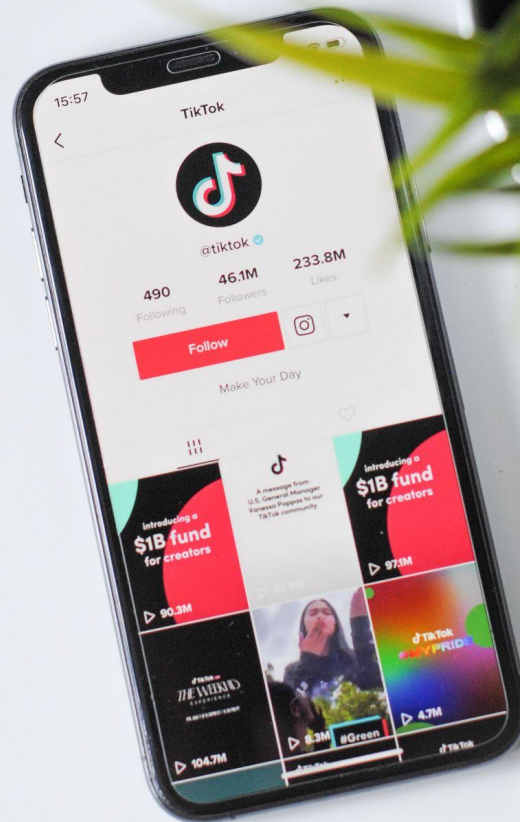




Video Analysis



METHODOLOGY

Data analysis was performed using EYECUE's proprietary video, image & text recognition technology. Identification algorithms were specifically included to fulfill the research needs.

Source

44 TikTok videos of beauty products, generated by users/influencers/content creators, which went viral. A total of 774M views, 20M likes, 212K comments & 1.3M shares.



Where does the data come from?

- > Brand accounts
- > Public user accounts
- > Competitor content
- > Influencer profiles



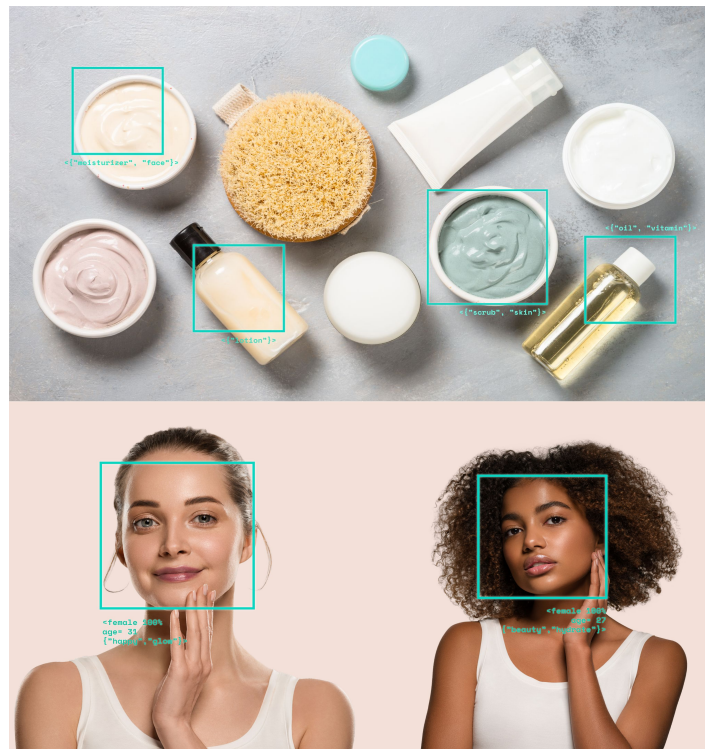
What does EYECUE track?

- > Videos
- > Audio & Text in Videos
- > Views, Likes, Comments, Saves & Shares
- > Follower Evolution
- > Captions & Hashtags



Why use EYECUE?

Unique ability to identify & analyze the content of video, image & audio.
Example: *ingredients talked about in the videos' audio, but not as written text.*



SAMPLE VIDEOS USED FOR THIS ANALYSIS:



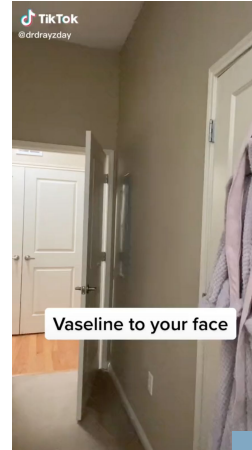
Truly Beauty's bath & body products quickly went viral on TikTok and went on to receive coverage from news websites such as PopSugar and BuzzFeed.

VIRAL
PRODUCTS



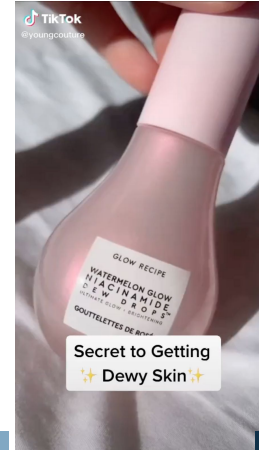
NYC-based makeup artist Meredith Duxbury is a well-known digital content creator among the TikTok beauty community with over 14.8 million followers on the platform.

POPULAR
CREATORS



'Slugging' involves slathering your face in petroleum jelly as the last step in your beauty routine. The hashtag currently has over 167 million views.

TRENDING
HACKS



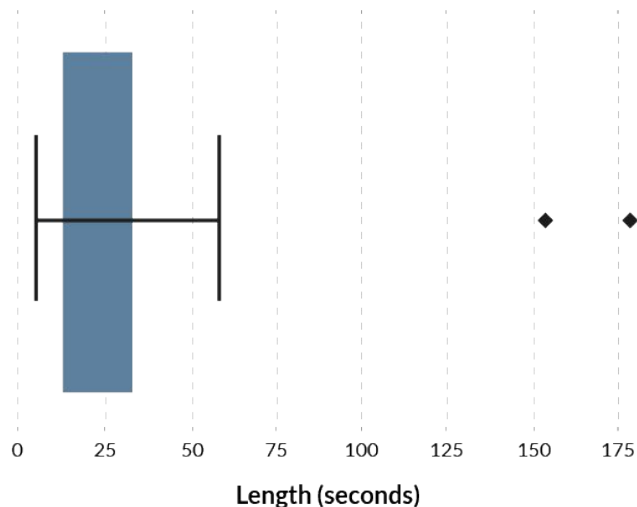
Several of Glow Recipe's products have gone viral on TikTok, with the platform driving discovery: according to the brand, 90% of its e-commerce traffic are first-time customers.

POPULAR BRANDS

What is the duration of trending videos on TikTok?

EYECUE analyzed 40 of the most trending TikTok videos made by beauty content creators and found that:

- **50%** of these videos last between **15** and **33** secs.
- The shortest video lasts **6.4** secs.
- There are three videos that stand out as they differ a lot in duration, lasting more than **6x times** the median time of all videos analyzed.



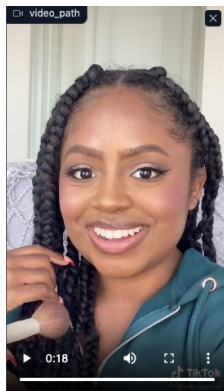
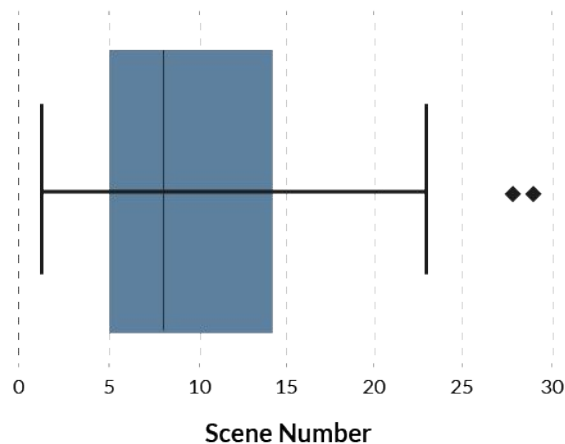
Scene types

EYECUE identifies five scene vectors in videos. These vectors differ depending on the category / industry.



How many scenes do these trending videos consist of?

- **50%** of these videos consisted of **5** to **14** scenes.
- The shortest video consists of **2** scenes.
- There are a few outlying videos, consisting of close to **30** scenes.



Scene 1



Scene 2



Scene 3



Scene 4



Scene 5

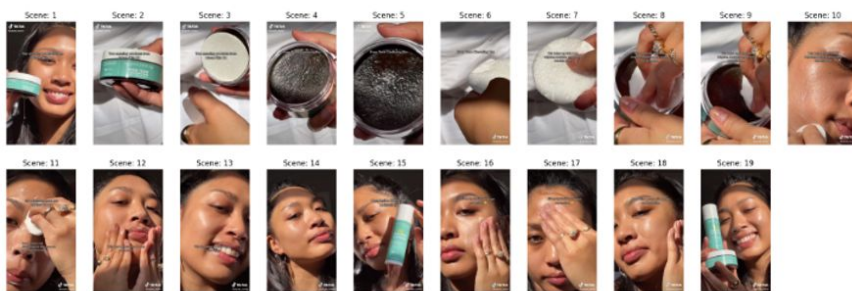


Scene 6

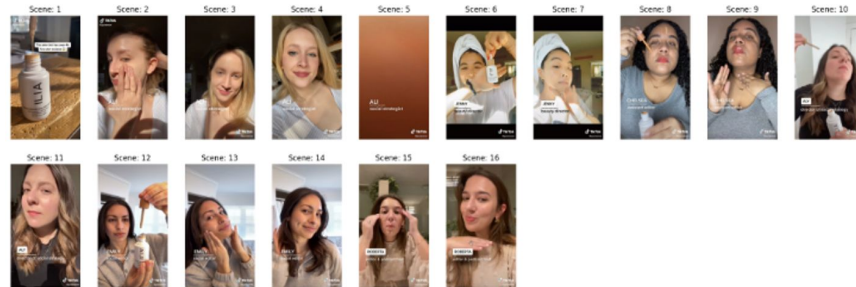


Example of scene detection by EYECUE technology

Eyecue scene summarization



Eyecue scene summarization



video_path

Scene Number	Start Timecode	End Timecode	Length (frames)	Length (timecode)	image_type
1	00:00:00.000	00:00:01.267	38	00:00:01.267	portrait
2	00:00:01.267	00:00:02.533	38	00:00:01.267	product
3	00:00:02.533	00:00:03.333	24	00:00:00.800	product
4	00:00:03.333	00:00:04.333	30	00:00:01.000	product
5	00:00:04.333	00:00:04.833	15	00:00:00.500	product
6	00:00:04.833	00:00:06.733	57	00:00:01.900	portrait
7	00:00:06.733	00:00:08.033	39	00:00:01.300	product
8	00:00:08.033	00:00:08.533	15	00:00:00.500	product
9	00:00:08.533	00:00:09.067	16	00:00:00.533	product
10	00:00:09.067	00:00:11.700	79	00:00:02.633	portrait
11	00:00:11.700	00:00:15.500	114	00:00:03.800	portrait
12	00:00:15.500	00:00:17.933	73	00:00:02.433	closeup
13	00:00:17.933	00:00:19.433	45	00:00:01.500	portrait
14	00:00:19.433	00:00:20.200	23	00:00:00.767	closeup
15	00:00:20.200	00:00:21.500	39	00:00:01.300	portrait
16	00:00:21.500	00:00:24.867	101	00:00:03.367	closeup
17	00:00:24.867	00:00:26.500	49	00:00:01.633	portrait
18	00:00:26.500	00:00:29.200	81	00:00:02.700	portrait

0:30

threshold 25

video_path

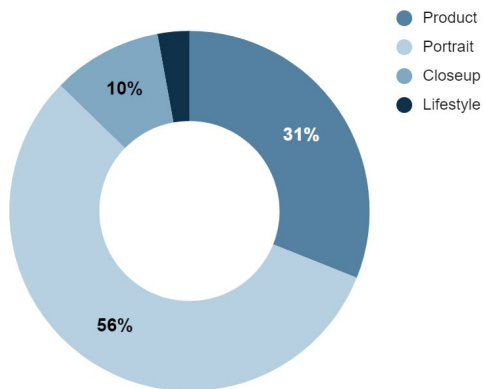
Scene Number	Start Timecode	End Timecode	Length (frames)	Length (timecode)	image_type
1	00:00:00.000	00:00:02.533	152	00:00:02.533	product
2	00:00:02.533	00:00:05.017	149	00:00:02.483	portrait
3	00:00:05.017	00:00:06.167	69	00:00:01.150	portrait
4	00:00:06.167	00:00:08.267	126	00:00:02.100	portrait
5	00:00:08.267	00:00:08.583	19	00:00:00.317	extra
6	00:00:08.583	00:00:10.100	91	00:00:01.517	portrait
7	00:00:10.100	00:00:14.883	287	00:00:04.783	portrait
8	00:00:14.883	00:00:17.150	136	00:00:02.267	portrait
9	00:00:17.150	00:00:20.267	187	00:00:03.117	portrait
10	00:00:20.267	00:00:22.017	105	00:00:01.750	portrait
11	00:00:22.017	00:00:24.067	123	00:00:02.050	portrait
12	00:00:24.067	00:00:25.433	82	00:00:01.367	product
13	00:00:25.433	00:00:26.867	86	00:00:01.433	closeup
14	00:00:26.867	00:00:28.017	69	00:00:01.150	portrait
15	00:00:28.017	00:00:30.133	127	00:00:02.117	portrait
16	00:00:30.133	00:00:31.900	106	00:00:01.767	portrait

0:32

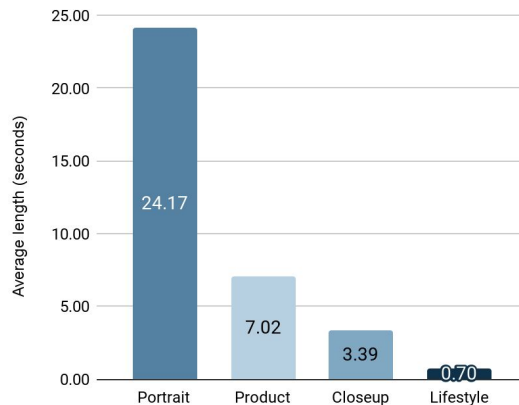
threshold 25

Portrait has the highest share of content in the 44 viral TikTok videos analyzed.

Share of scenes types



Average scenes types length

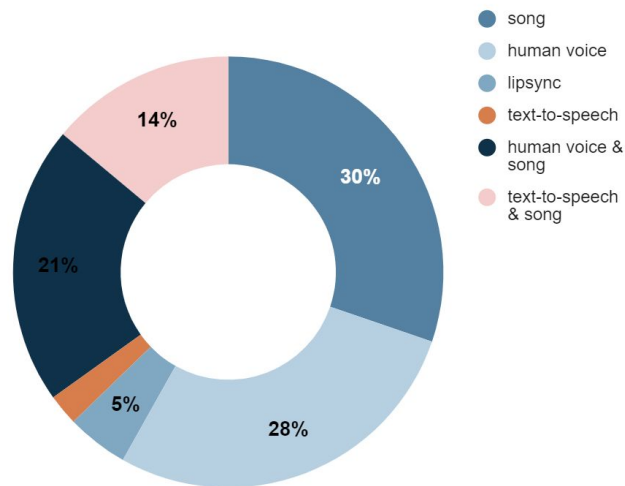


On average, TikTok videos feature portrait in 56% of video scenes. As such, it is the scene type with the longest duration, with an average length of 24.17 seconds across all viral videos analyzed.

Product is the second most used scene type, featuring, on average, in 31% of video scenes across all videos analyzed, with an average duration of 7.02 seconds.

Text only is not used at all in TikTok videos, but rather combined with portrait.

What type of audio is most used in trending TikTok videos? *Songs & human voices.*

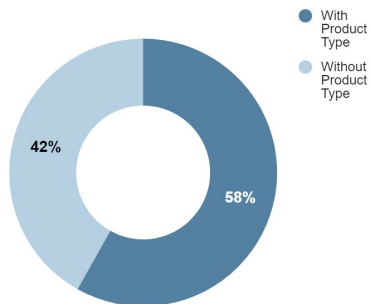


In addition to **'songs' & 'human voice only'** being the most used audio types in trending TikTok videos, the combination of both sits in third place with 21% share.

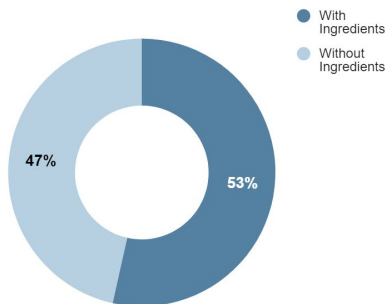
While text-to-speech seems to be the least popular option within the trending videos analyzed, it sees a higher share (14%) when used together with a background song.

What do these trending videos talk about?

Share of videos with product type



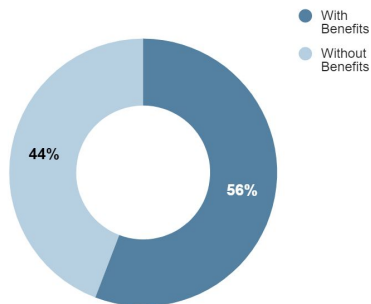
Share of videos with ingredients



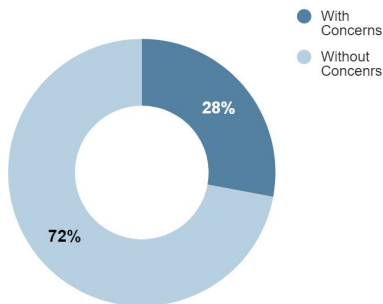
EYECUE analyzed both text in video and audio transcription, and found that:

58% of videos mention at least one specific product

Share of videos with benefits

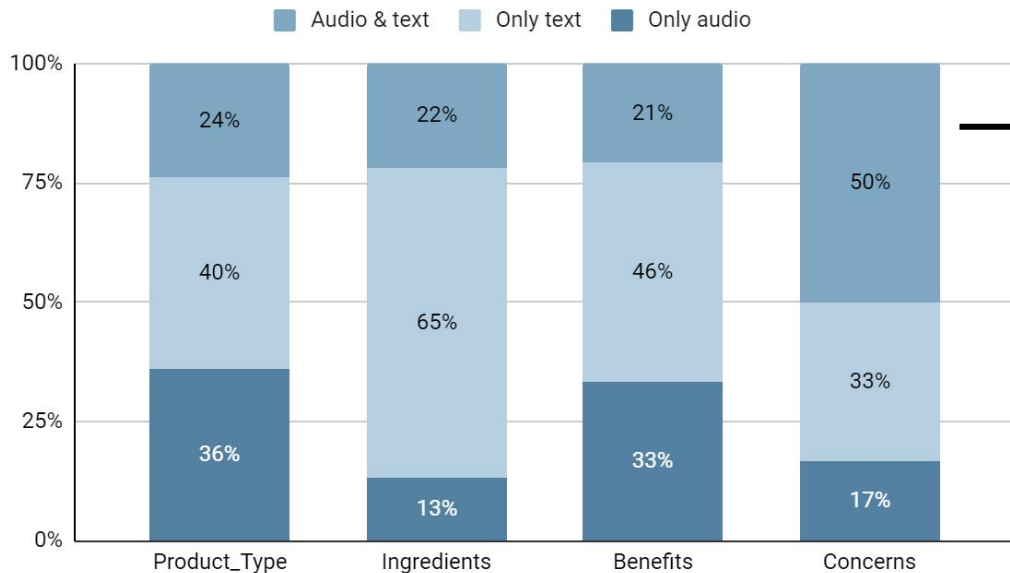


Share of videos with concerns



Ingredients & benefits seem to be of relevance, featuring in more than **50% of the videos analyzed**, while **concerns** only feature in half the amount of videos.

Do these conversations take place in the audio or as text on screen?



While we have seen that the share of conversation around concerns is lower than other topics in trending TikTok videos, concerns **receive a higher number of mentions in both audio & text in video.**

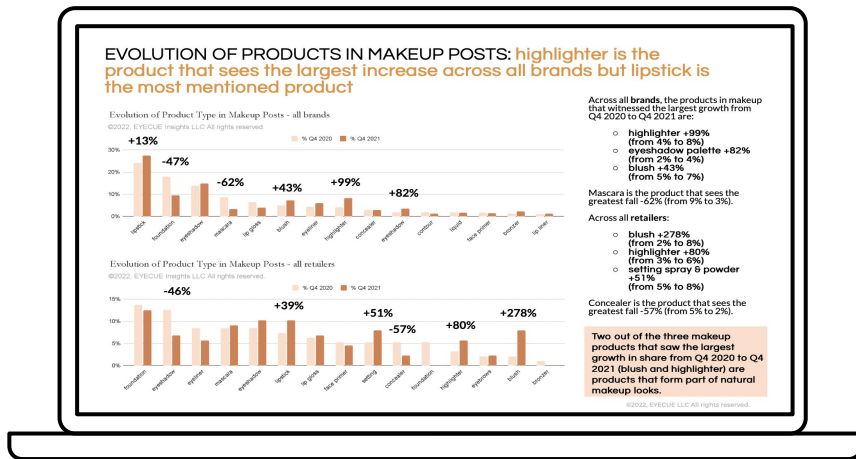
Key Learnings

- **50%** of the most trending TikTok videos made by beauty content creators last between **15** and **33** secs.
- **50%** of these videos consist of **5** to **14** scenes.
- **Portrait** scene type has the highest share of content with **56%**, followed by **product 31%**.
- **Songs** and **human voice only** are the most popular audio types used in trending TikTok videos, with a combination of both sitting in third place.
- **Product** has the highest share of conversation at **58%**, followed by **Benefits 56%** and **Ingredients 53%**.
- **Concerns** are only featured in **28%** of videos.
- Whilst **concerns** has the lowest share of conversation, it received the highest number of mentions in both **audio & text on screen**:
 - **Product**: 36% only audio, 40% only text, 24% audio & text
 - **Ingredients**: 13% only audio, 65% only text, 22% audio & text
 - **Benefits**: 33% only audio, 46% only text, 21% audio & text
 - **Concerns**: 17% only audio, 33% only text, 50% audio & text

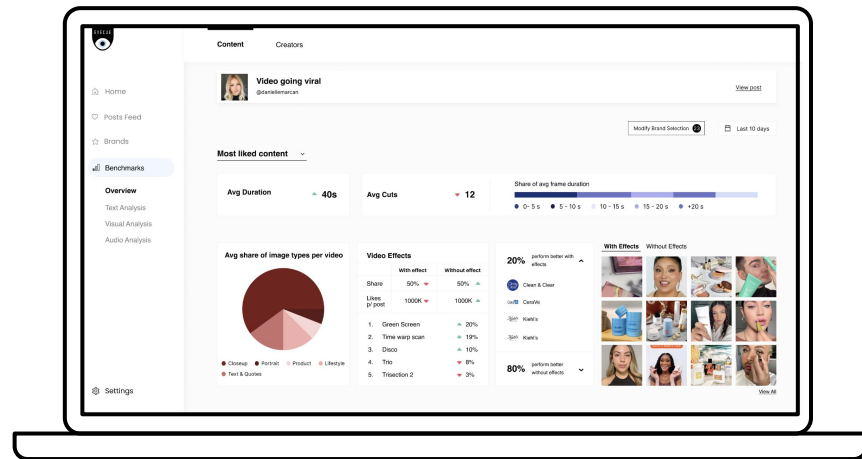
EYECUE's Offering

Tailored to your needs. Actionable insights. Industry-specific.

Reporting



Dashboard



EYECUE provides you tailor-made report based on brand & consumer insights to fulfill your objectives, providing both numbers & context.

Industry insights accessible directly from your own dashboard. A simple and actionable one-stop solution for your social media insights.

EYECUE

AI powered Visual Insights Platform

For more information email us at:

Kristina Neave kristina.neave@eyecueinsights.com