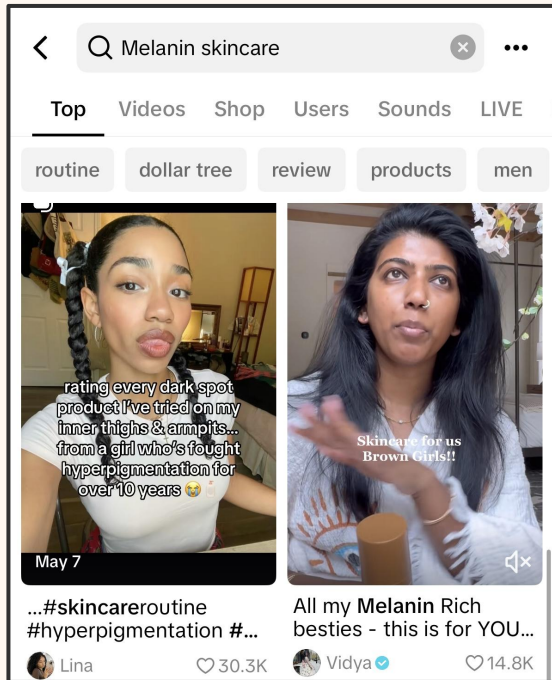


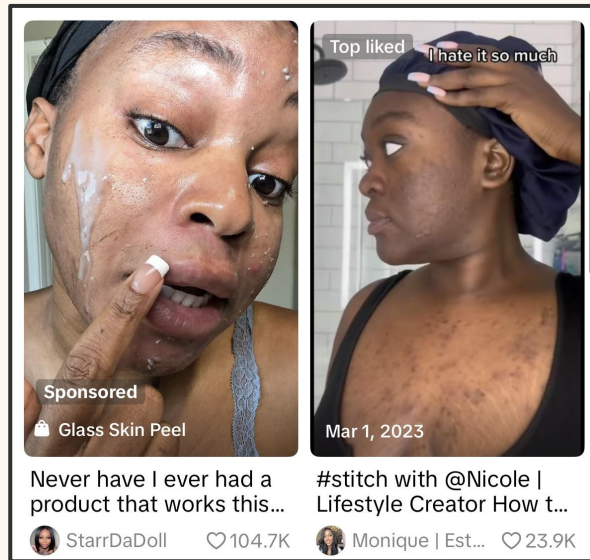
WHAT STOOD OUT

CONTENT THAT STOOD OUT AMONGST KEY SEARCHES

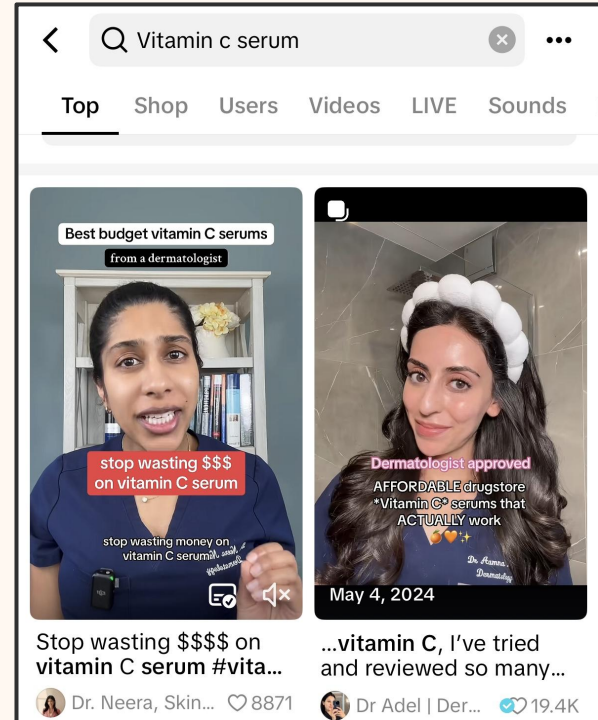
Rating Products Used



Before vs After



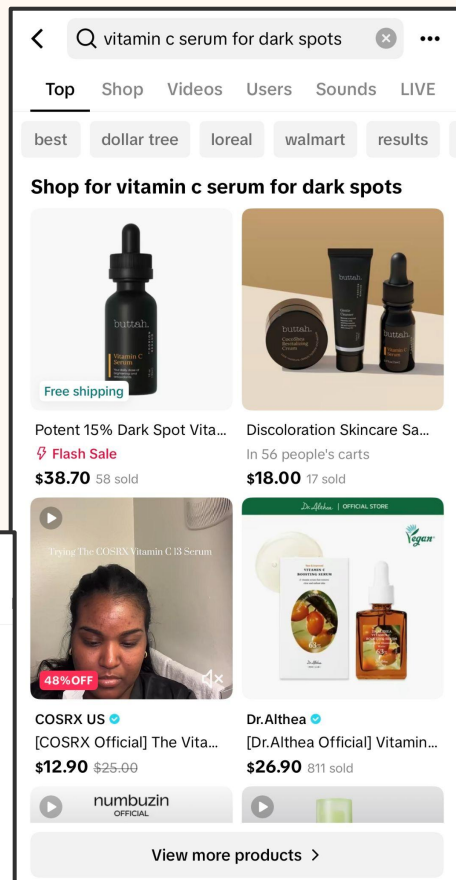
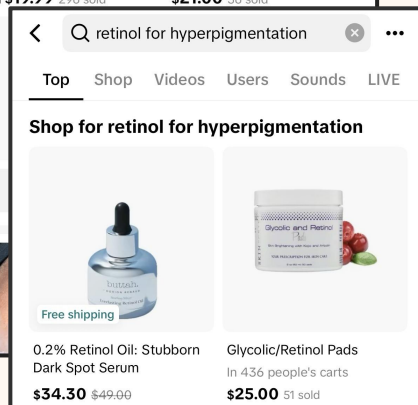
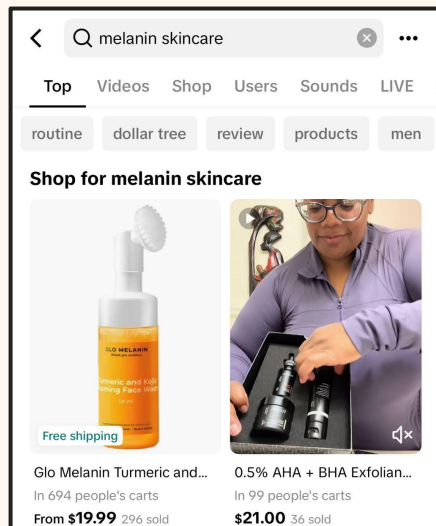
Dermatologist Approval



WHAT STOOD OUT

Across the 5 searches for “vitamin C serum for dark spots” “melanin skincare” “retinol for hyperpigmentation” “glowy skin routine” “oil-free moisturizer”, **Buttah** was seen:

- In top 2 options for search “vitamin c serum for dark spots”
- In top 2 options for search “melanin skincare”
- #1 result for “retinol for hyperpigmentation”
- No top results appeared for “glowy skin routine”, or “oil-free moisturizer”



Why it Matters

- If you're not showing up in the first few seconds of a search, you're invisible. On TikTok, discovery is driven by visual hooks, SEO-rich content, and social proof (views, likes, comments).
- TikTok is the new Google for Gen Z.
 - According to Google's own internal data, [40%](#) of Gen Z uses TikTok and Instagram instead of Google to search for where to eat, what to wear, or what to buy.
 - May be missing intent-driven traffic

PHASE II: COMPETITOR ANALYSIS

Honey Glow, Topicals, and KraveBeauty

Storefront Layout + Structure: Honey Glow



Honey Glow
Gold Star Seller >

52.7K+ Followers 755.3K+ Sold 360 Videos >

[+ Follow](#)

[Home](#) [Products](#) [Reviews](#)

Top products [View all](#)

1



Glow Bar for Glowing Skin
Over 750,000 sold!

honey glow

Lemon Turmeric Kojic Acid
HANDMADE BRIGHTENING BAR

Honey Glow Lemon Turmeric & K...

★★★★ 4.4

\$8.00 ~~\$15.00~~

[View details](#)

2



Honey Glow 3-Pack Lemon Turmeric & Kojic Acid Brightening Soap, Dark Spo...

\$23.00 ~~\$41.97~~

New releases [View all](#)



Added February 28

Glow and Chill Bundle - Cleanser, Face Wash, ...

[Free shipping](#)

\$53.00 ~~\$115.00~~



Added February 26

Triple Threat Glow Set - Cleansing Bar Soap, ...

[Free shipping](#)

\$38.00 ~~\$75.00~~



Added February 26

Lemon Turmeric & Kojic Acid Brightening Soap ...

[Free shipping](#)

\$80.00 ~~\$165.00~~



Added February 22

Honey Glow Short Sleeve Crew Neck T-Shirt - ...

\$25.00

Recommended for you



Honey Glow 3-Pack Lemo...

\$23.00 ~~\$41.97~~

★★★★★ 4.6 8192 sold



Honey Glow Lemon Turme...

\$8.00 ~~\$15.00~~

★★★★★ 4.4 711.6K sold



4-Pack Lemon Turmeric &...

\$30.00 ~~\$55.96~~

★★★★★ 4.6 6255 sold



Triple Threat Glow Set - Cl...

\$38.00 ~~\$75.00~~

★★★★★ 4.4 241 sold

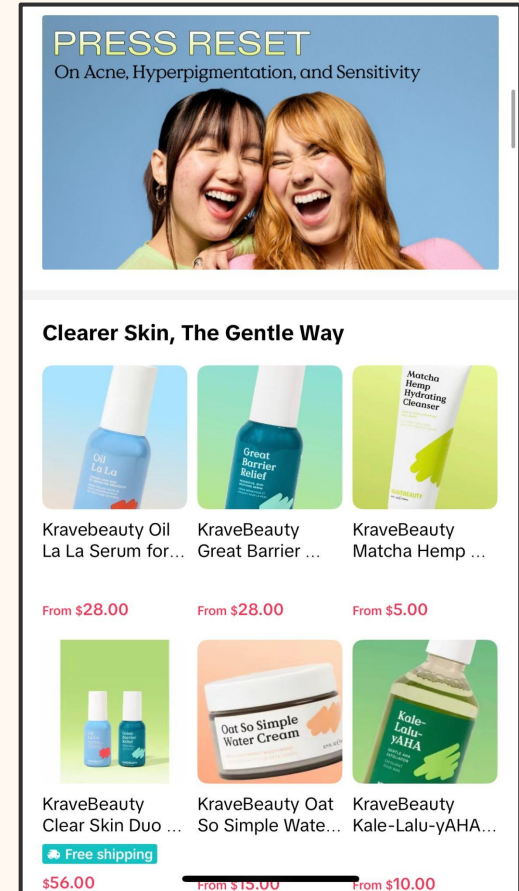
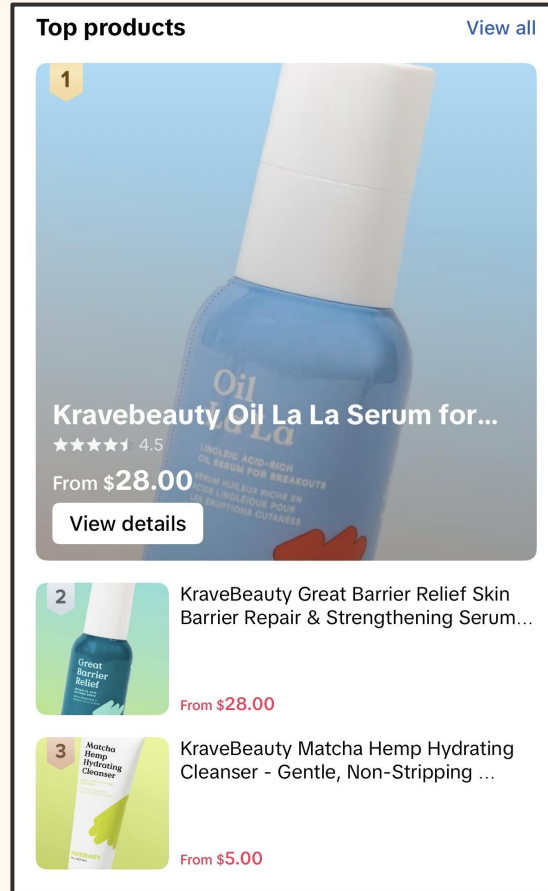
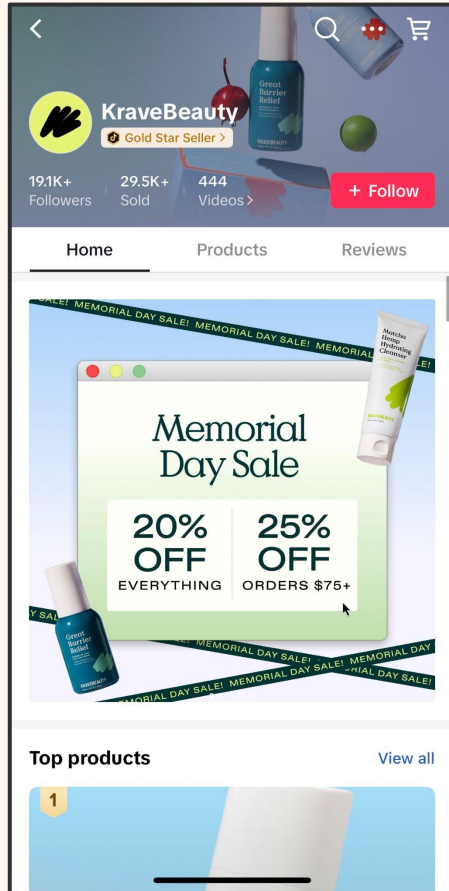
Storefront Layout + Structure: Honey Glow

Honey Glow's storefront has a **bold, product-forward layout** that instantly captures attention. The visual design leans into vibrant, high-saturation imagery that highlights textures, packaging, and skin results. Products are placed front and center, often with close-up shots that feel tactile and luxurious.

However, the layout feels slightly dense compared to competitors—while it's visually rich, the lack of clear categorization or product grouping could make navigation harder for new users.

Still, the storefront succeeds in projecting a confident, energetic brand tone, and the use of branded visuals helps reinforce recognition across the page.

Storefront Layout + Structure: KraveBeauty



Storefront Layout + Structure: KraveBeauty

CORE SERIES

Daily Skincare Routine



Core Series



KraveBeauty Matcha Hemp Hydrating Cleanser
From **\$5.00**



KraveBeauty Oat So Simple Water Cream
From **\$15.00**



KraveBeauty Beet The Sun SPF 30
\$20.00

SUPPLEMENT SERIES

Targeted Solutions



SUPPLEMENT SERIES

Targeted Solutions



Supplement Series



KraveBeauty Oil La La Serum for...
From **\$28.00**



KraveBeauty Great Barrier Relief...
From **\$28.00**



KraveBeauty Makeup Re-Wined...
From **\$12.00**



KraveBeauty Kale-Lalu-yAHA...
From **\$10.00**



KraveBeauty Great Body Relief...
\$25.00



KraveBeauty Plumptuous Lip...
From **\$16.00**

SETS & KITS

Bundle Up & Save



Our picks for you



KraveBeauty O...
From **\$28.00**
14.9K sold



KraveBeauty...
From **\$5.00**
1828 sold



KraveBeauty G...
From **\$28.00**
2653 sold

Recommended for you



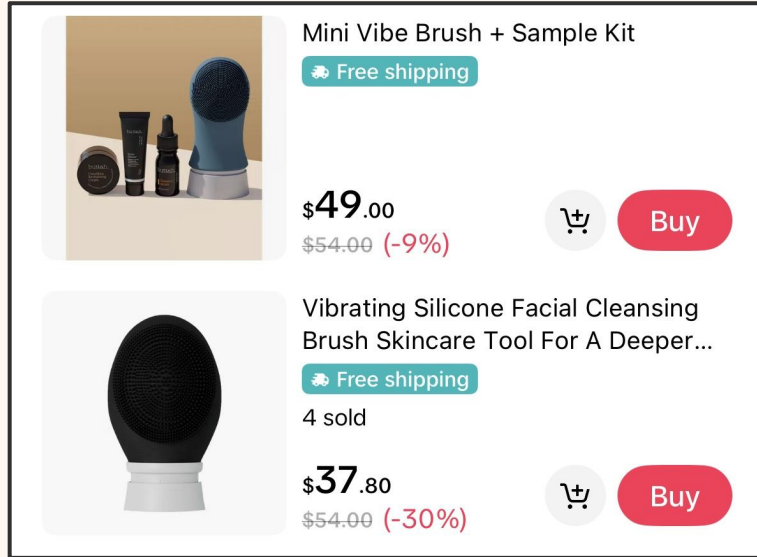
Storefront Layout + Structure: KraveBeauty

KraveBeauty's storefront is visually cohesive and clean, making it **easy for shoppers to navigate**. Each product is clearly laid out with **generous spacing, consistent brand visuals**, and a muted, calming color palette that aligns with their minimalist identity.

The use of soft beige and green tones gives a calming, natural feel, which subtly **reinforces trust** in the brand's skin-first philosophy. Products are arranged in an intentional order—from bestsellers to bundles—which helps guide new users toward their hero SKUs.

The storefront also makes great use of visuals by including clean thumbnails, product highlights, and even creator content in the layout, making it feel **immersive and informative** without overwhelming the shopper.

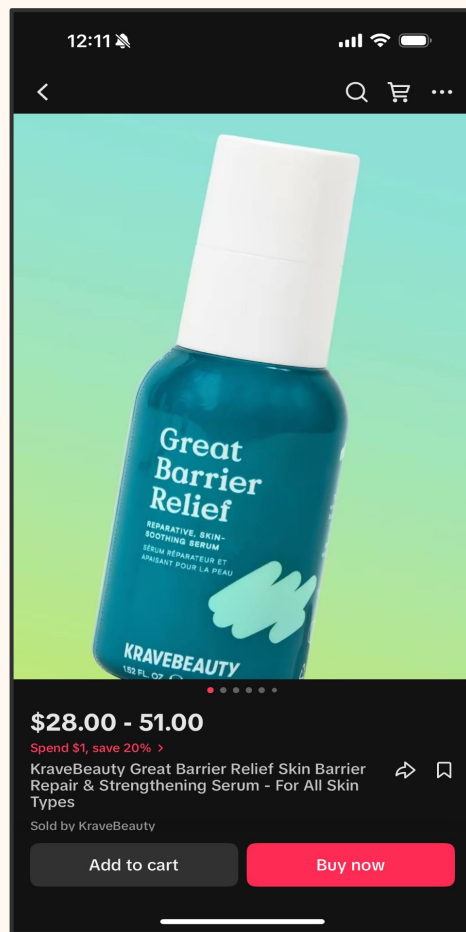
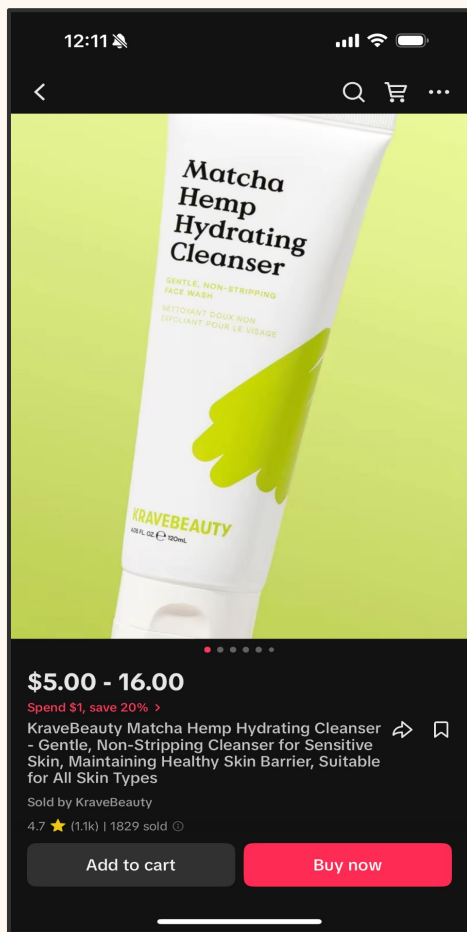
Product page titles, descriptions, and images



Add benefit &/or use of product in title

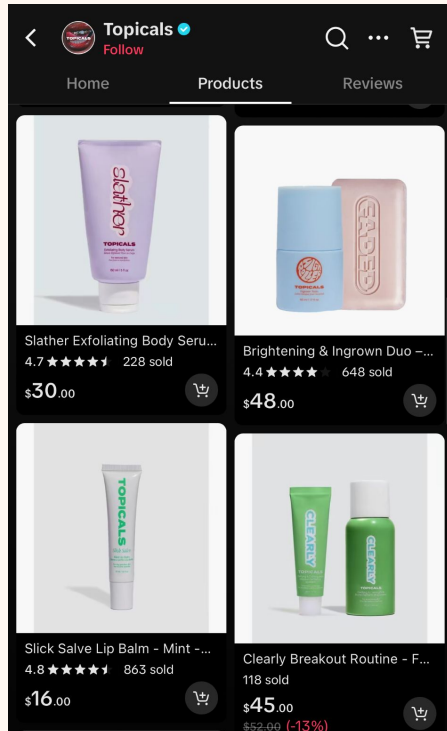
Make sure product headings **are consistent** (in length, description to include benefits):

- **A Consumer may wonder:**
 - What is the point of this product?
 - What does it do?
 - Why would it benefit me?
 - Is this worth the wage I earned from spending hours at my 9-5?

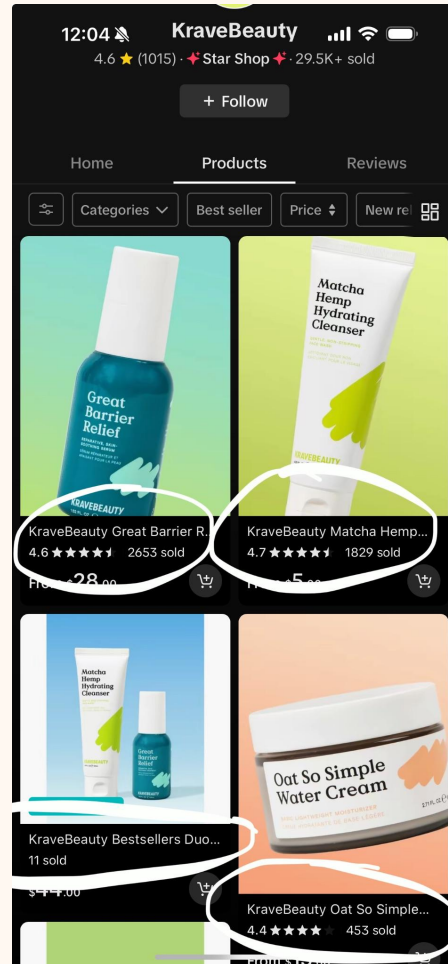


Examples: Product Titles with Clear Benefits

Product Titles:
Clearly states the product's purpose and how it will help the consumer (and the key ingredient if it is a unique selling point- like **matcha**)

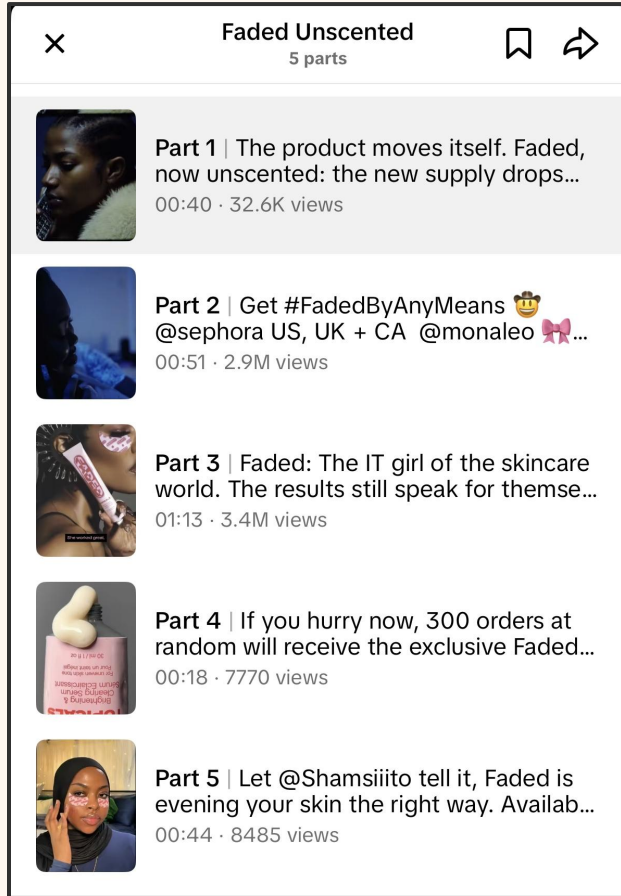


Clear descriptions
like “Brightening &
Ingrown Duo”



Another Observation:

Long titles may not fit in the
headline but with **clear
descriptions** and a “...”
often encourages me to
click the product page to
see the full title and then,
scroll through more details
and become
familiar/invested with the
product; rather than
continuing to scroll
mindlessly



1. Incorporating Video Series

TOPICALS EXAMPLE

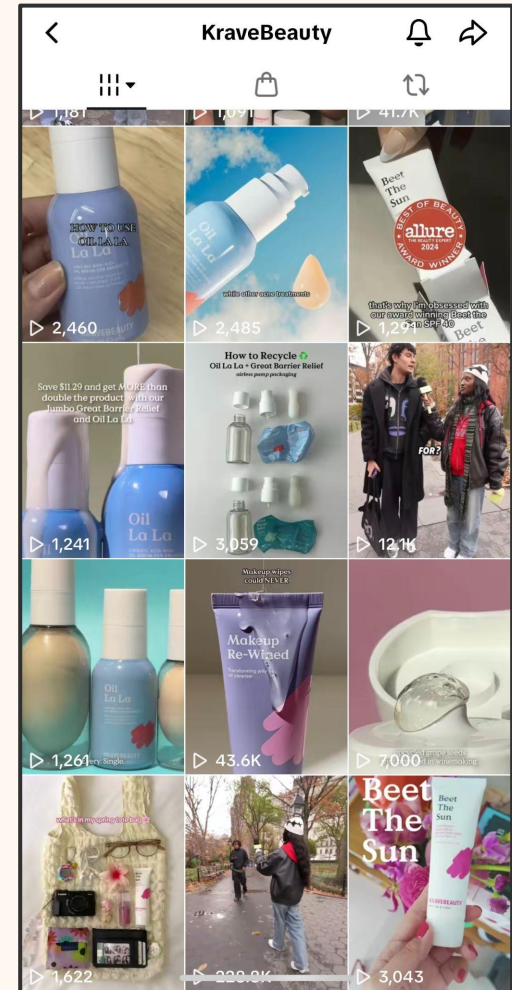
Organization: Utilizes TikTok Shop's playlist feature to categorize content into themes like “Even Tone,” “Body Care Regimens,” and “Aesthetician Tips,” making it easier to find products for specific needs.

Navigation: Clear and user-friendly, allowing customers to easily explore product categories and related content.

Krave Beauty Example

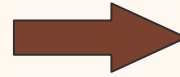
2. Thumbnails

- Have a cohesive color scheme
- Using Titles
- Showcase products
- Using unified fonts, colors, and tones in the thumbnails and in captions



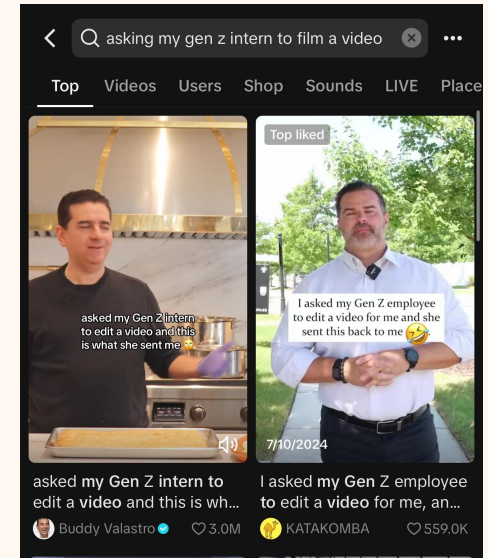
Use of Creator Content (Video Type, Hooks, Captions):

- Trend concepts, like “POV: [this], are very good for attention grabbing and then brand identity; creating a clear sense of humor/personality for a brand will keep viewers engaged and possibly following us for more content



Current Examples:

- “I'm so hungry I could eat... the Biodegradable Disposable Face Towels that are great for Sensitive Skin by Buttah Skin
- “Asking Our Gen Z intern to edit this video”
- Food in marketing



Food in marketing signifies *luxury*

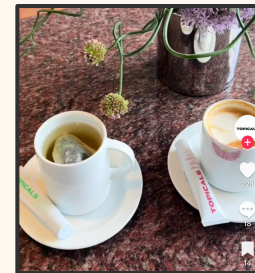


In current economic times, things like skin care can be viewed like a “sweet treat”– something worth spending your money on.

Example: Buttah could something with its products on top of Pancakes instead of “Butter” (play on words)

Topicals:

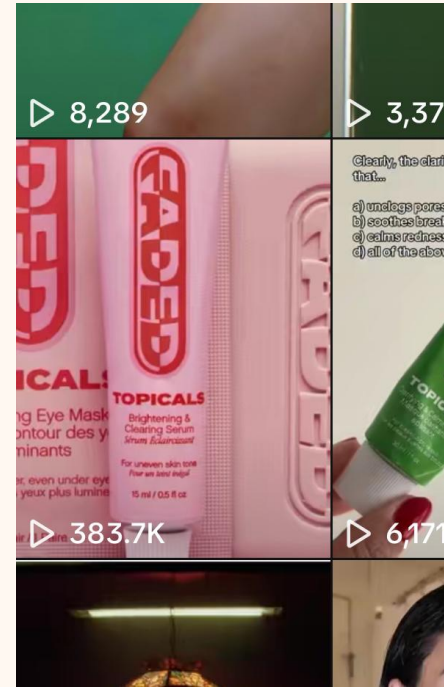
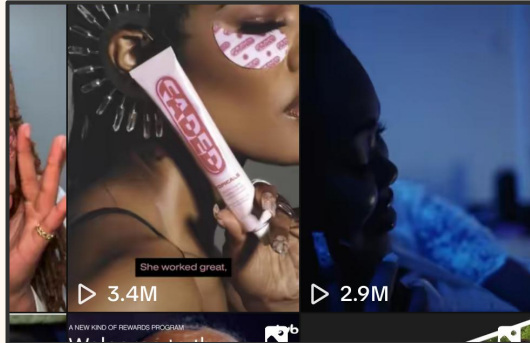
- [Pretty Enough to Eat: Beauty’s Obsession with Food by The Business of Fashion](#)
- [A study on Rhode Beauty](#)



Video Engagement and Shopability

Their more recent, well-performing video was just a video of someone tapping the product with a trending sound; which is very simple and not costly at all.

However, their best performing videos were very creative heavy; incorporating narratives/storylines, using cinematic lighting, and incorporating artists and micro-influencers.



The Product in this video had its Tiktok Shop link, currently shows 851 products sold with a 4.6 rating from 22 reviews

Promotions, Bundles, or Reviews

Duos & “Routines”

- They say the best things come in 2 and they do for brands like Topicals. Kits may seem like too much, but two products that compliment each other may be the route to success.



A product bundle featuring a blue jar of cream and a pink bar of soap, both with the Topicals logo.

Brightening & Ingrown Duo –...

4.4 ★★★★★ 648 sold

\$48.00



Two tubes of Slick Salve, one green and one pink, both with the Topicals logo.

Slick Salve Duo - Hydrating...

74 sold

\$27.00

~~\$32.00~~ (-16%)



A product bundle featuring a green tube of cream and a green bottle of serum, both with the Clearly logo.

Clearly Breakout Routine - F...

118 sold

\$45.00

~~\$52.00~~ (-13%)



A product bundle featuring a pink tube of cream and a pink tube of serum, both with the Topicals logo.

Brightening & Hydrating Bun...

4.6 ★★★★★ 955 sold

\$32.00

Best Practices / Takeaways

TikTok Academy

- Consistency builds algorithm trust.
- Optimize product titles and hashtags. Use pain points + outcomes
- TikTok recommends activating micro-creators and Spark Ads for discoverability.

SEO

- Keyword-first thinking matters (aligning title, thumbnail, etc)
- Hook fast, convert faster (my skin before vs after, link the product)
- Thumbnails drive click-intent (*most effective content on YouTube and TikTok visually signals the problem and solution before the video plays!*)

PHASE IV: MEASUREMENT REPORT SETUP

BASELINE MEASUREMENTS

[LINK](#)

5/12 – 5/19

Product Page Views

- 1,611 (+22.98%)

GMV

- \$1,066.23 (+95.57%)

Product Impression

- 58,137 (+2.86%)

- Conversion Rate

- .027% (44 products/ 1,611 product visitors)

- Video views and WTR

- 58,833 (+2.36%); WTR: 11,108

- Product Saves or Shares

Table1						
Metric	Baseline (5/12 - 5/19)	Change from Last Period	KPI Target	Notes	Status	
Product Page Views	1,611	0.2298	+25% in 30 days		on track	
GMV	1,066	0.9557	+ \$1.5K in 30 days	Uplift in GMV tied to affiliate post	at risk	
Product Impressions	58,137	0.0286				
Conversion Rate	0.027% (44/1611)	0.0236	0.05%	Needs UGC and clear CTAs	needs work	
Video Views	58,833		20% (Goal: - 70K)	Add educational video on hyperpigmentation		
Watch Through Rate (WTR)	11,108		15%	Dropped -- needs stronger first 3 seconds		
Product Saves or Shares			Track and set after Week 1 baseline			
Top Affiliate Performance			increase by 3 new creators			

TOP AFFILIATE PERFORMANCE

E for Ebony

- Had all spots in the top 4 performing affiliate videos this week
- Combined 43,276 views, 26 products sold, & 952.1 GMV
- Suggestion: Send her a PR box to strengthen our affiliate-brand relationship and to reward high performance so she continues to promote us.

