

**Part 6: Measuring Impact and Success**

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Rare Beauty has become a leader in the beauty industry with its inclusive messaging and strong advocacy for mental health. This case study explores how Rare Beauty evaluates its public relations (PR) effectiveness using publicly available metrics, third-party data and best practices in PR measurement.

Rare Beauty drives brand awareness and success across its social media platforms by integrating PR efforts. Their engagement metrics provide insight into the effectiveness of its campaigns. Rare Beauty's Instagram account (@rarebeauty) has a strong presence on one of the most influential platforms in the beauty industry with 7.8 million followers in 2024. According to [Influencer Marketing Hub](#), Instagram is the leading platform for beauty brands with 92 percent of beauty marketers using it for influencer marketing.

Rare Beauty's TikTok account (@rarebeauty) has gained traction with over 4.1 million followers. The brand uses viral trends to engage younger audiences and campaigns like #RareImpact highlighting inclusivity. TikTok posts have on average 27 percent higher engagement than Instagram posts ([Statista](#), 2022).

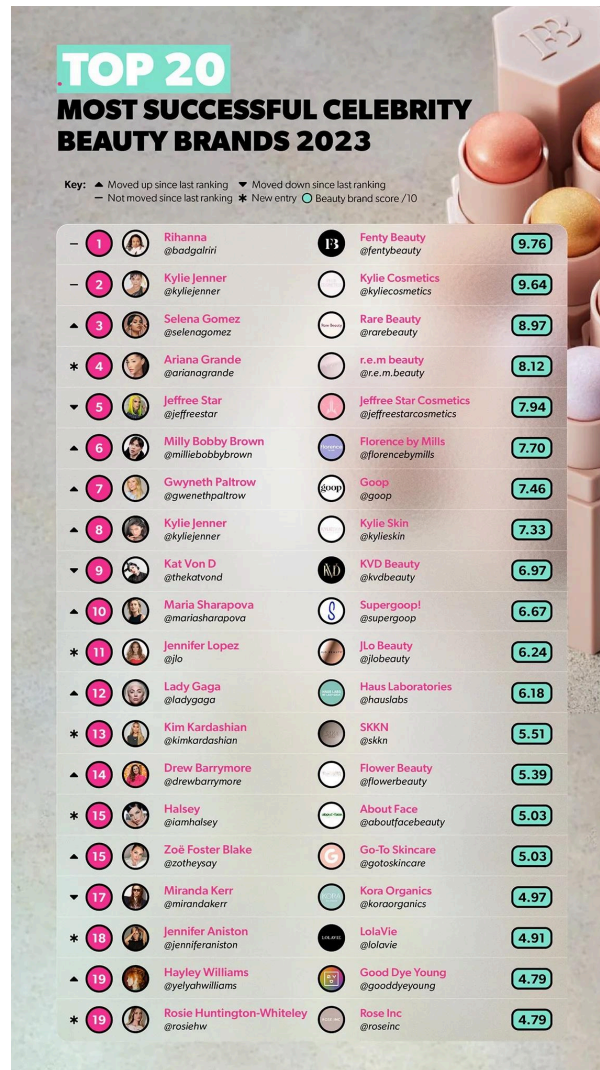
Media coverage and press mentions are crucial to Rare Beauty's PR strategy. The brand leverages earned media to boost visibility and establish credibility. Rare Beauty has been featured in major publications such as Vogue, Elle and Allure. Rare Beauty made it on the [Vogue's 23 Best Beauty Products of 2024](#) list. Rare Beauty was also included in [Allure's 2024 Best of Beauty Awards](#) for its [Positive Light Silky Touch Highlighter and Brow Harmony Precision Eyebrow Pencil](#) confirming its industry prominence.



The brand benefits from influencer and celebrity partnerships especially with their founder and creative director [Selena Gomez](#) whose massive following of over 400 million followers helps drive headlines and brand visibility. According to [HypeAuditor](#) (2023), Selena’s Instagram posts have an engagement rate of 3.5 percent, above the industry average for celebrity influencers.

According to [Fast Company](#), Rare Beauty is [expected to exceed \\$300 million](#) in sales in 2023 and triple what it earned in 2022, when sales doubled from 2021. The brand went global near the end of its first year and just recently expanded into India and Indonesia. Rare Beauty’s in-house-curated [TikTok](#) has a reach of 3.3 million with a consistent engagement rate above 8 percent—significantly higher than the industry standard. A recent [survey](#) by investment bank Piper Sandler showed that Rare Beauty ranks second on its list of the top cosmetics brands among Gen Z behind mass-market juggernaut E.l.f. and above Maybelline, L’Oréal and Fenty Beauty.

Given that Kylie Cosmetics launched in 2014, the traction that [Rare Beauty](#) has garnered in a much shorter time frame is impressive.



Website traffic and SEO performance reflects the effectiveness of Rare Beauty's PR campaigns. According to [SimilarWeb](#), Rare Beauty's website saw 785,000 monthly visits in October of 2024. This increase is likely due to PR campaigns driving traffic from social media, influencer marketing and media mentions. Rare Beauty ranks highly in SEO for terms like "inclusive beauty" and "Selena Gomez makeup." The brand also appears in the top 5 search

results for high-traffic beauty-related keywords, indicating that its PR strategy is effectively driving organic search traffic.

[Google Analytics](#) tracks website performance including referral traffic from PR campaigns, conversion rates and engagement. [Sprout Social](#) and [Hootsuite](#) help monitor social media engagement and audience sentiment allowing Rare Beauty to adjust content based on real-time insights. [Meltwater](#) tracks earned media mentions and analyzed sentiment around the brand in the press.

Rare Beauty could expand partnerships with micro influencers to help reach niche communities and create more authentic brand connections. Rare Beauty could benefit from further tailoring content to platform-specific formats increasing engagement by knowing that TikTok excels with short-form entertaining videos while Instagram thrives on visually appealing posts. Rare Beauty could also benefit from sentiment analysis tools to fine-tune messaging in real time based on audience feedback.

Rare Beauty's PR campaigns are effective as shown by strong social media engagement, positive media coverage and increasing website traffic. The brand's success results from an integrated approach combining influencer partnerships, earned media and a focus on inclusivity. Rare Beauty can further enhance its PR efforts and maintain leadership in the beauty industry by refining strategies and continuing to track key metrics.

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