 followers)
VFI Score: **64.9**
Directly engaged 33,179 and reached 34,201 with 1 Tweet shared 3 times



2. **Rustystar26** (27.9K followers)
VFI Score: **63.7**
Directly engaged 24,864 and reached 27,969 with 1 Tweet shared 70 times



3. **iBigbang** (179.9K followers)
VFI Score: **71.6**
Directly engaged 18,974 and reached 99,474 with 1 Tweet shared 71 times

Brands



1. **Ulta Beauty** (218K followers)
VFI Score: **77.2**
Directly engaged 28,744 and reached 246,774 with 1 Tweet shared once



2. **CHI Haircare** (4,044 followers)
VFI Score: **74.9**
Directly engaged with 10,574 and reached 14,618 with 1 Tweet shared 3 times



3. **Kerastase India** (1,093 followers)
VFI Score: **73.5**
Directly engaged 3,654 and reached 5,840 with 2 Tweets shared 9 times

Note: Verifed applies qualitative as well as quantitative metrics to assess influencers – based on a combination of activity (starting, amplifying and changing conversations), number of followers (and their followers), contextual relevance, and source expertise.

Top Hair Care Brands by Reach (VF Impact measures Engagement)

Influencer	VF Impact	RTs	Followers	# Original	VF Influence	Annualized	VFI Score
1 ULTA_Beauty	28774	1	218,000	1	246,774	2,961,288	7.72
2 MatrixFamily			122,000	14	170,800	2,049,600	7.49
3 pantene			97,500	35	136,500	1,638,000	7.35
4 CarolsDaughter			40,100	18	72,180	866,160	6.96
5 PaulMitchellUS			73,900	9	66,510	798,120	6.90
6 Redken5thAve	2104	1	55,100	1	57,204	686,448	6.81
7 HerbalEssenses			44,600	10	44,600	535,200	6.66
8 Axe			128,000	2	38,400	460,800	6.56
9 FructisIndia	1021	1	7,025	4	29,121	349,452	6.39
10 WellaHairUSA			22,300	5	22,300	267,600	6.23
11 CHIHaircare	10574	3	4,044	1	14,618	175,416	5.96
12 KerastaseUSA			9,245	7	12,943	155,316	5.89

Top 'Amplifiers'

While influencers start and shape conversations, it is the 'amplifiers' who drive **viral word-of-mouth**. On Twitter, these are the active and engaged people who prove their daily (even hourly) engagement with brand content by re-Tweeting it to their own followers, starring, or adding to Twitter lists of recommended people to follow. Verifeed defines influencers in large measure by how many 'amplifiers' they attract.



BeautyStat
85.6K followers



SheaMoisture4U
29.1K followers



my_Resh
11.2K followers



KaraGlamourBlog
10.8K followers

Amplification and influence scores are used to **predict reach** and **impact** of an individual in influencing positive sentiment, buying decisions, and 'brand building' earned media and loyalty. Understanding, engaging and rewarding influencers is a vital competitive advantage in a crowded marketplace when 82% of consumers will not make a purchase without validation from "someone like me" on social media. Targeting your hospital's ambassadors on Twitter and elsewhere enables more targeted, efficient and high-impact social engagement and content marketing to drive conversions and revenue.

Engagement Best Practice

Authentic connection with consumers is vital to build brand loyalty and grow sales. This Snapshot revealed hair care brand messages are **not being shared** as often as they could be – and brands are missing vital opportunities to incent influencers to spread the word. Our tips:

Build engagement: Interactions matter more 'followers': Just because they follow you doesn't mean they read your Tweets or buy your product. What counts is **how many times they are sharing** your content. Are they tweeting positive experiences? Are they re-tweeting when someone else says how good their experience was? It's important to find your loyal, positive ambassadors.

Personalize conversations: People want to feel special, not "sold". Impersonal Tweets seem like spam and get ignored. So too do sales pitches. No one shares them. For viral 'word-of-mouth', **get to know your customers**. Prove you care by personalizing Tweets and starting genuine conversations.

Target and win over 'influencers': Learn what they (and their friends) care about. You will start to understand preferences, lifestyle, buying habits, influences and sentiment that will inform how you win over and reward your 'ambassadors'. Their stories will enable genuine emotional connections that are the basis of successful content marketing and social 'word-of-mouth' campaigns.

The right 'amplifier' can reach millions with one Tweet: Once you know your influencers and amplifiers you can predict with accuracy what the reach of your message will be over-time.

About Verifeed

Verifeed mines, filters and parses millions of social conversations to unearth 'actionable' insights and predictive business intelligence. Our analysts, aided by patent-pending technology, get the right information to the right people at the right time – to assure cost-effective and high-impact 'word-of-mouth' and native content marketing. We also provide valuable predictive analytics, competitive research, and revenue-driving strategies.

Monthly Beauty Intelligence Reports – Subscribe!

Verifeed offers monthly social analytics and trends reports, including segmented influencer and amplifier analysis. See how content marketing campaigns fare over time, understand how influencers are impacting conversions and purchases, see who is winning on social media, and get actionable recommendations. Contact us at beautytrends@verifeed.com.

Read Verifeed's White Paper: Social Intelligence in the Age of Infobesity at www.Verifeed.com

Custom Analytics & Actionable Outcomes: We can help!

Be first, right and predictive. Verifeed offers **exclusive and custom service** for beauty brands, retailers, beauty PR and market research firms and others wanting a competitive advantage. What are consumers saying right now – about your brand, a product, service, campaign (or an issue) that will influence a buying decision? Who are your influencers and amplifiers, and what are their lifestyles, preferences, expertise, circumstance, interests, and buying habits? Who are their friends, and how do they interact to influence an outcome? What events and issues are shaping how people react to your brand? How effective is your content marketing and social media marketing? Real-time (and over time) authentic insights help you anticipate sentiment, needs, habits and motivations to guide a winning strategy to exceed revenue targets and other KPIs.



Analyze: Powerful algorithms and proprietary processes unearth valuable insights about 'who' and 'what' will make or break a product launch, brand, or attract new customers.

Mobilize: We identify influencers by shared interest and assess their 'amplification quotient' for efficient and predictive word-of-mouth network effects and native personalized content marketing.

Capitalize: We create data-driven strategies for customer acquisition and loyalty, conversions, and revenue.



Contact: Melinda Wittstock
BeautyTrends @ Verifeed.com
202.374.1479