



Kylie Cosmetics

created by @kyliejenner clean, vegan, cruelty free makeup ♥

● 25.9M
Followers

● 350
Total Posts

● 50.5K
Average Likes

● 0.2%
Avg. Engagement Percentage

● 50.7K
Average Engagement

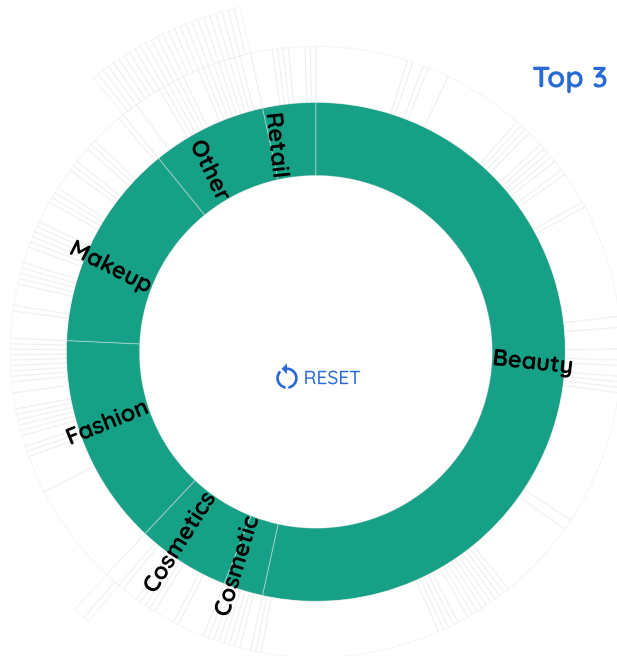
● 192
Average Comments

Content Analysis

This represents the broad content categories the account talks about.

Content Distribution Pattern

This represents the broad content categories the account talks about. Click on any category to check details



Top 3 Content Themes

Beauty

Posts: **187** % of Total: **53.28%**
Engagement: **8.6M** % of Total: **48.16%**

Fashion

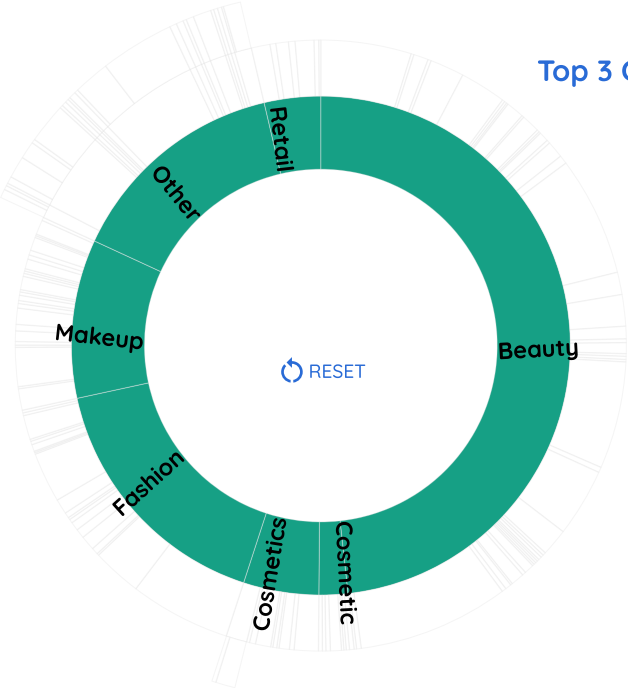
Posts: **48** % of Total: **13.68%**
Engagement: **3.0M** % of Total: **16.56%**

Makeup

Posts: **47** % of Total: **13.39%**
Engagement: **1.8M** % of Total: **10.26%**

Content Distribution Pattern (Engagement)

This represents the Content Categories arranged by the engagement they recieve.



Top 3 Content Themes

Beauty

Posts: **187** % of Total: **48.16%**
Engagement:**8.6M** % of Total: **53.28%**

Fashion

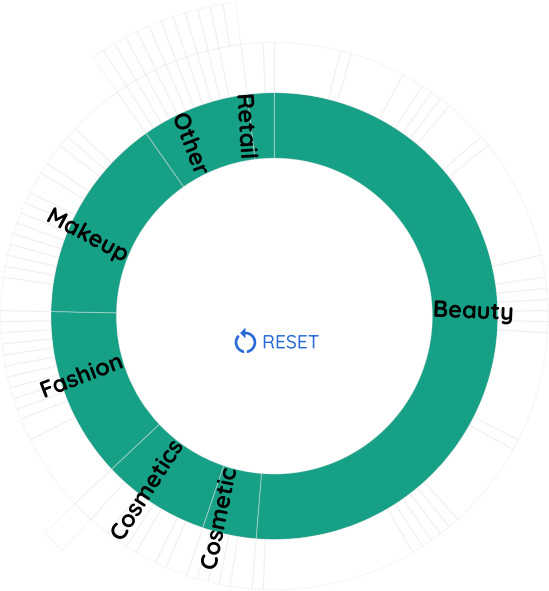
Posts: **48** % of Total: **16.56%**
Engagement:**3.0M** % of Total: **13.68%**

Other

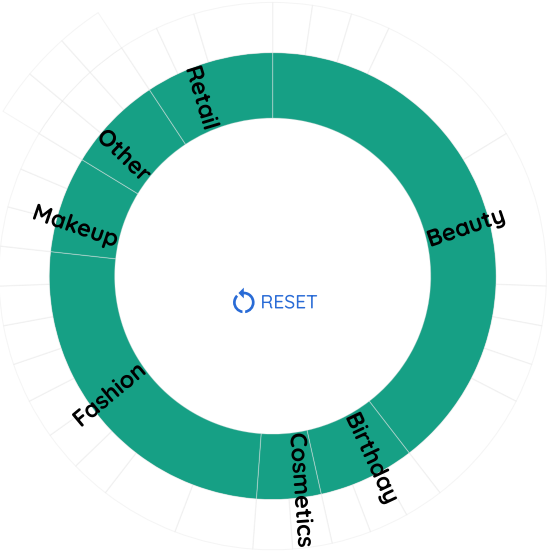
Posts: **26** % of Total: **14.43%**
Engagement:**2.6M** % of Total: **7.41%**

Content Distribution Pattern (Post Type)

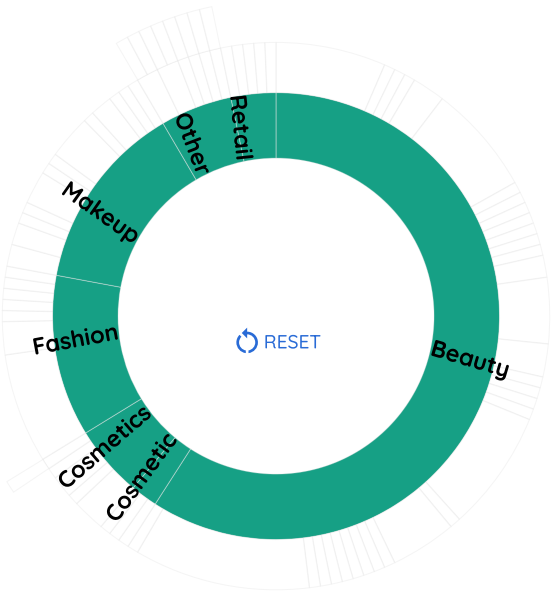
This represents the Content Categories separated according to the type of post.



Single Post



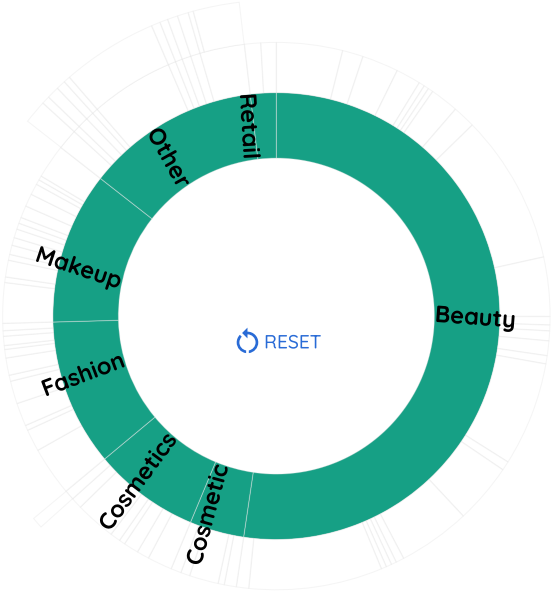
Carousel



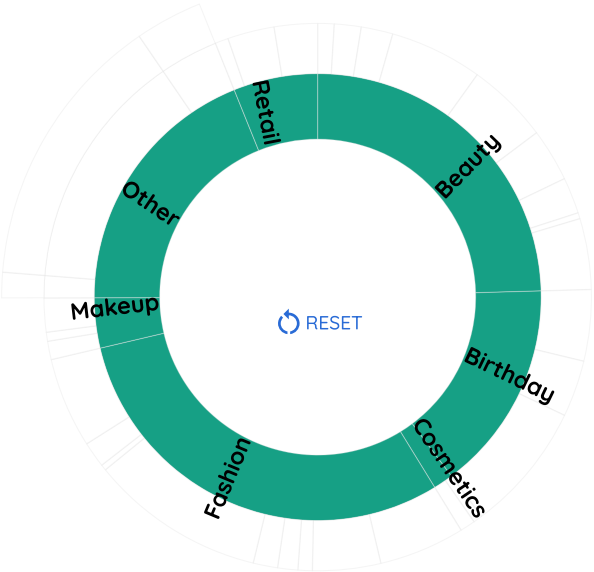
Video

Content Distribution Pattern (Post Type - Engagement)

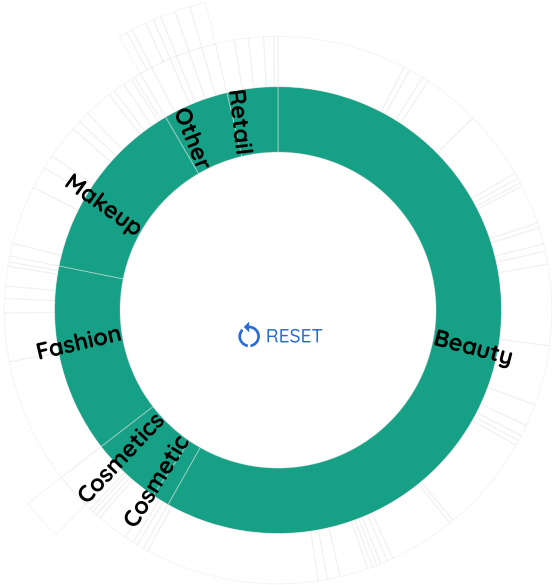
This represents the Content Categories separated according to the type of post and arranged by the engagement they receive.



Single Post



Carousel



Video

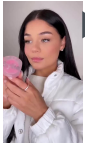
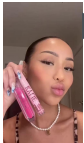
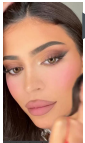
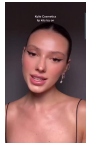
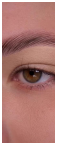
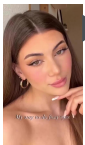
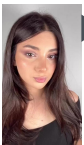
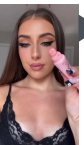
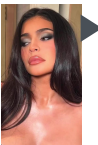
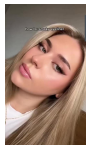
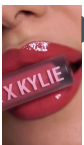
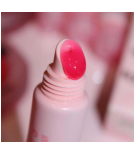
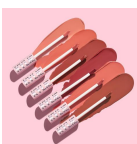
Content Themes

See the different Content themes this account talks about. You can also check the engagement scored by each category.

Content Themes

This shows the account's different Content themes. You can sort by the various parameters and also see the detailed view.

Theme Labels	Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images					
Christmas Treats Dating	0.81 % (0.59)	210.5K	1.4%	5						
Beauty Style celeb	0.67 % (0.45)	174.1K	1.4%	5						
Nudes Lip Lip Care	0.33 % (0.11)	84.9K	1.7%	6						
Lip Products Skincare Beauty	0.28 % (0.06)	72.3K	1.4%	5						
Accessories Lip Skincare	0.21 % (-0.01)	54.8K	40.6%	142						
Accessories Cosmetic Cosmetics	0.21 % (-0.01)	55.1K	5.7%	20						
Skincare Health Eye Care	0.20 % (-0.02)	52.1K	1.1%	4						

Theme Labels		Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images						
Beauty	Lip Oil	0.20 % (-0.02)	52.1K	2.9%	10							
Accessories	Lip Products											
Eyeliner	Accessories	0.16 % (-0.06)	42.2K	2.9%	10							
Lip Products	Skincare											
Lipstick	Lifestyle	0.13 % (-0.09)	34.5K	6%	21							
Lip Gloss	Lip Products											
Lip Blush	Lip Products	0.11 % (-0.11)	28.3K	1.4%	5							
Cosmetics by Kylie	Accessories											
Skincare	Accessories	0.10 % (-0.12)	24.7K	3.1%	11							
Lipstick	Lip Products											
Skincare	Accessories	0.09 % (-0.13)	22.7K	3.7%	13							
Celebrity	Lip Products											
Holiday	Lip	0.09 % (-0.13)	24.2K	1.4%	5							
Accessories	Lip Products											

Theme Labels	Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images							
Skincare Lip Products Lipbalm	0.08 % (-0.14)	21.6K	2.3%	8								
Lip Products Lip Skincare	0.08 % (-0.14)	21.8K	1.4%	5								
Blushes Skincare Glow	0.07 % (-0.15)	18.5K	0.9%	3								

Hashtags Analysis

Show the most used hashtag sets, hashtags, and their performance.

Hashtag Sets

This shows the AI-identified most used hashtag sets of the selected account.

#kyliecosmetics

#glossdrip

#glowbalm

#12daysofchristmas

#kylie12daysofchristmas

#velvetlipkit

#lipkit

#kylieskin

#lipoil

Top 5 Hashtags

5 most used hashtags of this account

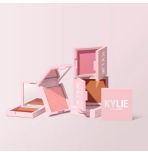
Rank	Hashtag	Usage (%)
1	#kyliecosmetics	14%
2	#glossdrip	10%
3	#glowbalm	10%
4	#GlossDrip	6%
5	#GlowBalm	5%

Hashtag Details

This shows all hashtags with their posts

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#glowbalms	1	0.27 %	70.6K	182	
#highgloss	1	0.08 %	20.5K	73	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#GlossandGlow	1	0.08 %	20.4K	104	
#kyliecosmetics	1	0.08 %	20.8K	81	
#kyshadow	1	0.59 %	153.0K	510	
#lipblush	1	0.08 %	21.2K	102	
#GlossDrip	1	0.10 %	25.7K	162	
#lipcombo	1	0.15 %	38.7K	121	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#glossdrip	1	0.08 %	21.2K	102	
#lipkits	1	0.09 %	22.8K	144	
#makeupbyariel	1	0.55 %	141.0K	279	
#makeuplook	1	0.55 %	141.0K	279	
#nationalbrowday	1	0.08 %	19.7K	125	
#pinkdreams	1	0.08 %	19.5K	74	
#pinkpower	1	0.08 %	19.5K	74	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#velvetlipkit	1	0.07 %	18.8K	80	
#velvetlipkit	1	0.23 %	59.4K	180	
#Glow	1	0.22 %	55.6K	328	
#KendallXKylie	1	0.43 %	111.4K	253	
#glossdrip	1	0.12 %	29.7K	126	
#KingKylie	1	0.01 %	2.3K	6	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#Kylie12dayofsurprises	1	0.13 %	33.4K	91	
#Kylie12daysofChristmas!	1	0.12 %	30.6K	93	
#Kylie12daysofChristmas	1	0.13 %	33.4K	91	
#HighGloss	1	0.11 %	29.0K	110	
#KylieCosmetics!	1	0.26 %	67.2K	408	
#KylieGlamPark	1	0.07 %	18.1K	98	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts
#KylieGlamPark	1	0.10 %	26.8K	179	
#KylieXUlta	1	0.24 %	61.8K	244	
#KylieXUlta	1	0.11 %	28.6K	155	
#LipCombos	1	0.24 %	61.5K	204	
#LipKit	1	0.19 %	50.1K	175	
#QueenDrip	1	0.07 %	17.4K	70	
#STASSIExKYLIE	1	0.06 %	15.4K	105	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts	
#GlowBalm	2	0.09 %	23.8K	139	 	
#lipblushkit	2	0.20 %	51.0K	245	 	
#Kylie12daysofChristmas	2	0.12 %	30.3K	112	 	
#VelvetLipkit	2	0.09 %	22.0K	95	 	
#VelvetLipKit	2	0.15 %	38.4K	146	 	
#kylieskin	2	0.08 %	21.9K	86	 	

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#lipoil	2	0.08 %	21.9K	86					
#12DaysofChristmas	3	0.12 %	30.4K	106					
#winterkissed	4	0.09 %	23.6K	96					
#lipkit	5	0.13 %	33.8K	104					
#KylieCosmetics	8	0.16 %	41.9K	130					

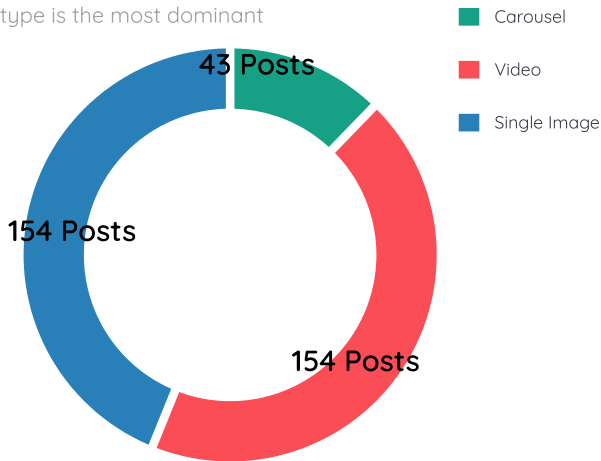
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#GlowBalm	16	0.24 %	62.0K	281					
#GlossDrip	21	0.21 %	53.7K	271					
#glowbalm	34	0.18 %	45.7K	213					
#glossdrip	35	0.18 %	47.1K	224					
#kyliecosmetics	49	0.20 %	51.9K	220					

Post Performance

Statistical analysis around the posting behavior of the handle.

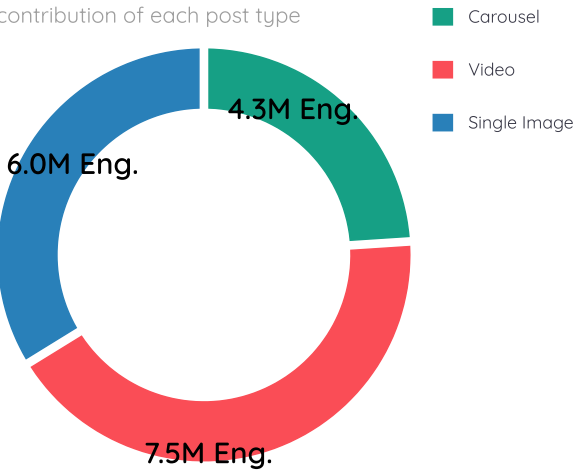
Post Distribution

Shows which post type is the most dominant



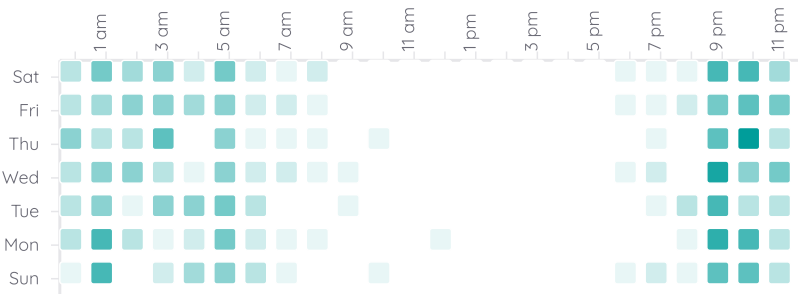
Engagement Contribution

Shows engagement contribution of each post type



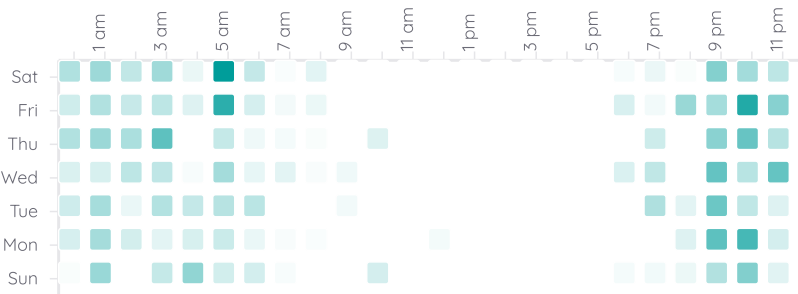
Post Distribution

Shows the account's weekly posting pattern



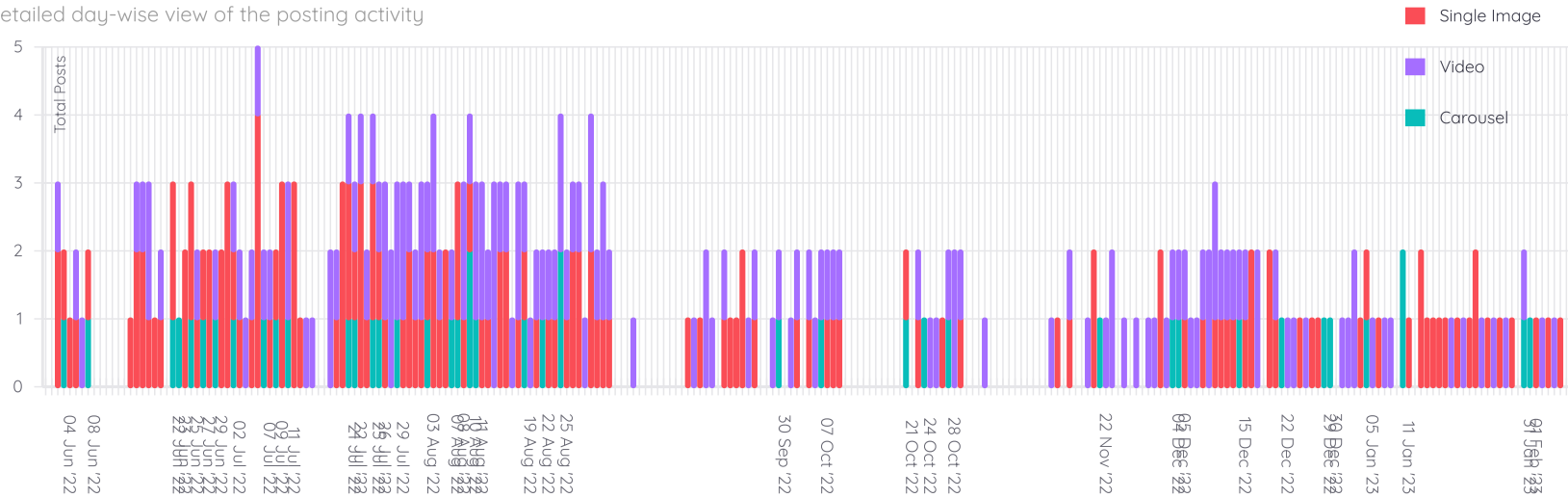
Engagement Contribution

Shows when the account gets their engagement in a week



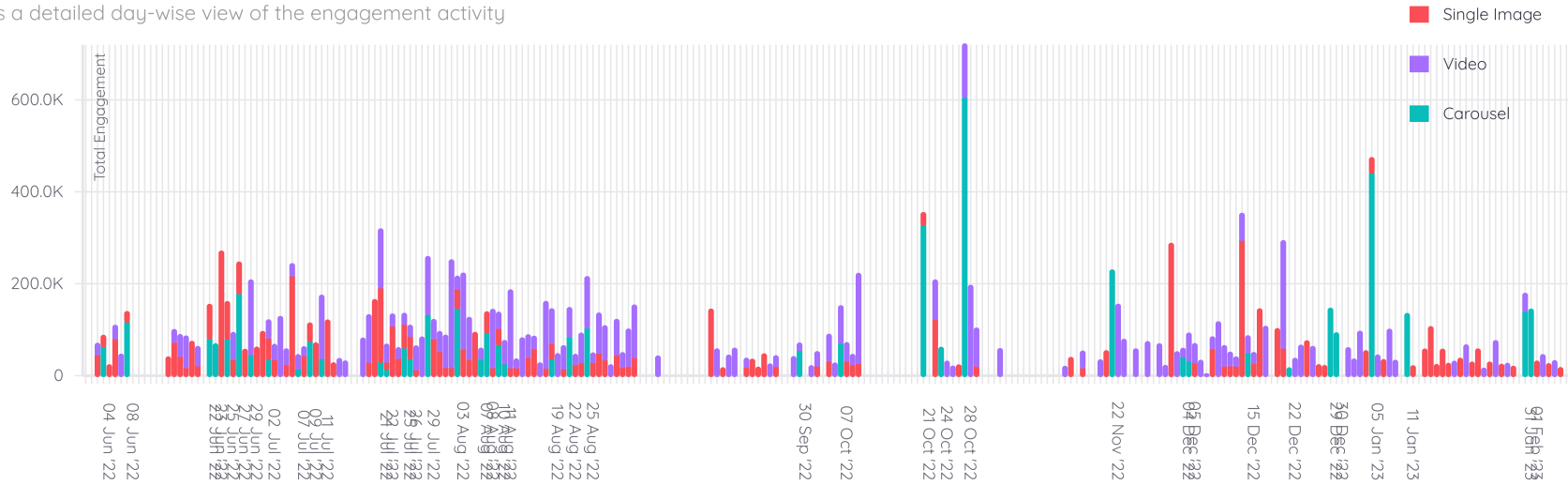
Online Activity

Shows a detailed day-wise view of the posting activity



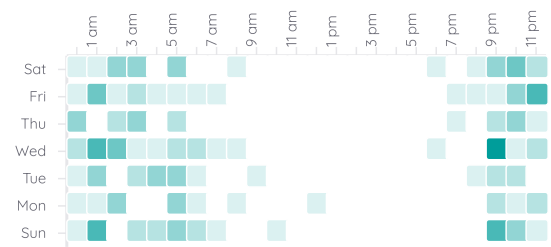
Engagement Activity

Shows a detailed day-wise view of the engagement activity

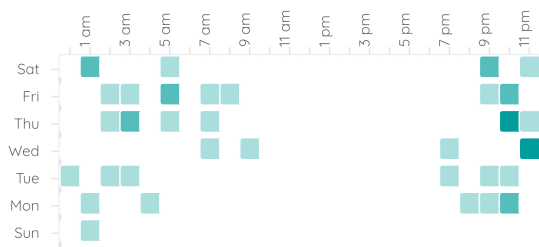


Post Distribution (By post type)

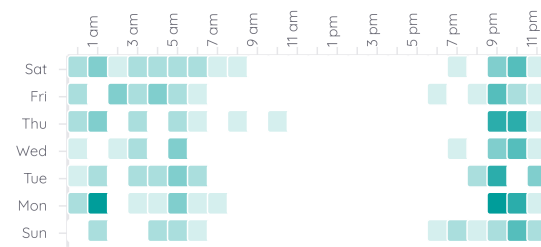
Shows the account's weekly posting pattern for each post type



Single Posts



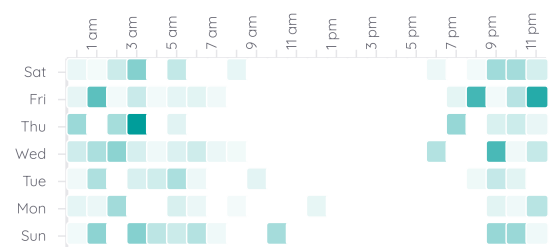
Carousel



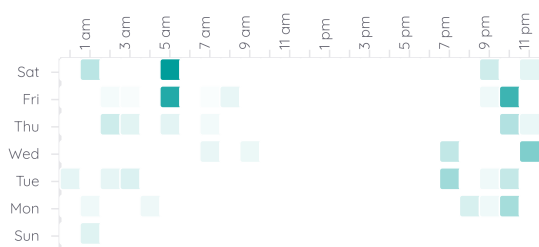
Videos

Engagement Contribution (By post type)

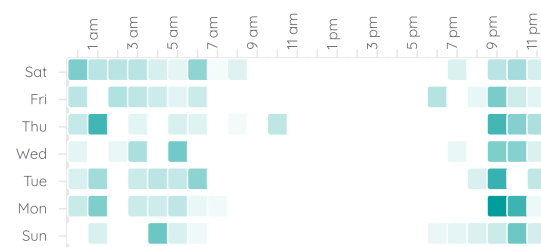
Shows when the account gets their engagement in a week



Single Posts



Carousel



Videos

Best Performing Posts

Shows top 5 best performing posts of the account



605.9K likes
halloween throwbacks with kyli
[show more](#)
Oct 29th 22

Engagement 2.34% (+1.62)



441.2K likes
once a glam girl, always a gla
[show more](#)
Jan 6th 23

Engagement 1.71% (+0.99)



327.6K likes
happy birthday kimkardashian
[show more](#)
Oct 21st 22

Engagement 1.27% (+0.55)



295.1K likes
The most wonderful time of the
[show more](#)
Dec 15th 22

Engagement 1.14% (+0.42)



256.4K likes
velvet lip kits ❤️ coming Dece
[show more](#)
Dec 2nd 22

Engagement 0.99% (+0.27)