

Maybelline New York and Lion & Lion

UNMETRIC CLIENT SUCCESS STORY

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MAYBELLINE
NEW YORK



Maybelline New York is the world's leading cosmetics brand, available in over 100 countries. By combining technologically advanced formulations with on-trend expertise and New York City edge, Maybelline New York's mission is to offer innovative, accessible, and effortless cosmetics for every woman. Learn how Unmetric works as an integral part of Maybelline New York's Instagram strategy and overall efforts to engage with beauty fans in Indonesia.

The Unmetric Advantage

Maybelline New York – Indonesia started using Unmetric in 2016 based on how easy it was to use the platform to analyze content performance and competitive benchmarking. Unmetric enables Maybelline New York to easily pull insights from otherwise overwhelming amounts of social data and quickly understand which of their content is performing well, and how best to optimize their content strategy. Today, Maybelline New York uses Unmetric to benchmark their social engagement and content performance, as well as inform their content strategy for the future.

The Result

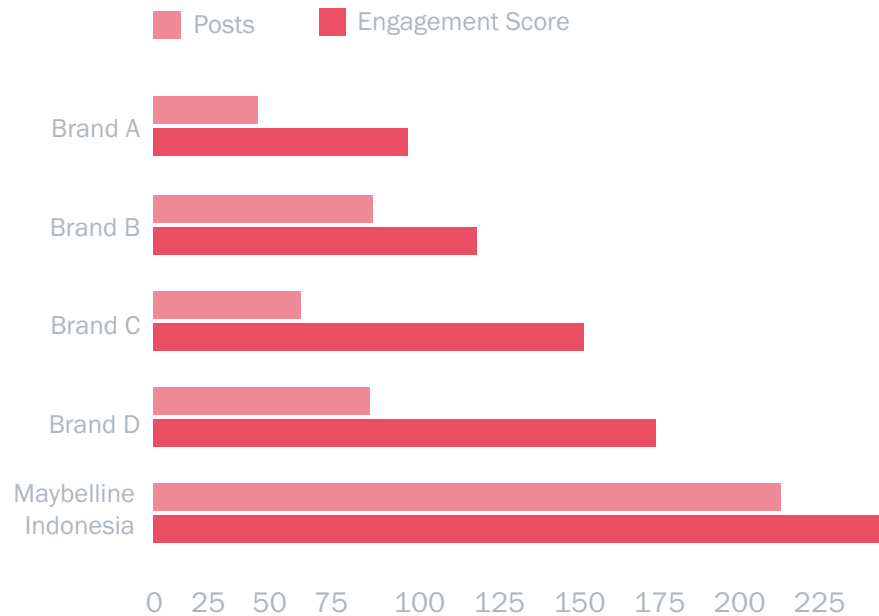
“The know-how and analytic skills of the team helped us humanize our content and conversations and help reveal the Maybelline culture to our consumers in Indonesia. Striking an emotional chord with our consumers was key in creating stronger personalized relationships with them.”

Ngoc Phungbich, Brand Manager of Maybelline New York – Indonesia



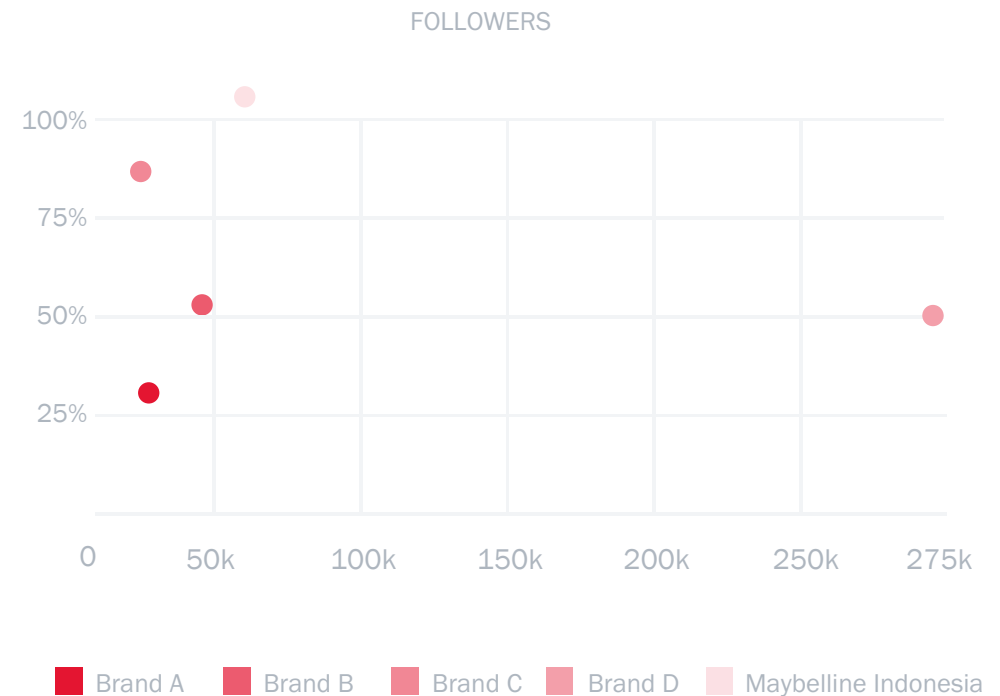
Simplified Competitive Benchmarking

Unmetric enables Maybelline New York to easily benchmark post performance against competitor brands. Unmetric's simplified and easy to understand engagement score reduces an overwhelming amount of social data to a simple metric that quantifies placement amongst competitors.



Effective Platform Analytics

Understanding follower growth – and rate of change – has been integral to understanding the effectiveness of the brand's engagement strategy. These insights have helped Maybelline New York identify growth rate trends so they may better optimize their strategy in the future.





Content Performance Trend-spotting

Unmetric's engagement score has simplified the ability to understand trends and identify high-performing content. These insights have allowed Maybelline New York to better optimize their content, by incorporating these insights into future content production.



Final Word

“To say we are satisfied with the results would be an understatement: with the help of Unmetric, we have experienced a 7x increase in our average engagements per post and doubled our monthly follower growth rate. This has firmly ranked Maybelline New York – Indonesia as the best performing beauty brand on Instagram in Indonesia, with double the engagement and monthly follower growth than our closest competitor.”

Jakob Knutzen, Managing Director of Lion & Lion Digital Agency