



NYX Professional Makeup

Proud artistry for all 🌈 With love from LA 🌴 Always cruelty-free 🐇
SHOP #fattoil 💧💧

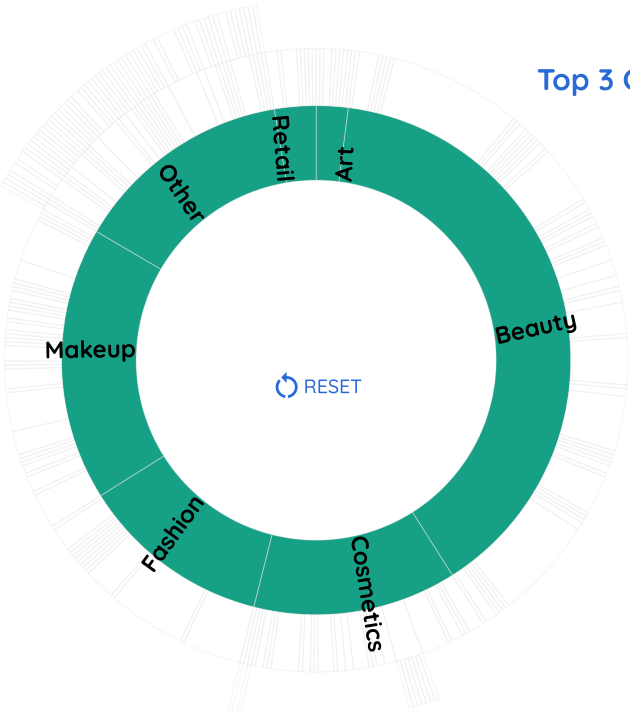
- 14.6M Followers
- 493 Total Posts
- 6.0K Average Likes
- 0.04% Avg. Engagement Percentage
- 6.2K Average Engagement
- 134 Average Comments

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: 193 % of Total: 38.91%
Engagement: 1.3M % of Total: 44.06%

Makeup

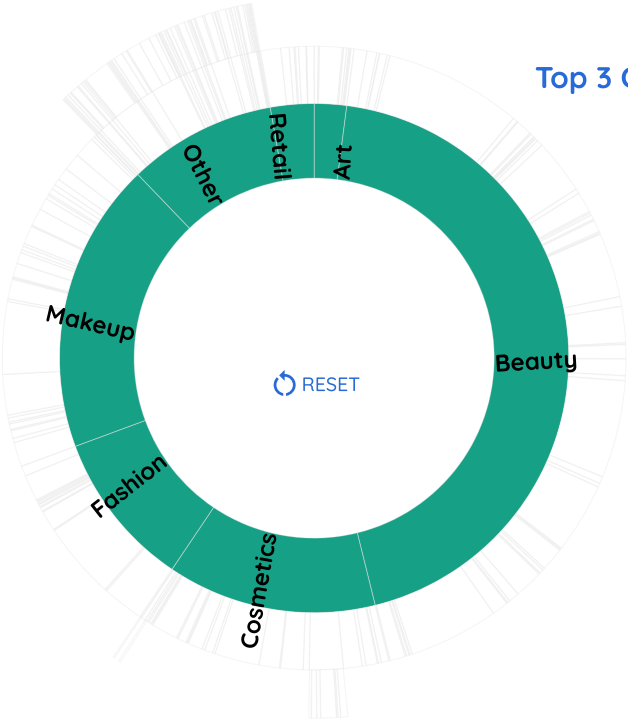
Posts: 86 % of Total: 17.34%
Engagement: 564.0K % of Total: 18.44%

Other

Posts: 69 % of Total: 13.91%
Engagement: 287.7K % of Total: 9.41%

Content Distribution Pattern (Engagement)

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



Top 3 Content Themes

Beauty

Posts: 193 % of Total: 44.06%
Engagement: 1.3M % of Total: 38.91%

Makeup

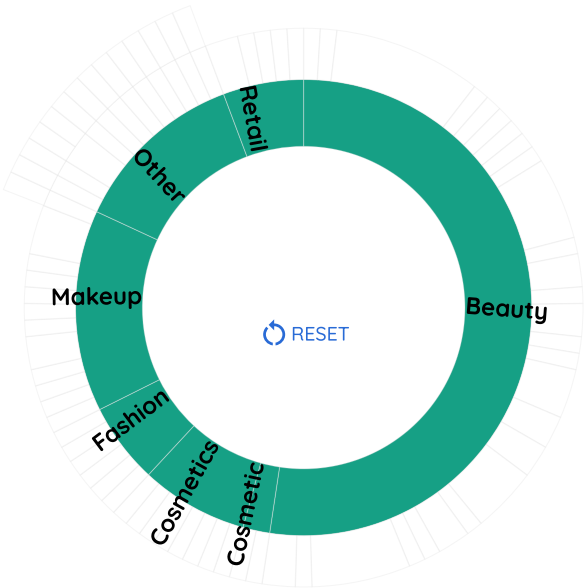
Posts: 86 % of Total: 18.44%
Engagement: 564.0K % of Total: 17.34%

Cosmetics

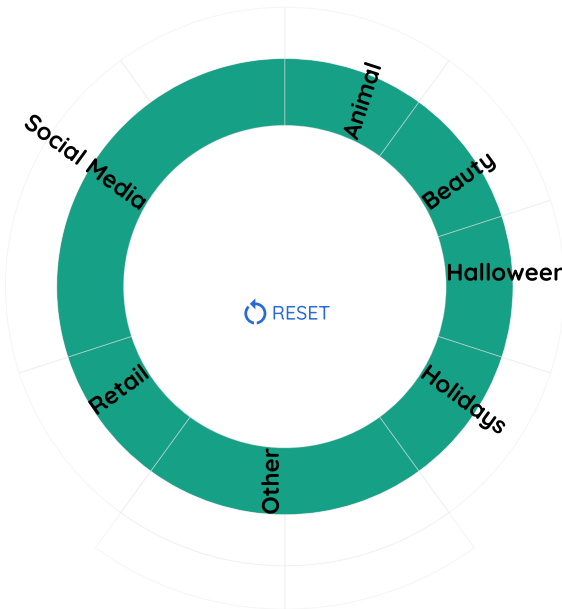
Posts: 65 % of Total: 13.36%
Engagement: 408.5K % of Total: 13.1%

Content Distribution Pattern (Post Type)

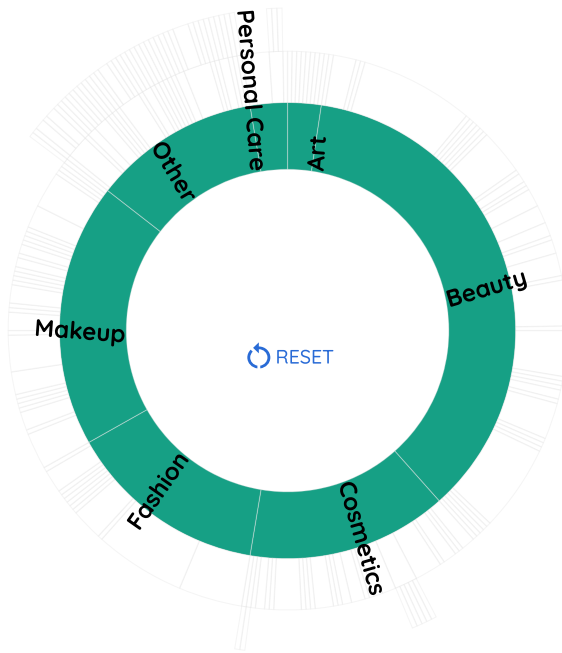
This represents the Content Categories separated according to the type of post.



Single Post



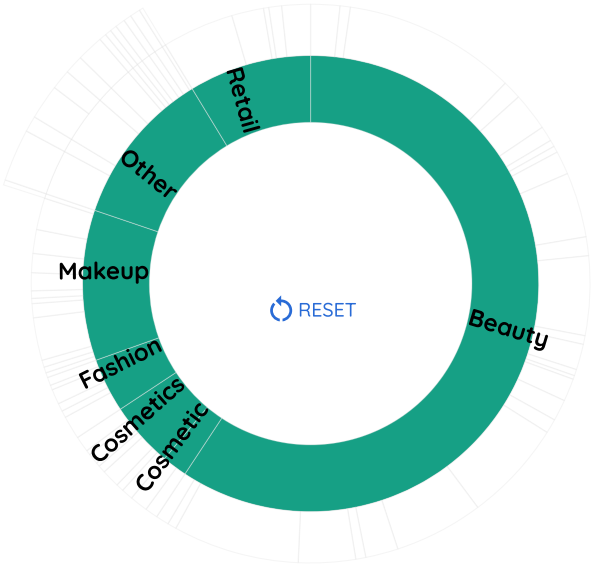
Carousel



Video

Content Distribution Pattern (Post Type - Engagement)

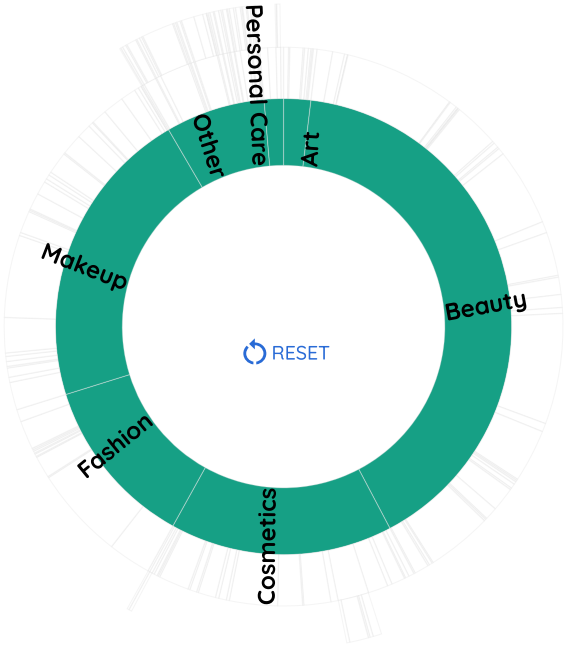
This represents the Content Categories separated according to the type of post and arranged by the engagement they recieve.



Single Post



Carousel



Video

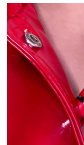
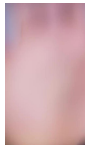
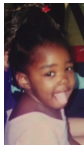
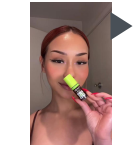
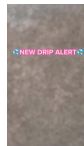
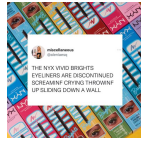
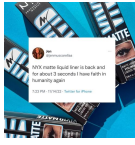
Content Themes

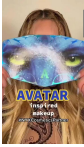
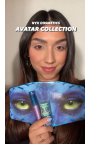
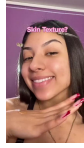
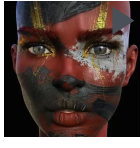
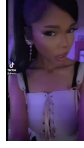
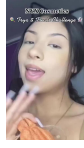
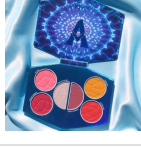
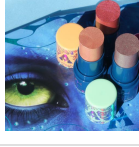
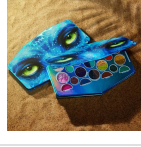
See the different Content themes this account talks about. You can also check the engagement scored by each category.

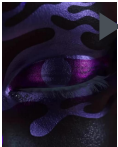
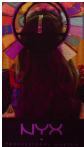
Content Themes

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				
Skincare Entertainment Avatars	0.07 % (0.04)	9.8K	1%	5					
Run Fashion Accessories	0.06 % (0.03)	9.3K	1%	5					
Makeup Lip Care Personal Care	0.05 % (0.02)	7.4K	1.2%	6					
Skincare Makeup Cosmetics	0.05 % (0.02)	7.6K	39.4%	194					
Fashion Makeup Video	0.05 % (0.02)	6.8K	2.2%	11					
Cosmetics Cosplay Art	0.04 % (0.01)	5.3K	1.6%	8					
Fashion Celebrations Cosmetics	0.04 % (0.01)	5.2K	1.2%	6					

Theme Labels	Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images						
Cosmetics Fashion Makeup	0.04 % (0.01)	5.9K	15%	74							
Cosmetics Eyeliner Beauty	0.04 % (0.01)	6.3K	7.9%	39							
Beauty Sports Giveaways	0.04 % (0.01)	5.5K	3%	15							
Makeup Dating Transportation	0.04 % (0.01)	6.1K	2%	10							
Beauty Lip Products Accessories	0.03 % (0)	4.6K	3.4%	17							
Beauty Skincare Personal Care	0.03 % (0)	4.5K	4.7%	23							
Cosmetics Skincare Makeup	0.03 % (0)	5.1K	1%	5							
Beauty Skincare Accessories	0.03 % (0)	3.7K	1%	5							
Skincare Lip Products Relationship	0.03 % (0)	4.7K	1.6%	8							

Theme Labels		Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images					
National Skincare Cosmetics		0.03 % (0)	4.9K	0.8%	4						
Creative skincare Personal Care		0.02 % (-0.01)	2.7K	1.4%	7						
Cosmetics Skincare Highlighter		0.02 % (-0.01)	3.0K	1%	5						
Cosmetics Lip Makeup		0.02 % (-0.01)	2.7K	0.6%	3						
Accessories Cosmetics Technology		0.02 % (-0.01)	3.6K	2.6%	13						
Cosmetics Date night Beauty		0.02 % (-0.01)	2.5K	0.8%	4						
Beauty Makeup Home Care		0.02 % (-0.01)	3.3K	1.4%	7						
Beauty Accessories Home		0.02 % (-0.01)	3.6K	1.4%	7						
Lip Products Tickets Accessories		0.02 % (-0.01)	3.1K	1.4%	7						

Theme Labels	Engagement % ↓	Average Eng.	Share of Voice	Total Posts	Representative Images				
Gaming Beauty Family	0.01 % (-0.02)	1.8K	1%	5					

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.

#nyxcosmetics

#nyxprofessionalmakeup

#crueltyfreebeauty

#nyxcosmetics23drop

#crueltyfree

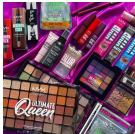
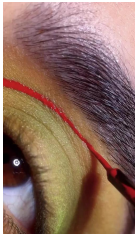
Top 5 Hashtags

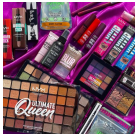
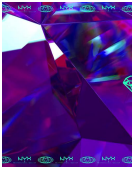
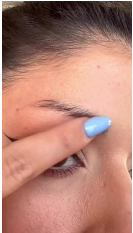
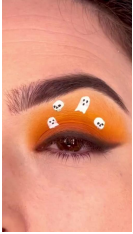
5 most used hashtags of this account

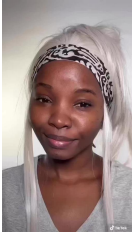
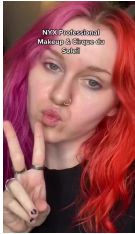
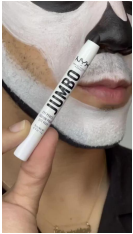
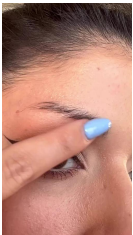
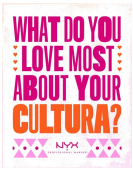
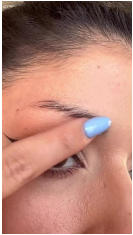
Rank	Hashtag	Usage (%)
1	#nyxcosmetics	72%
2	#nyxprofessionalmakeup	55%
3	#crueltyfreebeauty	24%
4	#NYXCOSMETICS23DROP	18%
5	#NYXCosmeticsForAvatar	14%

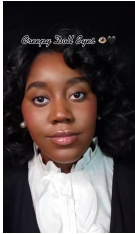
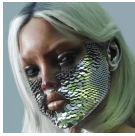
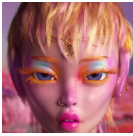
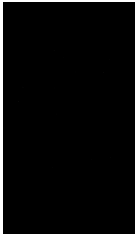
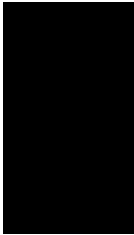
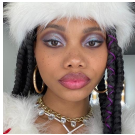
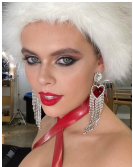
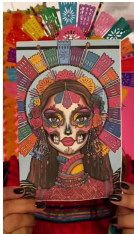
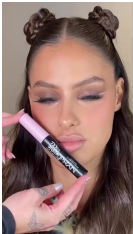
Hashtag Details

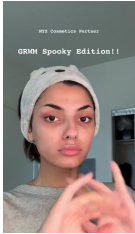
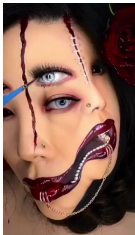
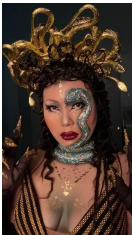
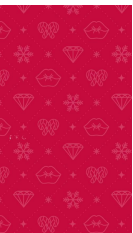
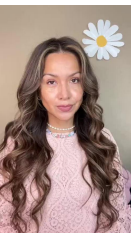
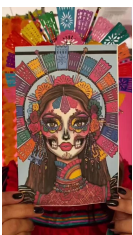
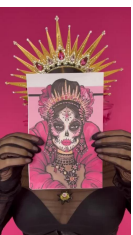
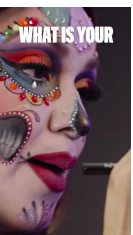
This shows all hashtags with their posts

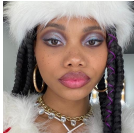
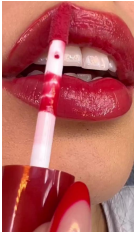
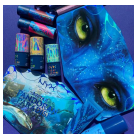
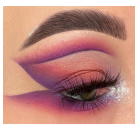
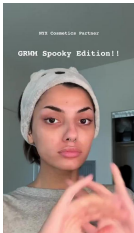
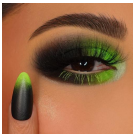
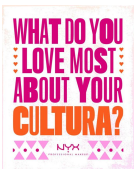
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts	
#AvatarTheWayOfWater,	2	0.02 %	3.5K	31		
#BlackIsRICH	2	0.07 %	9.2K	1.4K		
#graphicliner	2	0.08 %	12.1K	88		

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts		
#DiaDeMuertos	2	0.07 %	9.5K	77			
#BlackHistoryMonth,	2	0.07 %	9.2K	1.4K			
#nyxcosmetics23drop	2	0.04 %	5.4K	66			
#TheBrowGlue	3	0.05 %	6.7K	60			
#regram	3	0.08 %	11.0K	121			
#NYXCosmeticsxTwitchcon	3	0.01 %	2.1K	18			

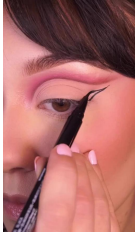
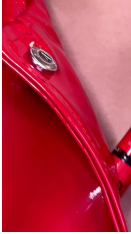
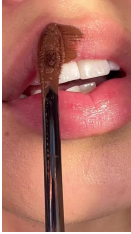
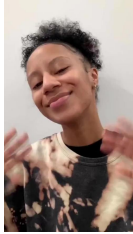
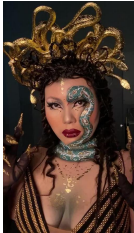
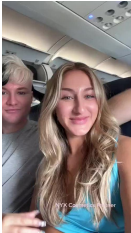
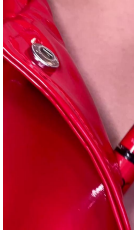
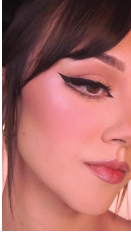
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts		
#sfxmakeup	3	0.05 %	6.9K	57			
#skullmakeup	3	0.03 %	4.5K	27			
#fluffybrows	3	0.05 %	6.7K	60			
#HispanicHeritageMonth,	3	0.02 %	2.2K	37			
#laminatedbrows	3	0.05 %	6.7K	60			

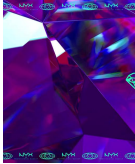
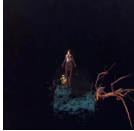
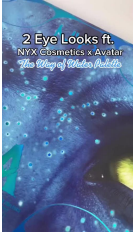
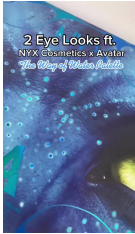
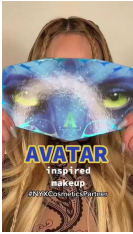
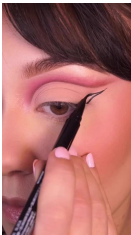
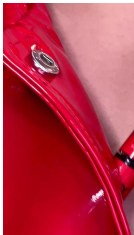
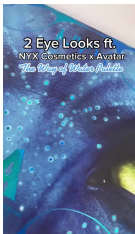
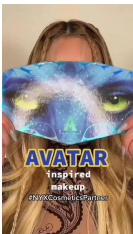
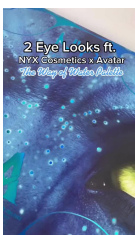
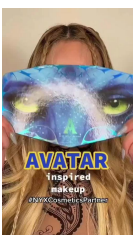
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts			
#vegan	3	0.05 %	6.5K	71				
#halloween	3	0.02 %	3.1K	24				
#linkinbio	4	0.02 %	2.8K	44				
#TheFutureIsGORJS	4	0.02 %	3.6K	38				
#NYXCOSMETICSFORAVATAR	4	0.10 %	14.8K	104				
#mua	4	0.04 %	6.2K	68				

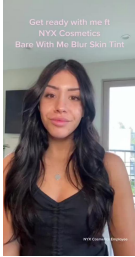
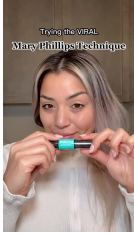
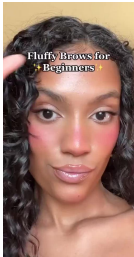
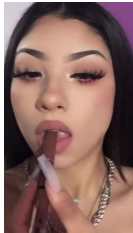
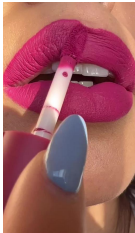
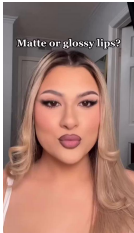
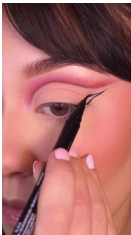
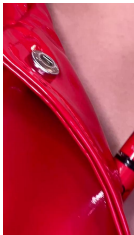
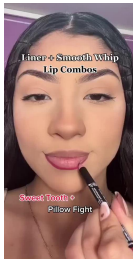
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#Vegan	5	0.05 %	7.6K	216					
#halloweenmakeup	5	0.08 %	11.2K	72					
#illusionmakeup	6	0.08 %	11.0K	151					
#mua:	6	0.03 %	4.1K	81					
#diadelosmuertos	7	0.02 %	3.3K	29					

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#winxclub	7	0.03 %	4.1K	34					
#limitededition	8	0.02 %	3.4K	35					
#GIVEAWAY	9	0.09 %	11.1K	2.2K					
#NYXCosmeticsxFateTheWinxSaga	9	0.02 %	2.3K	21					
#eotd	9	0.03 %	5.0K	31					
#NYXProfessionalMakeup	10	0.04 %	5.2K	73					

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#NYXCOSMETICSHOLIDAY	10	0.04 %	5.3K	34					
#fatoil	14	0.04 %	5.3K	196					
#nyxcosmeticsxcirquedusoleil	20	0.04 %	5.9K	51					
#cirquedusoleil	24	0.04 %	6.4K	74					
#veganformula	25	0.05 %	7.5K	101					

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#credit	29	0.04 %	6.4K	178					
#NYXCosmeticsxCirqueduSoleil	32	0.04 %	5.4K	64					
#nyxcosmeticsprofessionalmakeup	33	0.03 %	4.5K	287					
#MattelsBack	36	0.05 %	7.7K	87					
#KeepOurOceansAmazing	61	0.04 %	5.1K	88					

Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#NYXCosmetics	63	0.03 %	4.9K	90					
#Avatar	64	0.04 %	5.1K	89					
#crueltyfree	64	0.04 %	4.9K	193					
#AvatarTheWayOfWater	66	0.04 %	6.0K	183					
#NYXCosmeticsForAvatar	70	0.03 %	4.8K	84					

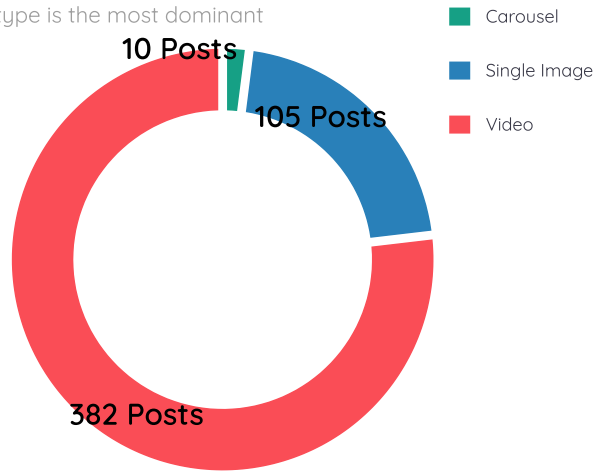
Hashtag	Post Count ↑	Engagement %	Avg. Post Likes	Avg. Post Comments	Recent Posts				
#NYXCOSMETICS23DROP	89	0.05 %	7.0K	71					
#crueltyfreebeauty	120	0.05 %	7.2K	78					
#nyxprofessionalmakeup	270	0.05 %	6.7K	74					
#nyxcosmetics	358	0.04 %	6.4K	92					

Post Performance

Statistical analysis around the posting behavior of the handle.

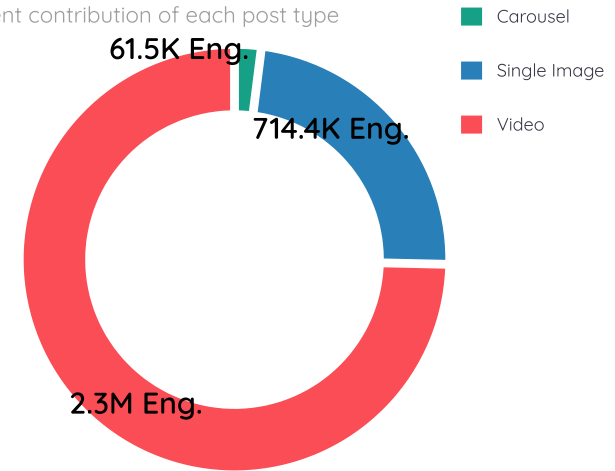
Post Distribution

Shows which post type is the most dominant



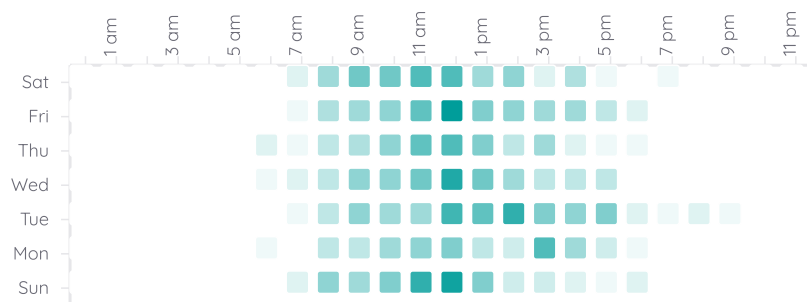
Engagement Contribution

Shows engagement contribution of each post type



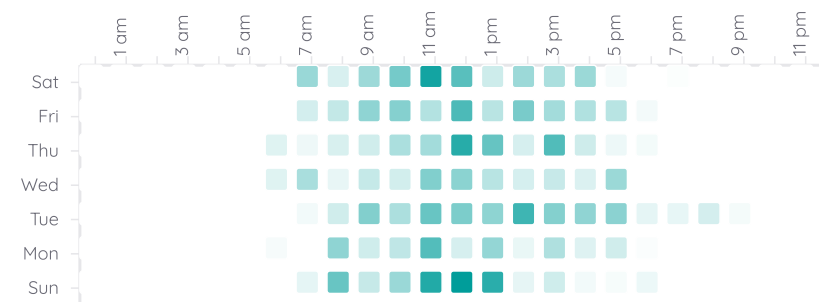
Post Distribution

Shows the account's weekly posting pattern



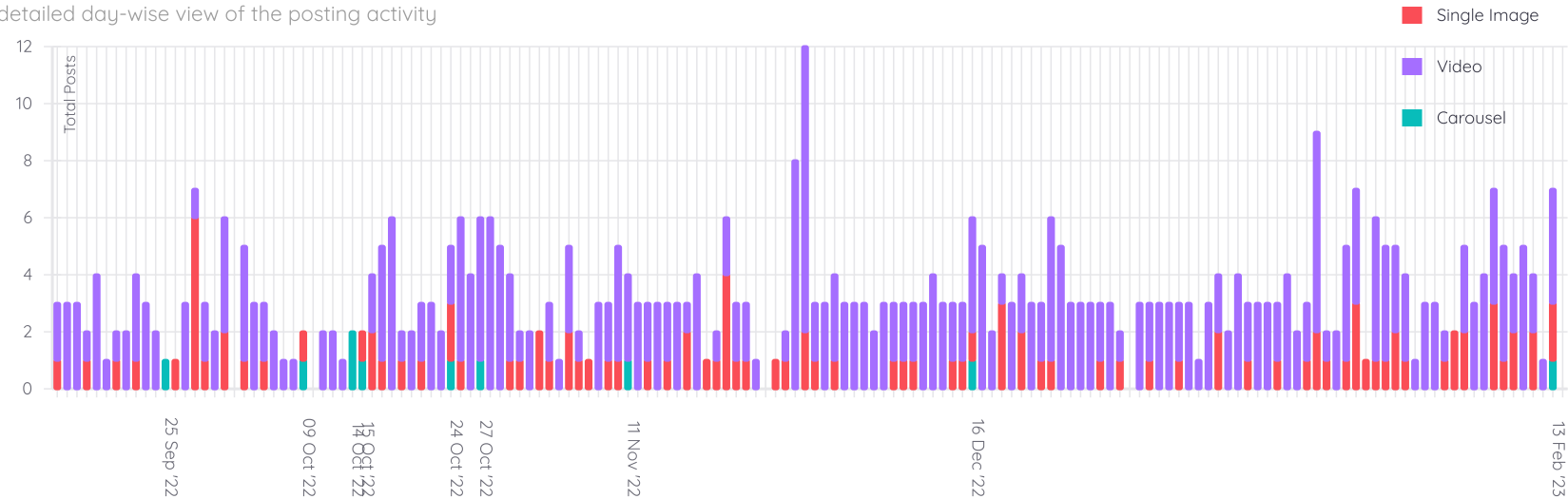
Engagement Contribution

Shows when the account gets their engagement in a week



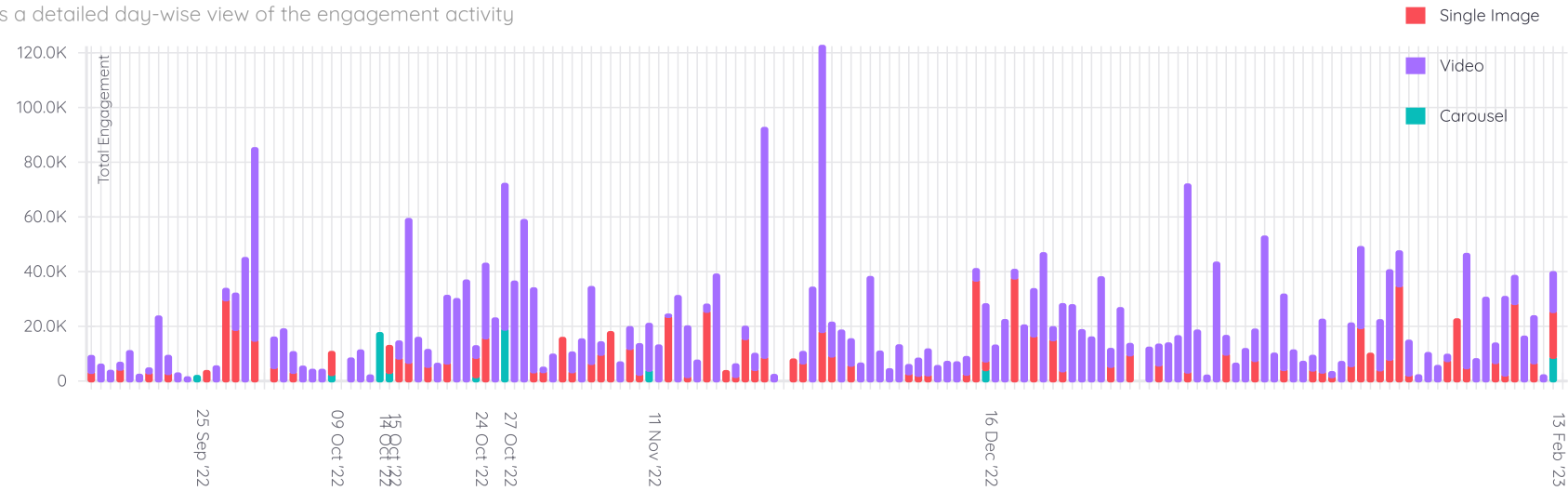
Online Activity

Shows a detailed day-wise view of the posting activity



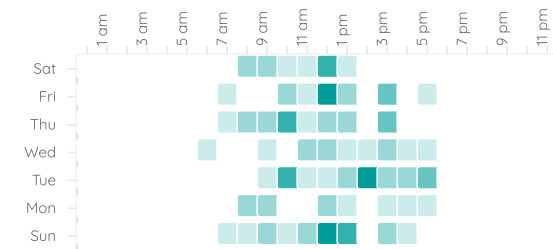
Engagement Activity

Shows a detailed day-wise view of the engagement activity

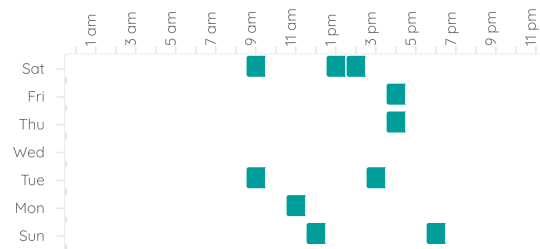


Post Distribution (By post type)

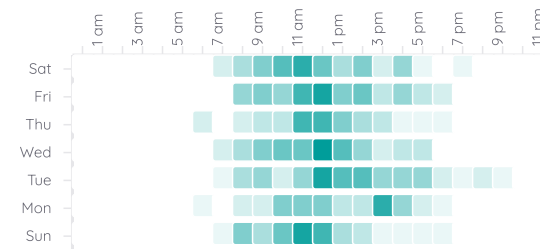
Shows the account's weekly posting pattern for each post type



Single Posts



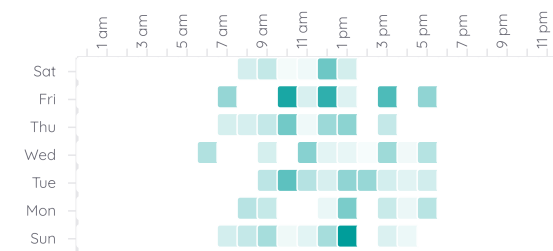
Carousel



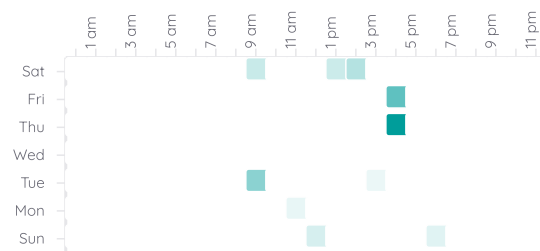
Videos

Engagement Contribution (By post type)

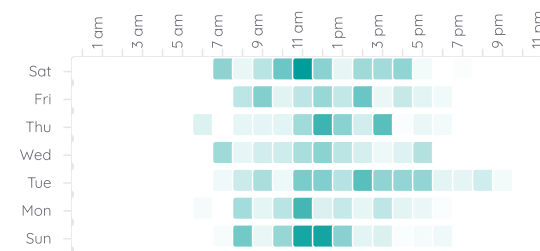
Shows when the account gets their engagement in a week



Single Posts



Carousel



Videos

Best Performing Posts

Shows top 5 best performing posts of the account



63.6K likes
I've never seen a more perfect
[show more](#)
Jan 7th 23

Engagement 0.44% (+0.23)



62.0K likes
Transfer proof AND high shine?
[show more](#)
Nov 24th 22

Engagement 0.43% (+0.22)



41.7K likes
That one swipe wonder 🥰❤️
mak [show more](#)
Oct 2nd 22

Engagement 0.29% (+0.08)



41.5K likes
This look is a real eye-opener
[show more](#)
Oct 1st 22

Engagement 0.29% (+0.08)



38.9K likes
angellicacorona has us hypnoti
[show more](#)
Oct 28th 22

Engagement 0.27% (+0.06)