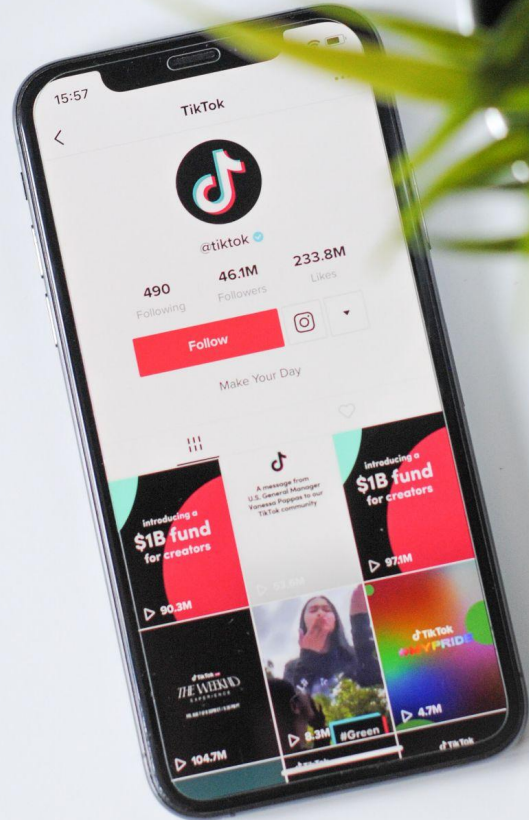TikTok

The Rise of TikTok: A Video Analysis

EYECUE

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.*
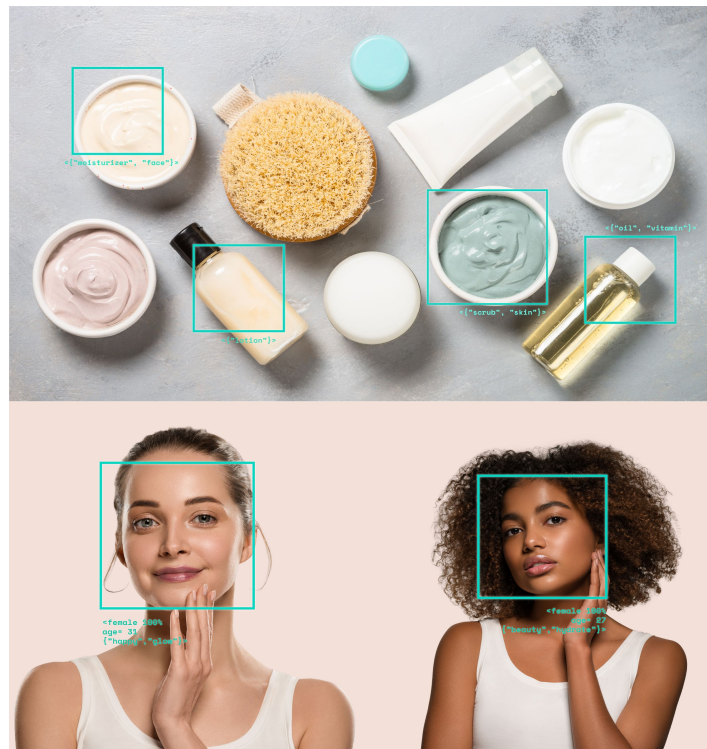
SAMPLE VIDEOS USED FOR THIS ANALYSIS:
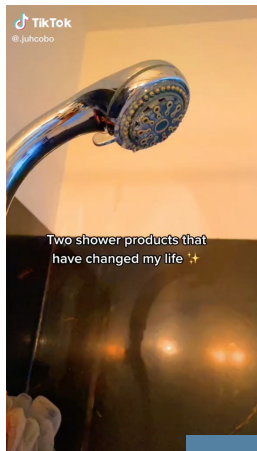
Truly Beauty's bath & body products quickly went viral on TikTok and went on to receive coverage from news websites such as PopSugar and Buzzfeed.
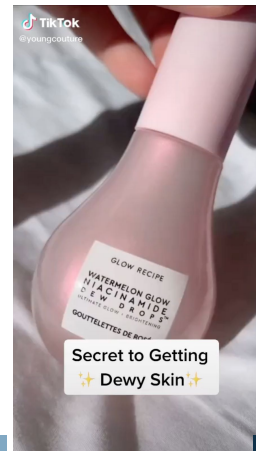
VIRAL PRODUCTS

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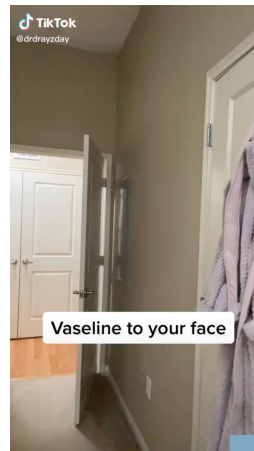
'Slugging' involves slathering your face in petroleum jelly as the last step in your beauty routine. The hashtag currently has over 167 million views.

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

EYECUE

# 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.
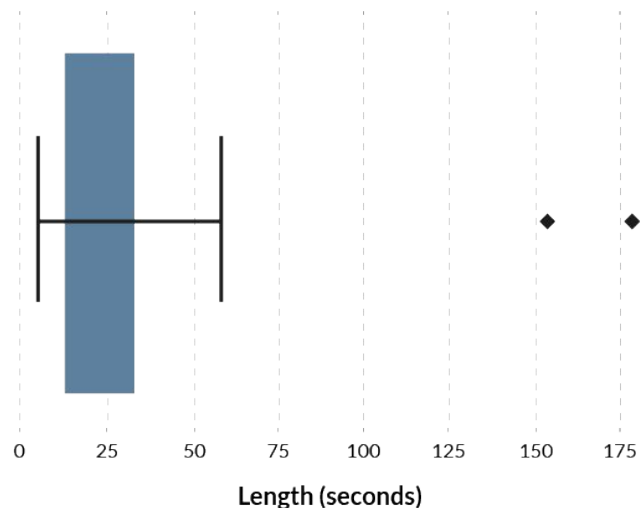
Scene types

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

PRODUCT

PORTRAIT

CLOSE UP

TEXT & QUOTE

LIFESTYLE
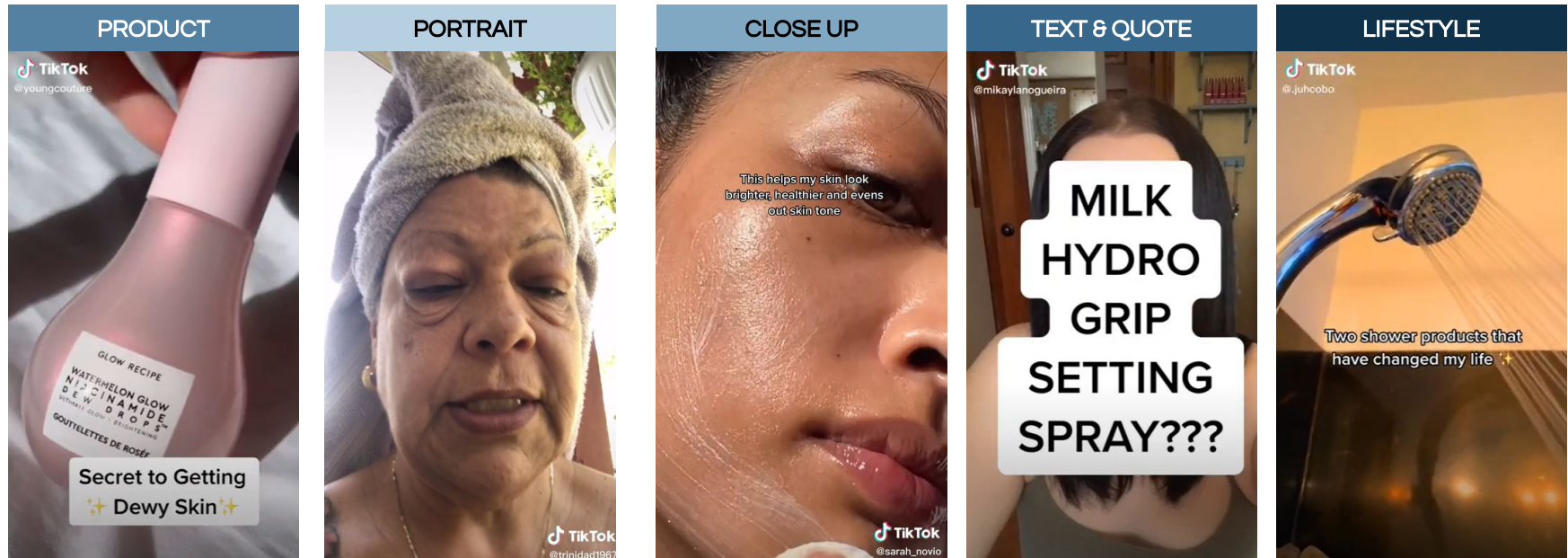
How many scenes do these trending videos consist of?

- **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.
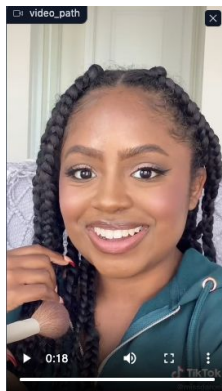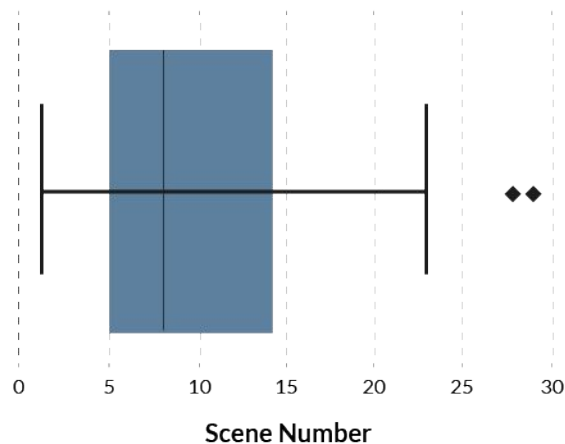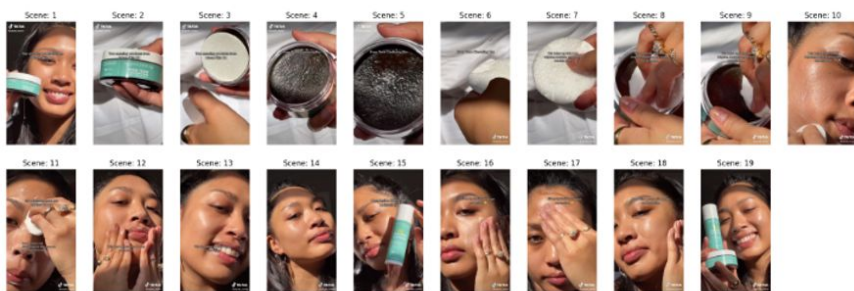

Scene Number
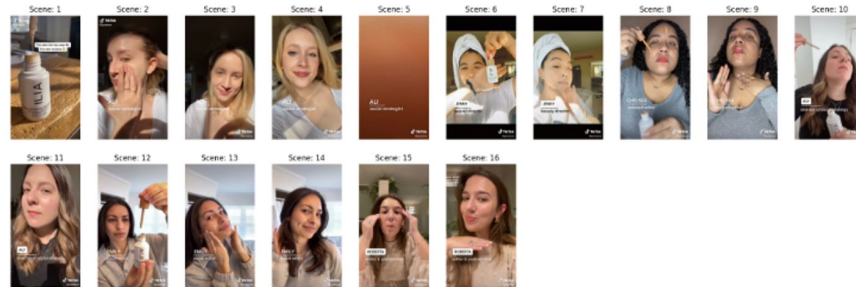

Scene 1 Scene 2 Scene 3 Scene 4 Scene 5 Scene 6

Example of scene detection by EYECUE technology

Eyecue scene summarization

Eyecue scene summarization

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

Share of scenes types

- Product
- Portrait
- Closeup
- Lifestyle

31%
10%
56%
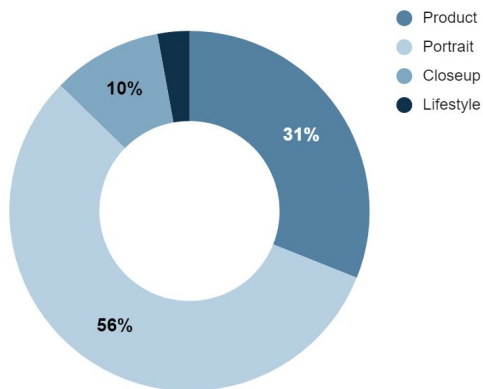
Average scenes types length

Average length (seconds)

Portrait 24.17
Product 7.02
Closeup 3.39
Lifestyle 0.70
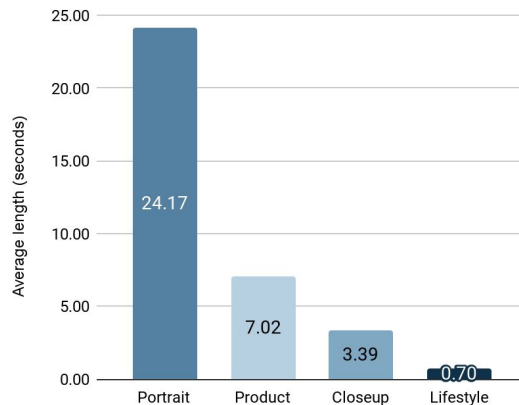
On average, TikTok videos feature portrait in 56% of video scenes. As such, it is the scene type with the longest duration, with an average length of 24.17 seconds across all viral videos analyzed.

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.*

song
human voice
lipsync
text-to-speech
human voice & song
text-to-speech & song

30%
28%
5%
21%
14%
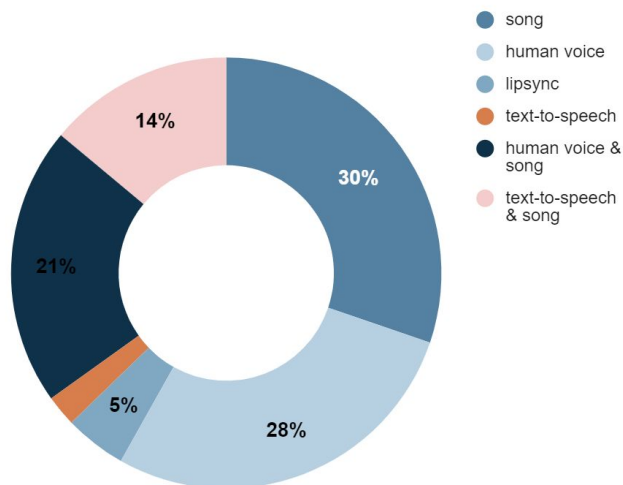
In addition to **'songs' & 'human voice only' being the most used audio types in trending TikTok videos,** the combination of both sits in third place with 21% share.

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

- With Product Type
- Without Product Type

42%

58%

Share of videos with ingredients

- With Ingredients
- Without Ingredients

47%

53%

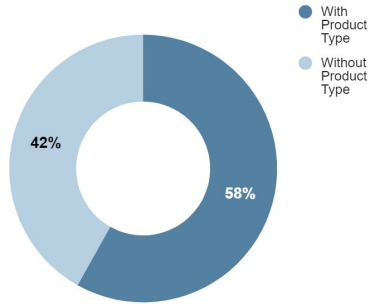**Share of videos with benefits**

- With Benefits
- Without Benefits

44%

56%
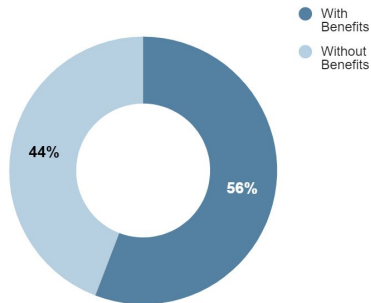
Share of videos with concerns

- With Concerns
- Without Concenrs

28%

72%

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

58% of videos mention at least one specific product
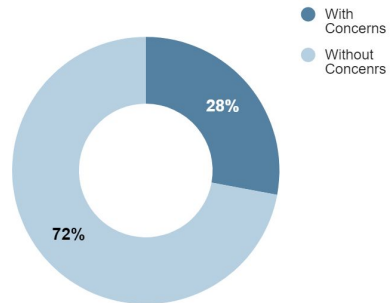
Ingredients & benefits seem to be of relevance, featuring in more than 50% of the videos analyzed, while concerns only feature in half the amount of videos.

Do these conversations take place in the audio or as text on screen?
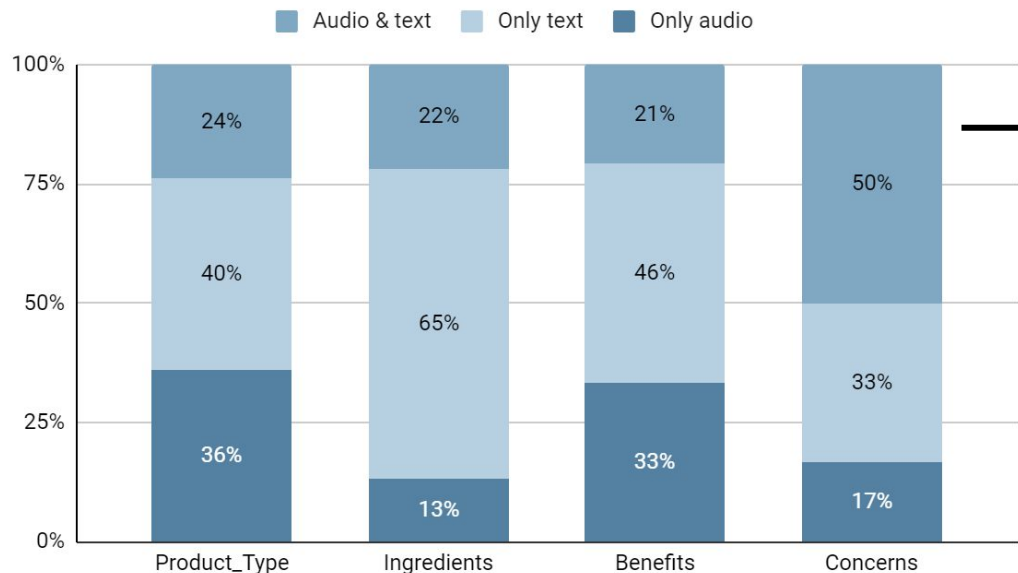
While we have seen that the share of conversation around concerns is lower than other topics in trending TikTok videos, concerns **receive a higher number of mentions in both audio & text in video.**

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

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