



Case Study

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

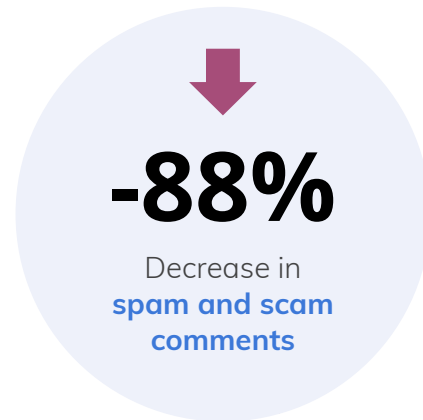
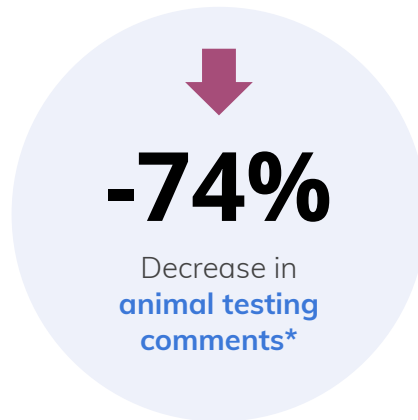
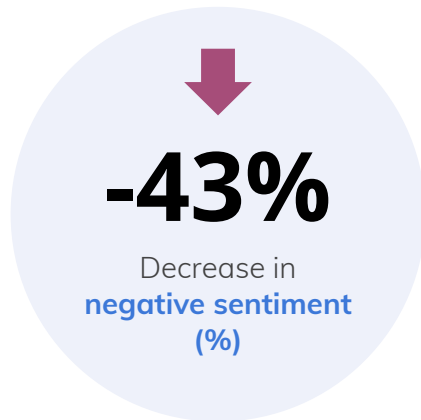
Find out how one of the most highly engaged beauty brands manages their Instagram account at scale with over **15 million followers and an average of 50,000 comments per month**, increasing positive user sentiment, whilst cutting down on spam, scam and correcting false information.

BRANDBASTION



Results achieved over a period of 10 months

Scroll down to find out all the details



AND

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



Increase in positive sentiment by 269%

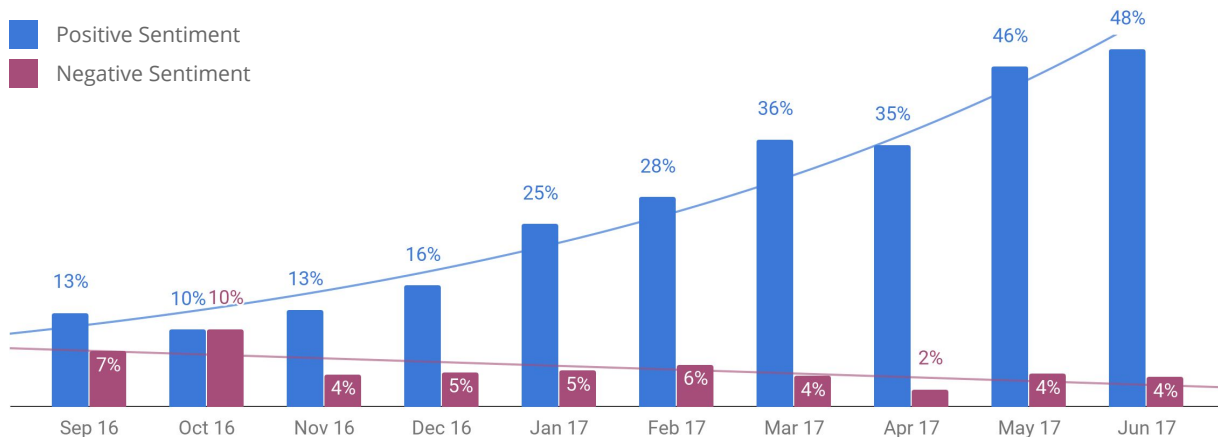


This result was achieved by decluttering the brand's Instagram feed of spam, scam and hate speech comments. It gave customers the ability to engage in real conversations with the brand. They also appreciated prompt responses to their inquiries.

In addition, **negative sentiment decreased by 43%**, as questions and false information had been clarified with responses. This stopped certain users from being able to spread negative information.



Increase in positive sentiment



1. Positive and Negative Sentiment Analysis Timeline



Decrease in harmful content by 88%



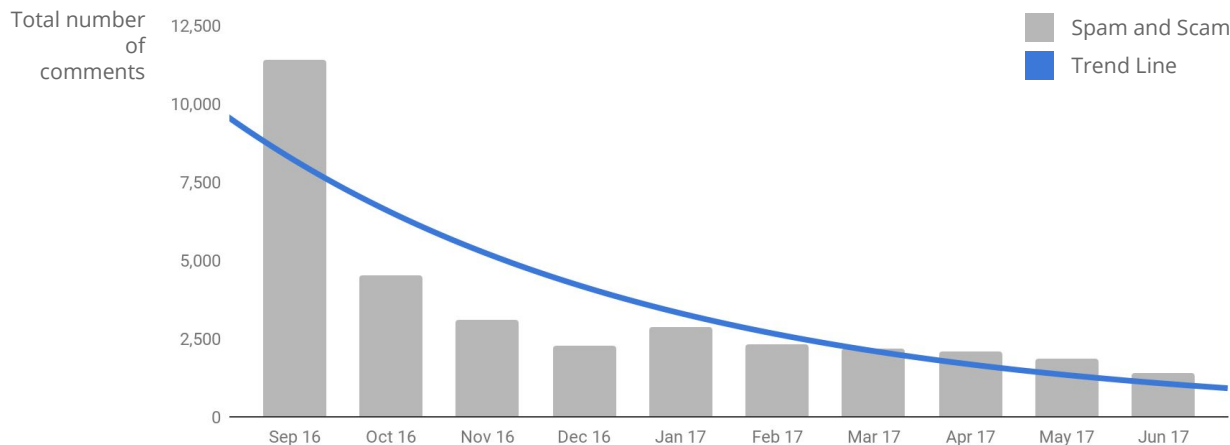
The beauty brand was able to successfully fight off bots, as well as users posting spam or scam comments. Spam and scam not only jeopardizes the safety of fans, but also irritates users that visit the Instagram account to engage in real conversations with the brand.



**Increase in
positive
sentiment**



**Decrease in
harmful content**



2. Spam and Scam timeline



Decrease in animal testing comments by 74%



The brand was able to achieve this result by responding to all comments and questions related to matters of animal testing. This way they ensured that fans were provided with correct information and that no false rumours were being spread.



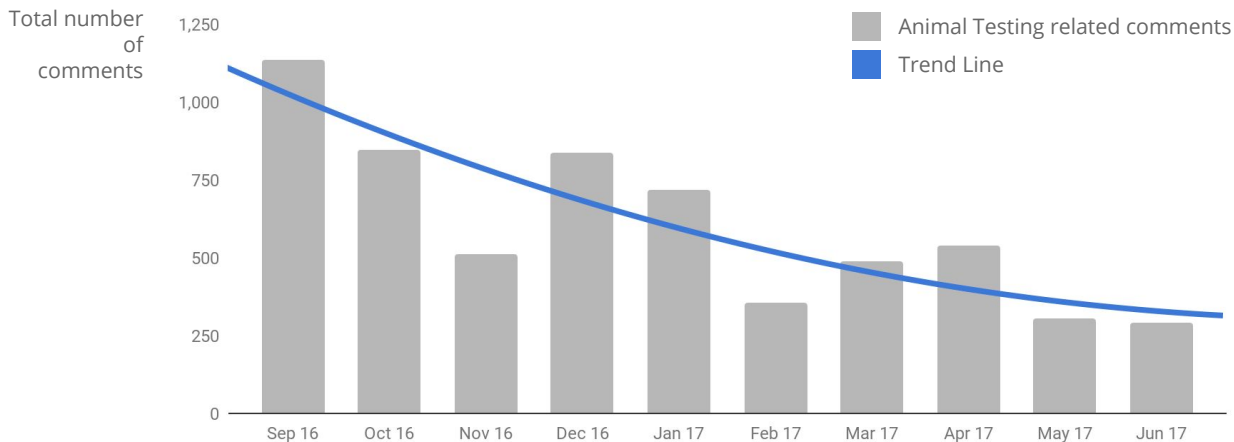
**Increase in
positive
sentiment**



**Decrease in
harmful content**



**Decrease in
comments about
animal testing**



3. Animal Testing related comments timeline



Crowdsourcing insights



By listening closely to the followers, the brand was able to fulfil their wishes. With 40.2% of customer requests relating to a specific collection, the company made a data driven decision and announced a much anticipated collaboration to be launched.

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



Increase in positive sentiment



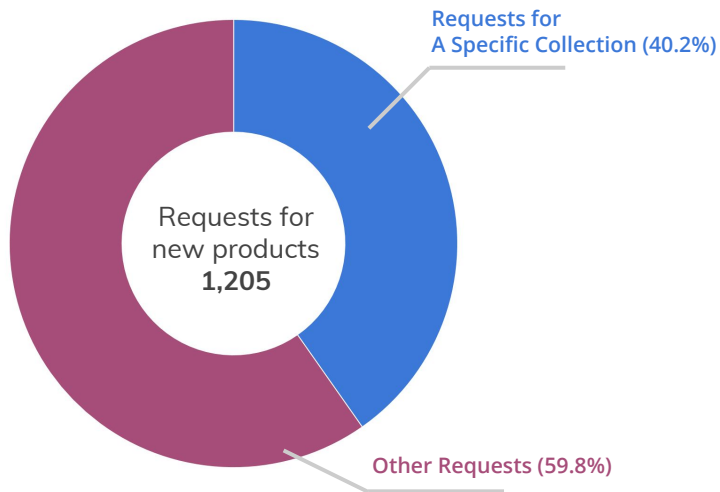
Decrease in harmful content



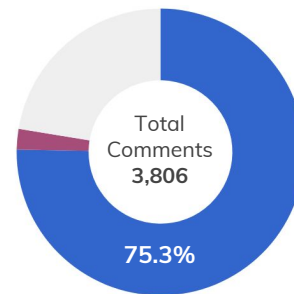
Decrease in comments about animal testing



Crowdsourcing insights



4. BrandBastion's Crowdsourcing Insights



75.3 % Positive Sentiment
2.3 % Negative Sentiment
22.4 % Other

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 media 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

Direct responses to users

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



Detailed Insights

Detailed insights on what is being said

BrandBastion's solution provides insights into the comments received and the conversations taking place across a brand's social media 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 



BRANDBASTION