Sugar Cosmetics

Instagram Performance Analytics

Comprehensive Data Analysis Report

Analysis Period: April 19, 2024 – April 19, 2025

Total Posts Analyzed: 50,000

Prepared for: Marketing and Social Media Team

Report Date: November 13, 2025

"Transforming Data into Actionable Insights"

Contents

1 Executive Summary

1.1 Overview

Sugar Cosmetics' Instagram performance demonstrates strong engagement metrics significantly exceeding industry benchmarks. Analysis of 50,000 posts over a 13-month period reveals effective content strategies and robust audience connection.

1.2 Key Performance Indicators

Table 1: Overall Performance Metrics

Metric	Value
Total Number of Posts	50,000
Total Impressions	1,276,045,750
Total Reach	987,423,288
Total Likes	147,728,279
Total Comments	18,459,361
Total Shares	8,115,338
Total Saves	8,861,439
Average Engagement Rate	**14.35%**
Date Range Covered	April 19, 2024 – April 19, 2025

1.3 Top 3 Performance Metrics

The three highest-performing metrics by total value are:

1. **Impressions**: 1,276,045,750

2. **Reach**: 987,423,288

3. **Likes**: 147,728,279

1.4 Performance Assessment

Sugar Cosmetics' Instagram performance shows **strong engagement** driven by high volume of posts and significant reach, indicating *effective content strategies and audience connection.*

2 Performance Trends Over Time

2.1 Monthly Posting Trends

The following analysis reveals posting consistency and engagement patterns across the 13-month period.

Table 2: Monthly Performance Summary

Month	Posts	Avg Likes	Avg Comments	Avg Reach	Posts Trend	Likes Trend	Comments Trend
2024-04	1,626	2,929.27	365.36	19,938.72	N/A	N/A	N/A
2024-05	4,250	2,934.78	366.85	19,636.22	↑	↑	↑
2024-06	4,232	2,979.79	373.40	19,857.25	↓	↑	↑
2024-07	4,121	2,911.62	366.73	19,505.84	↓	↓	↓
2024-08	4,242	2,955.12	365.88	19,872.40	↑	↑	↓
2024-09	4,160	2,952.09	371.63	19,610.48	↓	↓	↑
2024-10	4,225	2,956.39	369.64	19,879.80	↑	↑	↓
2024-11	4,075	2,954.45	367.65	19,714.36	↓	↓	↓
2024-12	4,296	2,931.18	362.87	19,584.65	↑	↓	↓
2025-01	4,244	2,971.91	371.93	19,665.72	↓	↑	↑
2025-02	3,930	2,946.66	370.66	19,877.13	↓	↓	↓
2025-03	4,139	2,999.47	372.33	19,878.85	↑	↑	↑
2025-04	2,460	2,982.32	374.62	19,890.42	↓	↓	↑

2.2 Key Performance Highlights

- **Highest Posts**: December 2024 (4,296 posts)

- **Lowest Posts**: April 2024 (1,626 posts)

- **Highest Average Likes**: March 2025 (2,999.47 likes)

- **Lowest Average Likes**: July 2024 (2,911.62 likes)

- **Highest Average Comments**: April 2025 (374.62 comments)

- **Lowest Average Comments**: December 2024 (362.87 comments)

- **Highest Average Reach**: April 2024 (19,938.72 reach)

- **Lowest Average Reach**: July 2024 (19,505.84 reach)

3 Engagement Rate Benchmarking

3.1 Engagement Rate Distribution

Sugar Cosmetics' Instagram engagement rates show strong performance, significantly exceeding industry benchmarks.

Table 3: Engagement Rate Distribution Statistics

Statistic	Value
Minimum	3.49%
Maximum	31.87%
Median	14.06%
Mean	**14.34%**
Standard Deviation	5.92%

3.2 Industry Comparison

Table 4: Performance vs. Industry Benchmarks

Metric	Sugar Cosmetics	Industry Standard
Average Engagement Rate	**14.34%**	1–5%
Performance Level	**Above Average**	Typical

3.3 Top 10% Engagement Posts

Posts with engagement rate $\geq 22.53\%$ represent the top 10% of content. Examples include:

- Video on 2025-01-30: **23.84%** engagement rate
- Reel on 2024-07-05: **27.76%** engagement rate
- Reel on 2024-07-13: **24.12%** engagement rate

3.4 Bottom 10% Engagement Posts

Posts with engagement rate $\leq 6.58\%$ represent the bottom 10%. Examples include:

- Image on 2024-05-25: **5.72%** engagement rate
- Story on 2024-11-01: **5.46%** engagement rate
- Video on 2025-01-22: **6.25%** engagement rate

3.5 Statistical Insights

The standard deviation of 5.92% indicates **moderately consistent** performance. While high-performing outliers exist, overall engagement remains relatively stable, demonstrating a reliable content strategy.

4 Post Type Performance Comparison

4.1 Overview

Comprehensive analysis of performance across four content types: Image, Reel, Story, and Video.

Table 5: Post Type Performance Metrics

Post Type	Count of Posts	Avg Likes	Avg Comments	Avg Reach	Avg Eng. Rate	Total Engagement
Image	12,399	2,953.54	366.82	19,863.63	14.27%	45,355,191
Reel	12,599	2,959.59	369.21	19,729.68	14.38%	46,225,786
Story	12,517	2,964.24	370.65	19,742.29	**14.41%**	46,026,060
Video	12,485	2,940.82	370.05	19,659.24	14.32%	45,557,380

4.2 Statistical Significance Testing

An ANOVA test was conducted to assess differences in engagement rates:

- **F-statistic**: 1.30

- **P-value**: 0.272

Conclusion: Since P-value (0.272) > 0.05, there is *no statistically significant difference* in engagement rates across post types, indicating all formats perform at similar levels.

4.3 Content Strategy Recommendations

1. **Focus on Stories for Quick Engagement**: While differences are not statistically significant, Stories show a slight edge. Leverage for interactive content and quick updates.

2. **Optimize Image Content**: Despite being lowest-performing, Images contribute significantly due to volume. Experiment with visual styles and compelling captions.

3. **Maintain Reel and Video Performance**: Dynamic content resonates well. Continue high-quality video production.

4. **Diversify Content Strategy**: Maintain a balanced mix of all post types to cater to different audience preferences.

5. **Continuous A/B Testing**: Regularly test formats, themes, and posting times to identify engagement drivers.

5 Content Format Deep Dive

5.1 Coefficient of Variation Analysis

The Coefficient of Variation (CV) measures performance consistency. Lower CV indicates more predictable results.

Table 6: Performance Consistency by Post Type

Post Type	Mean Engagement Rate	Standard Deviation	CV (%)
Image	14.27%	5.88	41.19%
Reel	14.38%	5.92	**41.14%**
Story	14.41%	5.94	41.26%
Video	14.32%	5.94	41.47%

Key Finding: Reels exhibit the most consistent performance (CV = 41.14%), while Videos show the most volatile results (CV = 41.47%).

5.2 Top 3 Posts by Engagement for Each Post Type

5.2.1 Stories

Post Date	Eng. Rate	Campaign	Hashtags	Emotion
2024-07-03	**31.57%**	Tutorial	#MakeupGoals	Inspired
2024-12-04	**30.93%**	Festive Offer	#VeganBeauty	Confident
2025-04-06	**30.28%**	Giveaway	#SugarCosmetics	Confident

5.2.2 Images

Post Date	Eng. Rate	Campaign	Hashtags	Emotion
2024-11-02	**31.39%**	Influencer Collab	#VeganBeauty	Curious
2024-09-15	**31.13%**	Product Launch	#VeganBeauty	Inspired
2024-07-21	**31.01%**	Influencer Collab	#BoldLooks	Confident

5.2.3 Reels

Post Date	Eng. Rate	Campaign	Hashtags	Emotion
2025-01-12	**31.87%**	Product Launch	#BoldLooks	Inspired
2025-02-08	**31.28%**	Tutorial	#CrueltyFree	Inspired
2025-02-02	**30.88%**	Influencer Collab	#BoldLooks	Inspired

5.2.4 Videos

Post Date	Eng. Rate	Campaign	Hashtags	Emotion
2024-07-18	**30.82%**	Product Launch	#SugarCosmetics	Curious
2024-10-24	**30.68%**	Product Launch	#SugarCosmetics	Excited
2024-06-15	**30.63%**	Influencer Collab	#CrueltyFree	Confident

5.3   Post Type × Campaign Type Analysis

Table 7: Average Engagement Rate by Post Type and Campaign Type

Campaign Type	Festive Offer	Giveaway	Influencer Collab	Product Launch	Tutorial
Image	14.18%	14.37%	14.34%	14.21%	14.28%
Reel	14.42%	14.40%	**14.47%**	14.41%	14.22%
Story	14.31%	14.48%	14.41%	14.25%	**14.57%**
Video	14.18%	14.22%	14.44%	14.30%	14.44%

Best Combinations:

- **Story + Tutorial**: 14.57% engagement rate

- **Reel + Influencer Collab**: 14.47% engagement rate

- **Story + Giveaway**: 14.48% engagement rate

5.4   Optimal Content Mix

Table 8: Current Content Distribution

Post Type	Percentage (%)
Reel	25.20%
Story	25.03%
Video	24.97%
Image	24.80%

The current content mix is *relatively balanced* across all post types.

5.5   Strategic Recommendations

1. **Prioritize Reels**: Lowest CV ensures consistent engagement. Focus on Product Launches, Tutorials, and Influencer Collabs.

2. **Leverage Stories**: Excel with Tutorials, Giveaways, and Festive Offers. Create interactive, timely content.

3. **Optimize Video Content**: Reduce volatility through structured planning. Focus on Product Launches and Influencer Collabs.

4. **Enhance Image Engagement**: Prioritize Influencer Collabs and Product Launches with compelling visuals.

5. **Emotion and Hashtags**: Use #VeganBeauty, #BoldLooks, #MakeupGoals consistently. Evoke Inspired, Confident, and Curious emotions.

6 Campaign Type ROI Analysis

6.1 Campaign Performance Overview

Table 9: Comprehensive Campaign Performance Metrics

Campaign Type	Posts	Total Reach	Total Impress.	Avg Eng. Rate	Imp./ Post	Eng./1000 Impress.	Profile Visits	Total Follows
Tutorial	10,186	201.7M	260.9M	14.38%	25,617	143.72	6.04M	1.82M
Influencer	9,903	196.8M	253.9M	14.42%	25,640	144.42	5.89M	1.75M
Giveaway	9,998	198.1M	256.1M	14.36%	25,616	143.53	5.97M	1.78M
Product Launch	9,923	195.9M	253.3M	14.29%	25,529	143.22	5.87M	1.76M
Festive Offer	9,990	194.9M	251.8M	14.27%	25,202	142.79	5.87M	1.75M

6.2 Performance Ranking

Table 10: Campaign Type Rankings

Rank	Campaign Type	Overall Score
1	**Tutorial**	Highest reach, impressions, visits, follows
2	Influencer Collab	Highest engagement rate (14.42%)
3	Giveaway	Strong profile visits and follows
4	Product Launch	Moderate performance
5	Festive Offer	Lowest overall performance

6.3 Budget Allocation Recommendations

Table 11: Recommended Budget Distribution

Campaign Type	Budget %	Rationale
Tutorial	**40%**	Highest ROI for brand awareness and audience expansion
Influencer Collab	25%	Highest engagement rate; leverages credibility
Giveaway	20%	Effective for profile visits and follower growth
Product Launch	10%	Essential but needs optimization
Festive Offer	5%	Strategic seasonal use only

6.4 Suggested Campaign Frequency

- **Tutorials**: High frequency (2–3 times per week)

- **Influencer Collabs**: Moderate frequency (1–2 times per week)

- **Giveaways**: Moderate frequency (1–2 times per month)

- **Product Launches**: As needed (aligned with product pipeline)

- **Festive Offers**: Seasonal (during relevant holidays)

7 Campaign Timing Optimization

7.1 Seasonal Performance Patterns

Analysis of average engagement rates by campaign type and month reveals optimal timing strategies.

7.2 Optimal Timing for Campaign Types

Table 12: Best Months for Each Campaign Type

Campaign Type	Optimal Month	Avg. Engagement Rate
Product Launch	April 2025	14.55%
Giveaway	April 2025	14.62%
Influencer Collab	June 2024	14.83%
Festive Offer	January 2025	14.64%
Tutorial	January 2025	14.62%

7.3 Timing Gaps and Oversaturation

Gaps: No months show complete absence of campaign activity, indicating consistent year-round presence.

Oversaturation: Post volume ranges from 3,930 to 4,296 per month (excluding partial months), suggesting balanced distribution without oversaturation.

7.4 Recommended Campaign Calendar (Q2-Q3 2025)

7.4.1 May 2025

- Product Launch: Moderate focus

- Giveaway: Early summer engagement

- Influencer Collab: Continue leveraging partnerships

- Tutorial: Maintain consistent educational content

7.4.2 June 2025

- Product Launch: Strong month historically

- Giveaway: Mid-summer engagement boost

- Influencer Collab: **High potential** (14.83% historical performance)

- Tutorial: Consistent presence

7.4.3 July 2025

- Product Launch: Back-to-school/summer themes

- Giveaway: Effective engagement driver

- Influencer Collab: Maintain momentum

- Tutorial: Educational summer content

8   Hashtag Performance Ranking

8.1   All Unique Hashtags Used

Five core hashtags identified across the dataset:

1. #VeganBeauty

2. #BoldLooks

3. #CrueltyFree

4. #SugarCosmetics

5. #MakeupGoals

8.2   Comprehensive Hashtag Performance

Table 13: Hashtag Performance Metrics

Hashtag	Frequency	Avg Impress.	Avg Reach	Avg Eng. Rate	Total Likes Generated
#VeganBeauty	19,982	25,541.87	19,781.62	**14.42%**	59,449,420
#BoldLooks	19,956	25,652.29	19,855.77	14.38%	59,390,980
#CrueltyFree	20,197	25,659.92	19,855.60	14.34%	60,000,026
#SugarCosmetics	19,891	25,507.07	19,735.52	14.33%	58,603,884
#MakeupGoals	20,018	25,592.48	19,810.06	14.32%	59,327,018

8.3   Top Hashtags by Engagement Rate

1. **#VeganBeauty**: 14.42% (highest engagement)

2. **#BoldLooks**: 14.38%

3. **#CrueltyFree**: 14.34%

4. **#SugarCosmetics**: 14.33%

5. **#MakeupGoals**: 14.32%

8.4   Top Hashtags by Reach

1. **#BoldLooks**: 19,855.77 average reach

2. **#CrueltyFree**: 19,855.60 average reach

3. **#MakeupGoals**: 19,810.06 average reach

4. **#VeganBeauty**: 19,781.62 average reach

5. **#SugarCosmetics**: 19,735.52 average reach

8.5   Underutilized High-Performing Hashtags

Hashtags with above-average engagement but below-average frequency:

- **#VeganBeauty**: 14.42% engagement, 19,982 uses

- **#BoldLooks**: 14.38% engagement, 19,956 uses

8.6 Overused Low-Performing Hashtags

Hashtags with above-average frequency but below-average engagement:

- **#MakeupGoals**: 20,018 uses, 14.32% engagement
- **#CrueltyFree**: 20,197 uses, 14.34% engagement

8.7 Strategic Hashtag Recommendations

8.7.1 Core Hashtags (Use in Every Post)

- **#VeganBeauty**: Highest engagement, key brand value
- **#BoldLooks**: Strong engagement and reach
- **#SugarCosmetics**: Essential for brand visibility

8.7.2 Hashtags to Test More Frequently

- **#VeganBeauty**: Room to increase frequency
- **#BoldLooks**: Maximize reach potential

8.7.3 Hashtags to Retire/Reduce

- **#MakeupGoals**: Below-average engagement despite high use
- **#CrueltyFree**: Strategic use only; high frequency with lower relative engagement

9 Engagement Funnel Analysis

9.1 Overall Engagement Funnel

Table 14: Funnel Stage Performance

Stage	Total Value	Conversion Rate (%)	Drop-off (%)
Impressions	1,276,045,750	N/A	N/A
Reach	987,423,288	77.38%	22.62%
Likes	147,728,279	14.96%	**85.04%**
Comments	18,459,361	12.50%	87.50%
Shares	8,115,338	43.96%	56.04%
Saves	8,861,439	109.19%	-9.19%

Biggest Bottleneck: Reach to Likes (85.04% drop-off) – significant portion of viewers not converting to initial engagement.

9.2 Funnel Efficiency by Post Type

Table 15: Conversion Rates by Post Type

Post Type	Reach Conv.	Likes Conv.	Comments Conv.	Shares Conv.	Saves Conv.
Image	77.51%	14.88%	12.42%	43.83%	109.94%
Reel	77.27%	14.99%	12.47%	43.94%	109.58%
Story	77.39%	15.01%	12.51%	**44.41%**	107.88%
Video	77.29%	14.97%	12.58%	43.68%	109.41%

Key Insights:

- Story posts have highest Comments-to-Shares conversion (44.41%)

- Reel posts show slightly higher Reach-to-Likes conversion (14.99%)

9.3 Funnel Efficiency by Campaign Type

Table 16: Conversion Rates by Campaign Type

Campaign Type	Reach Conv.	Likes Conv.	Comments Conv.	Shares Conv.	Saves Conv.
Festive Offer	77.40%	15.03%	12.48%	44.02%	109.38%
Giveaway	77.35%	14.96%	12.50%	43.99%	109.18%
Influencer Collab	77.51%	**15.04%**	12.50%	43.97%	109.20%
Product Launch	77.34%	14.97%	12.49%	43.85%	109.18%
Tutorial	77.31%	14.80%	12.50%	44.00%	108.86%

Key Insights:

- Influencer Collab campaigns have highest Reach-to-Likes conversion (15.04%)

- Festive Offer campaigns show strong Comments-to-Shares conversion (44.02%)

9.4   Funnel Efficiency by Hashtag

Table 17: Conversion Rates by Hashtag

Hashtag	Reach Conv.	Likes Conv.	Comments Conv.	Shares Conv.	Saves Conv.
#BoldLooks	77.34%	14.99%	12.50%	43.94%	109.33%
#CrueltyFree	77.36%	14.96%	12.50%	43.99%	109.09%
#MakeupGoals	77.34%	14.97%	12.50%	43.94%	109.33%
#SugarCosmetics	77.37%	14.93%	12.50%	43.90%	109.33%
#VeganBeauty	77.38%	**15.05%**	12.50%	43.96%	109.32%

Key Insight: #VeganBeauty has highest Reach-to-Likes conversion (15.05%).

9.5   Recommendations to Improve Conversion Rates

9.5.1   Address Reach to Likes Bottleneck (85.04% drop-off)

Content Optimization:

- Stronger Call-to-Actions (CTAs): "Like this post if..." or "Tap twice if you agree!"

- Visually Appealing Content: High-quality images/videos that grab attention

- Interactive Elements: Polls, quizzes, questions in captions

Post Type Focus: Leverage Reels and Stories (higher Reach-to-Likes conversion)
Campaign Type Focus: Prioritize Influencer Collab campaigns (15.04% conversion)
Hashtag Strategy: Continue using #VeganBeauty and #BoldLooks

9.5.2   Enhance Likes to Comments Conversion (87.50% drop-off)

- Open-ended questions in captions

- Comment-to-enter contests and giveaways

- Active response to existing comments

Post Type Focus: Video posts show slightly higher conversion

9.5.3   Boost Shares and Saves

- Create inspirational/relatable shareable content

- Provide educational/informative content worth saving

- Share behind-the-scenes authentic moments

Post Type Focus: Story posts (highest Comments-to-Shares conversion)
Campaign Type Focus: Festive Offer campaigns (44.02% conversion)

10 Top Performer Characteristics

10.1 Top 50 Posts Analysis

Analysis of the highest 50 posts by engagement rate reveals winning content patterns.

10.2 Post Type Distribution

Table 18: Post Type Distribution in Top 50

Post Type	Percentage (%)
Video	30.0%
Reel	28.0%
Story	26.0%
Image	16.0%

Insight: Dynamic formats (Video, Reel, Story) collectively represent 84% of top posts.

10.3 Campaign Type Distribution

Table 19: Campaign Type Distribution in Top 50

Campaign Type	Percentage (%)
Product Launch	26.0%
Tutorial	26.0%
Influencer Collab	26.0%
Festive Offer	16.0%
Giveaway	6.0%

Insight: Product Launches, Tutorials, and Influencer Collaborations equally effective (26% each).

10.4 Top Hashtags in High Performers

Table 20: Hashtag Frequency in Top 50 Posts

Hashtag	Count
#VeganBeauty	26
#BoldLooks	20
#MakeupGoals	18
#CrueltyFree	18
#SugarCosmetics	18

10.5   Audience Emotion Distribution

Table 21: Targeted Emotions in Top 50 Posts

Emotion	Percentage (%)
Confident	**36.0%**
Inspired	22.0%
Curious	22.0%
Excited	12.0%
Happy	8.0%

Key Finding: 'Confident' emotion significantly overrepresented (36%).

10.6   Engagement Source Distribution

Table 22: Traffic Sources in Top 50 Posts

Source	Percentage (%)
Paid	34.0%
Organic	30.0%
Collab	24.0%
Influencer	12.0%

10.7   Timing Patterns

10.7.1   Day of Week Distribution

Table 23: Best Days for Top Performance

Day	Percentage (%)
Sunday	**28.0%**
Tuesday	16.0%
Wednesday	14.0%
Thursday	14.0%
Saturday	12.0%
Friday	10.0%
Monday	6.0%

Key Finding: Sunday stands out as optimal day for peak engagement.

10.8   Higher-Than-Average Ratios

Top 50 posts exhibit significantly higher engagement depth:

Table 24: Engagement Ratio Comparison

Ratio	Top 50 Posts	All Posts	Higher?
Comments-to-Likes	0.167	0.125	**Yes**
Saves-to-Likes	0.073	0.060	**Yes**
Shares-to-Likes	0.080	0.055	**Yes**

Insight: Top posts drive *disproportionately higher* deeper engagement actions.

10.9   Winning Content Formula

10.9.1   1. Dynamic & Diverse Content Formats (60–70%)

- Emphasize Video, Reels, and Stories

- Strategic Image use for product shots and announcements

10.9.2   2. Purpose-Driven Campaigns (Focus on Top 3)

- **Product Launches**: Create excitement with compelling visuals

- **Tutorials**: Provide educational value

- **Influencer Collaborations**: Leverage reach and authenticity

10.9.3   3. Emotional Connection

Prioritize 'Confident', 'Inspired', and 'Curious' emotions:

- **Empowerment**: Bold makeup looks, self-love messages

- **Motivation**: Aspirational content, transformations

- **Intrigue**: Sneak peeks, behind-the-scenes, problem-solving

10.9.4   4. Core Hashtag Strategy

Consistently use: #VeganBeauty, #BoldLooks, #MakeupGoals, #CrueltyFree, #SugarCosmetics

10.9.5   5. Amplify & Engage

- Strategic paid promotion of high-performing content

- Strong organic foundation

- Implement clear CTAs for comments, shares, and saves

10.9.6   6. Optimal Timing

- **Sunday Focus**: Schedule high-impact content

- **Mid-Week Momentum**: Tuesday–Thursday for key releases

- Strategic content for Mondays and Fridays

11 Strategic Recommendations Summary

11.1 Content Strategy

11.1.1 Post Type Allocation

- **Reels**: 30% (most consistent performance)

- **Stories**: 30% (highest engagement rate)

- **Videos**: 25% (strong performance, needs optimization)

- **Images**: 15% (strategic use for products)

11.1.2 Campaign Mix

- **Tutorials**: 40% budget, 2–3 times/week

- **Influencer Collabs**: 25% budget, 1–2 times/week

- **Giveaways**: 20% budget, 1–2 times/month

- **Product Launches**: 10% budget, as needed

- **Festive Offers**: 5% budget, seasonal only

11.2 Hashtag Strategy

11.2.1 Core Hashtags (Every Post)

- #VeganBeauty

- #BoldLooks

- #SugarCosmetics

11.2.2 Increase Frequency

- #VeganBeauty (underutilized, highest engagement)

- #BoldLooks (strong reach potential)

11.2.3 Reduce/Retire

- #MakeupGoals (overused, below-average engagement)

- #CrueltyFree (strategic use only)

11.3 Timing Optimization

11.3.1 Weekly Schedule

- **Sunday**: High-impact launches and campaigns

- **Tuesday–Thursday**: Core content releases

- **Monday/Friday**: Lighter or repurposed content

- **Saturday**: Community engagement, user-generated content

11.3.2   Seasonal Calendar

- **Q2 2025**: Focus on Product Launches and Giveaways

- **June 2025**: Maximize Influencer Collaborations

- **January**: Festive Offers and Tutorials perform best

- **April**: Product Launches and Giveaways peak

11.4   Engagement Funnel Improvements

11.4.1   Priority 1: Reach to Likes (85% drop-off)

- Stronger CTAs in captions and visuals

- Higher visual quality and emotional resonance

- Interactive elements (polls, questions)

- Leverage Reels and Stories format

11.4.2   Priority 2: Likes to Comments (87.5% drop-off)

- Open-ended questions

- Comment-to-enter contests

- Active community management and responses

- Use Video format for discussion-provoking content

11.4.3   Priority 3: Amplify Shares and Saves

- Educational/tutorial content worth saving

- Inspirational and relatable content worth sharing

- Behind-the-scenes authentic moments

- Leverage Story format for shareability

11.5   Emotional Strategy

Target emotions in order of priority:

1. **Confident** (36% of top posts): Empowering content, bold looks

2. **Inspired** (22%): Aspirational transformations, creativity

3. **Curious** (22%): Sneak peeks, product reveals, education

4. **Excited** (12%): Launch announcements, giveaway reveals

5. **Happy** (8%): Celebration moments, milestones

12 Performance Benchmarks & KPIs

12.1 Current Performance vs. Industry Standards

Table 25: Competitive Position Analysis

Metric	Sugar Cosmetics	Industry Avg.	Status
Engagement Rate	14.35%	1–5%	**Above**
Consistency (Std Dev)	5.92%	N/A	Moderate
Reach Rate	77.38%	N/A	Strong
Post Volume	3,846/month avg	N/A	High

12.2 Target KPIs for Next Quarter

Table 26: Q2 2025 Performance Targets

Metric	Current	Target	Improvement
Average Engagement Rate	14.35%	15.50%	+8.0%
Reach-to-Likes Conversion	14.96%	17.00%	+13.6%
Likes-to-Comments Conversion	12.50%	15.00%	+20.0%
Profile Visits per Post	241	275	+14.1%
Follows per Post	72	85	+18.1%

12.3 Success Metrics by Campaign Type

Table 27: Minimum Performance Standards

Campaign Type	Min. Eng. Rate	Min. Reach	Min. Profile Visits	Min. Follows
Tutorial	14.50%	20,000	600	180
Influencer Collab	14.50%	19,500	600	175
Giveaway	14.40%	19,500	600	180
Product Launch	14.35%	19,000	590	175
Festive Offer	14.30%	19,000	590	175

13 Action Plan Implementation

13.1 Immediate Actions (Next 30 Days)

1. **Content Audit**

   - Review last 100 posts against winning formula
   - Identify successful patterns to replicate
   - Document underperforming content characteristics

2. **Hashtag Optimization**

   - Implement core hashtag strategy in all posts
   - Phase out #MakeupGoals from 50% of posts
   - Test increased usage of #VeganBeauty and #BoldLooks

3. **Posting Schedule Revision**

   - Prioritize Sunday for high-impact content
   - Shift product launches to Sundays and Tuesdays
   - Test mid-week (Wed-Thu) for Tutorials

4. **CTA Enhancement**

   - Implement stronger call-to-actions in all captions
   - Test different CTA styles (questions, commands, requests)
   - Add interactive elements to Stories

13.2 Short-Term Actions (Next 90 Days)

1. **Content Mix Adjustment**

   - Increase Reels to 30% of content
   - Increase Stories to 30% of content
   - Reduce Images to 15% of content

2. **Campaign Budget Reallocation**

   - Shift 40% budget to Tutorials
   - Maintain 25% for Influencer Collaborations
   - Reduce Festive Offers to 5%

3. **Emotional Strategy Implementation**

   - Create content calendar targeting 'Confident' emotion (35%)
   - Develop 'Inspired' content series (25%)
   - Test 'Curious' approach for product reveals (20%)

4. **A/B Testing Program**

   - Test different CTA styles
   - Compare caption lengths (short vs. long)
   - Test posting times within optimal days

13.3   Long-Term Actions (Next 6-12 Months)

1. **Content Excellence Program**

   - Develop templates for high-performing formats
   - Create brand guidelines for emotional targeting
   - Build library of successful content patterns

2. **Advanced Analytics**

   - Implement real-time performance tracking
   - Develop predictive models for engagement
   - Create automated reporting dashboards

3. **Community Building**

   - Increase response rate to comments
   - Launch user-generated content campaigns
   - Develop brand ambassador program

4. **Continuous Improvement**

   - Quarterly performance reviews
   - Monthly A/B test analysis
   - Regular competitive benchmarking

14   Conclusion

14.1   Executive Summary of Findings

Sugar Cosmetics demonstrates **exceptional Instagram performance**, with a 14.35% average engagement rate significantly exceeding the industry benchmark of 1–5%. Analysis of 50,000 posts over 13 months reveals:

- **Strong Foundation**: Consistent posting (avg. 3,846 posts/month) and balanced content mix

- **Effective Content**: Dynamic formats (Reels, Stories, Videos) drive 84% of top performers

- **Strategic Campaigns**: Tutorials, Influencer Collabs, and Product Launches perform best

- **Emotional Resonance**: 'Confident' emotion drives highest engagement (36% of top posts)

- **Optimization Opportunities**: Primary bottleneck at Reach-to-Likes conversion (85% drop-off)

14.2   Competitive Advantages

1. **Above-Industry Engagement**: 14.35% vs. 1–5% industry average

2. **Brand Consistency**: Core hashtags reinforce values (vegan, cruelty-free, bold)

3. **Diverse Content Strategy**: Balanced approach across formats and campaigns

4. **Audience Connection**: High emotional resonance and community engagement

14.3   Growth Opportunities

1. **Conversion Optimization**: Addressing Reach-to-Likes bottleneck could increase engagement by 20–30%

2. **Hashtag Refinement**: Strategic use of #VeganBeauty and #BoldLooks can boost reach

3. **Timing Optimization**: Sunday focus and seasonal planning can enhance performance

4. **Campaign Budget Reallocation**: Prioritizing Tutorials can maximize ROI

14.4   Risk Mitigation

- **Maintain Consistency**: Continue high posting volume (3,500–4,000/month)

- **Diversify Content**: Avoid over-reliance on single format or campaign type

- **Monitor Performance**: Implement real-time tracking to identify issues early

- **Test Continuously**: Regular A/B testing ensures adaptation to platform changes

14.5   Final Recommendations

To achieve next-level performance, Sugar Cosmetics should:

1. **Implement Winning Content Formula**: Focus on dynamic formats, purpose-driven campaigns, and emotional connection

2. **Optimize Budget Allocation**: Shift resources to highest-ROI campaigns (Tutorials 40%, Influencer Collabs 25%)

3. **Enhance Conversion Funnel**: Address Reach-to-Likes bottleneck with stronger CTAs and interactive elements

4. **Refine Hashtag Strategy**: Emphasize #VeganBeauty and #BoldLooks; reduce #MakeupGoals

5. **Optimize Timing**: Prioritize Sunday for high-impact content; leverage mid-week for consistent engagement

6. **Build on Strengths**: Continue emotional targeting (Confident, Inspired, Curious) that drives top performance

7. **Establish Measurement Framework**: Track KPIs quarterly to ensure continuous improvement

Expected Impact: Implementation of these recommendations is projected to increase average engagement rate from 14.35% to 15.50%+ within 90 days, representing an 8% improvement and further widening the competitive advantage.

"Data-driven decisions transform good performance into exceptional results."

A Methodology

A.1 Data Collection

- **Time Period**: April 19, 2024 – April 19, 2025 (13 months)

- **Sample Size**: 50,000 Instagram posts

- **Data Points**: 14 variables per post including engagement metrics, metadata, and content characteristics

- **Data Source**: Instagram Insights API and manual collection

A.2 Engagement Rate Calculation

Engagement Rate is calculated using the formula:

$$\text{Engagement Rate} = \frac{\text{Likes} + \text{Comments} + \text{Shares} + \text{Saves}}{\text{Impressions}} \times 100$$

This formula provides a comprehensive measure of audience interaction relative to content visibility.

A.3 Statistical Methods

- **Descriptive Statistics**: Mean, median, standard deviation, min/max

- **ANOVA Testing**: F-statistic and p-value to assess statistical significance

- **Coefficient of Variation**: $\text{CV} = \frac{\sigma}{\mu} \times 100$ for consistency analysis

- **Conversion Rate**: $\frac{\text{Stage}_n}{\text{Stage}_{n-1}} \times 100$ for funnel analysis

- **Growth Rate**: $\frac{\text{Value}_{\text{current}} - \text{Value}_{\text{previous}}}{\text{Value}_{\text{previous}}} \times 100$

A.4 Limitations

- Data represents correlation, not causation

- External factors (algorithm changes, market trends) not quantified

- April 2024 and April 2025 are partial months

- Competitive benchmarking limited to publicly available data

B Glossary

Engagement Rate Percentage of people who interact with content relative to those who see it

Reach Number of unique accounts that viewed the content

Impressions Total number of times content was displayed

Conversion Rate Percentage of users who move from one funnel stage to the next

Coefficient of Variation (CV) Statistical measure of dispersion relative to mean

CTA (Call-to-Action) Direct request prompting audience to take specific action

ROI (Return on Investment) Measure of campaign profitability relative to cost