



Looking Good: Boost Your Health and Beauty Sales

Pageviews in health and beauty have risen the past few years, with more than 5.3M in 2021 and 40% of that in Q4 alone.

Top Categories



Makeup, hair care, nail care

New Tactic: TikTok



245,000 followers
and growing!

KCL's sponsored health and beauty campaigns get between 8K and 35K pageviews and between 525K and 5.7M impressions! Check out these example from top brands:

Top 5 Hair Color Brand:

- Deal post
- Weekly Deals post
- Boosted Facebook post
- Push notification
- Boosted B-roll video
- Sticky ads
- Leader 2
- Solo email blast

34.3K **5.7M**
pageviews impressions

Top 5 Cosmetics Brand:

- Deal post
- Boosted Facebook post
- Header Feature 1
- Boosted TikTok post

25K **1.4M**
pageviews impressions

Top 5 Skincare Brand:

- Deal post
- Boosted Facebook post
- Header Feature 1
- Push notification
- Boosted TikTok post

19.7K **2.3M**
pageviews impressions