Beauty

WHOTAG

Redefining Beauty Marketing
with AI-driven Influencer Discovery

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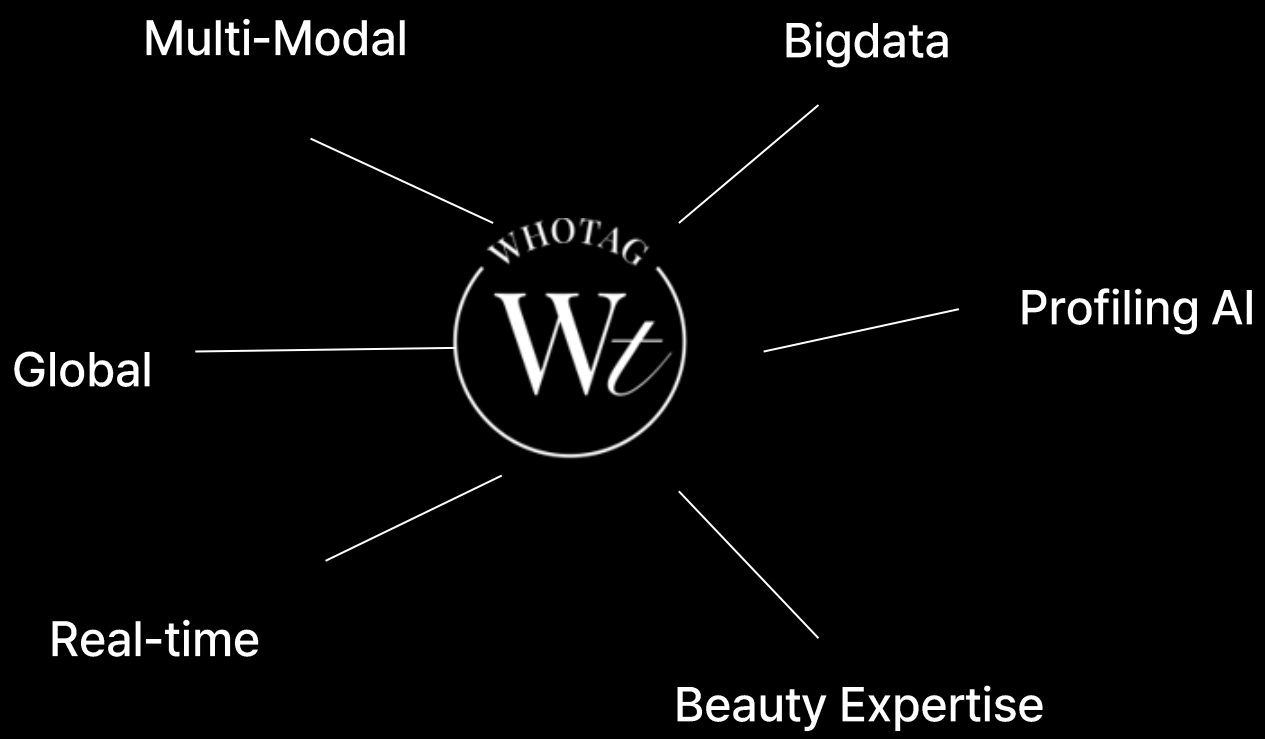
WHOTAG's Key Capabilities



Describe. Discover. Dance.

A stalled influencer list—solved in seconds.

Describe

Find me
‘bubbly creators
who loves glass skin!’

Discover

AI finds
perfect matches
in seconds

Dance

Celebrate
your perfect match!
Time to party!

More followers, more impact? Not always.

A local beverage brand in California, ‘Swell Soda’

50
Nano-Influencers

$0.10
Average CPC

↑ 20%
Increase in sales

1 mega influencer OR 1,000 micro influencers?

Skincare brand ‘Neutralyze’

1,159
Micro-Influencers

2,400
Average follower count

1.37M
Total reach

Yesterday's nano influencer is today's rising micro influencer

College student at the University of Michigan
Cecilia Gorgon
(@ceciliagorgon)

8,500

Collaboration with 'Glossier'

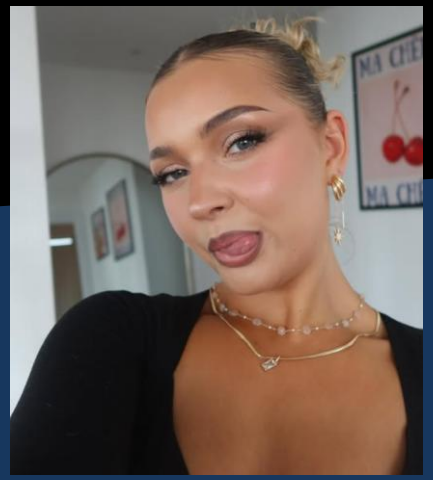
Uploaded branded content in partnership with Glossier

Active beauty influencer based in LA
Cecilia Gorgon
(@ceciliagorgon)

28,700

Followers

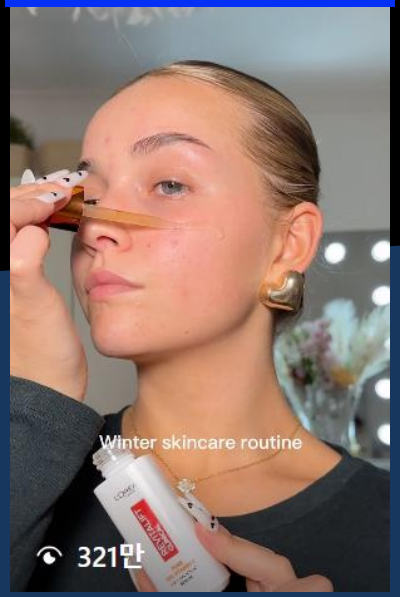
One Reel. One moment.
A leap into the influencer spotlight



Makeup & skincare creator
CHLOE
(@chloelouiseroberts)

5,131

Experienced major spike in Reel viewership



3.2M

Reel view count

Makeup & skincare creator
CHLOE
(@chloelouiseroberts)

66,000

Followers

Jumped two influencer tiers
(Nano → Mid-Tier)

Power + Brand-Fit

Beyond Follower Count
Beyond Agency Lists

- ✓ Want to work with top influencers, but limited by budget?
- ✓ Looking for fresh faces beyond your agency's existing influencer pool?
- ✓ Need influencers who actually align with your brand's voice and values?

Power + Rising

Stop chasing the GROWN
Start discovering the GROWING

- ✓ Want creators with proven collaboration history in your category?
- ✓ Seeking up-and-coming influencers ready to grow with your brand?
- ✓ Need real data (not just follower count) to evaluate their growth potential?

Paid + Organic

No contracts, just real Brand Love

Who are your brand's authentic global fans?

Organic 64.8%
Paid 35.2%

※Based on actual worldwide influencer analysis for 'MIXSOON' brand

AI-Driven

Global Influencer Discovery

WHOTAG

Discover the right beauty influencers — powered by AI.
AI isn't just supporting influencer marketing — it's leading it.
WHOTAG makes it happen.

Right Influencer
Right Time
AI Makes It Happen

Key Feature #01

Just Describe !

Find the right influencer in a single sentence—across any language.

Recommend skincare influencers in Southeast Asia with 50K–200K followers who post daily skincare routine videos.

スキンケアに興味があり、Kビューティー製品の使用経験がある米国ニューヨーク在住の20代女性のインフルエンサーをお勧めします。

Cari influencer Malaysia yang membuat video analisis bahan untuk jenama kosmetik tempatan.

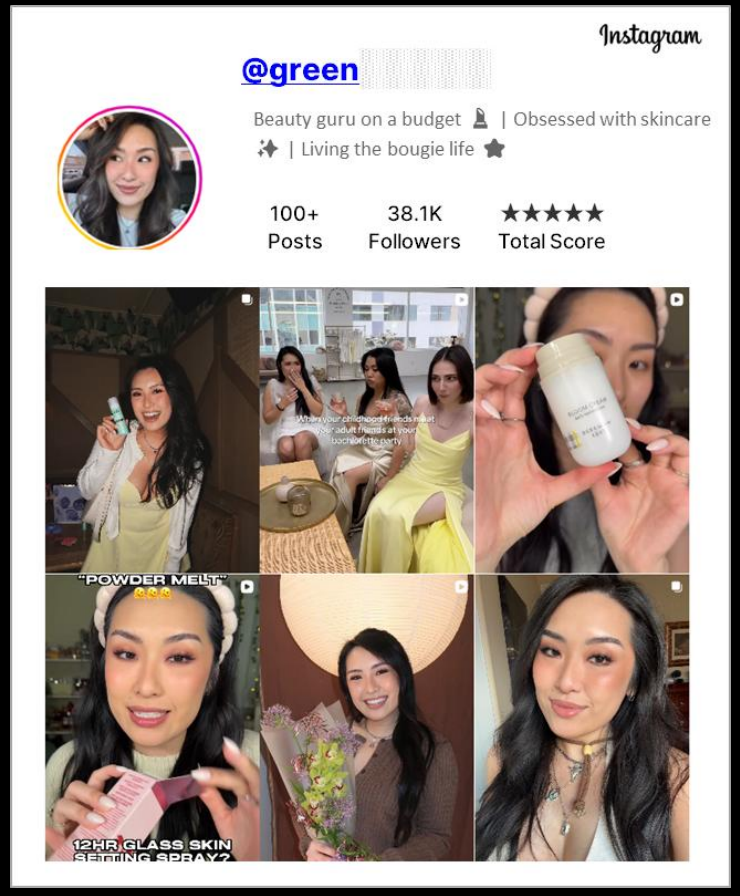
Trouve-moi des influenceurs beauté français qui testent régulièrement des marques coréennes.

Encuentra influencers de belleza en España que reseñen marcas coreanas.

홍콩에 거주하며 팔로워가 1만 명에서 5만 명 사이이고, 뷰티 테크에 관심 있는 도시적이고 감각적인 인플루언서를 찾아줘

☑ Key Feature #02

Beauty-Specialized Profiling, Designed by Beauty Experts



Beauty Profile

- **Beauty Interests:** Makeup, Skincare, Lip Products
- **Beauty Details:** Skin texture, Hydration, Soothing care, Hair care
- **Skin Tone:** LightMedium
- **Skin Type:** Normal
- **Beauty Products:** lip gloss, blush, bronzer, eyeshadow, brow pen, face serum
- **Beauty Content:** Product reviews, Tutorials, Unboxing, Recommendations, Beauty tips
- **Beauty Brands:** Dior, Patrick Ta, cocokind, medicube, bosleyMD, Olay
- **Brand Tier:** Mid
- **K-Beauty Interest:** Yes

Recommendation Points

- **Key Advantages:**
  - Trusted beauty reviews backed by strong expertise
  - Proven ability to create brand-aligned content
  - Positive, engaging presence that boosts brand image
  - Strong fit for socially conscious, AAPI-supporting brands
- **Potential Challenges:**
  - Smaller follower base, but high TikTok engagement
  - Brand loyalty requires clear positioning in collaborations

Key Feature #03

AI-Driven Influencer Scoring
Transparent. Objective. Reliable.

Influencer Score

Engagement Score

How an influencer's engagement rate (likes & comments) compares to the global pool

Viral Reach Score

Shows how widely Reels content spreads.
How their average views rank among peers

Follower Growth Score

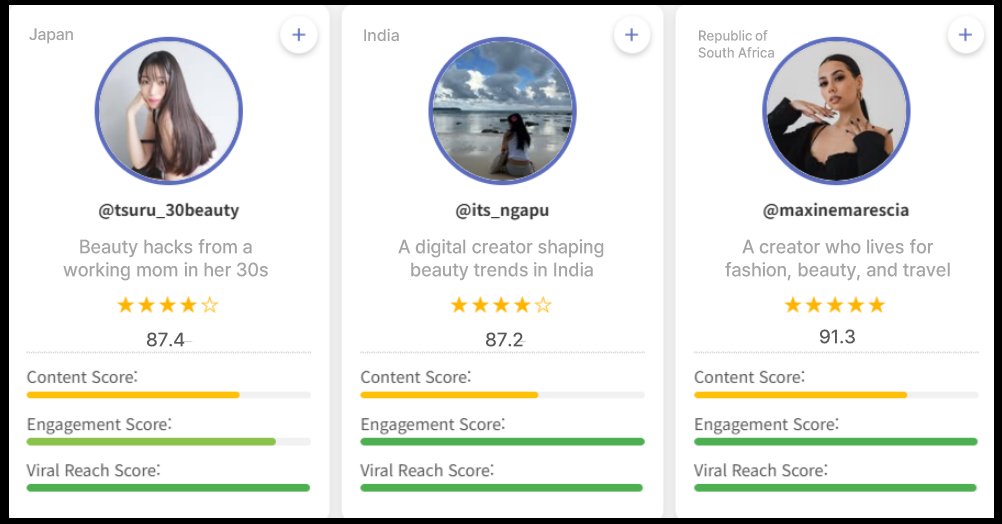
Measures changes in follower count over the past week.
Analyze follower growth to validate current scale

Key Feature #04

AI Algorithm Identifies rising influencer potential

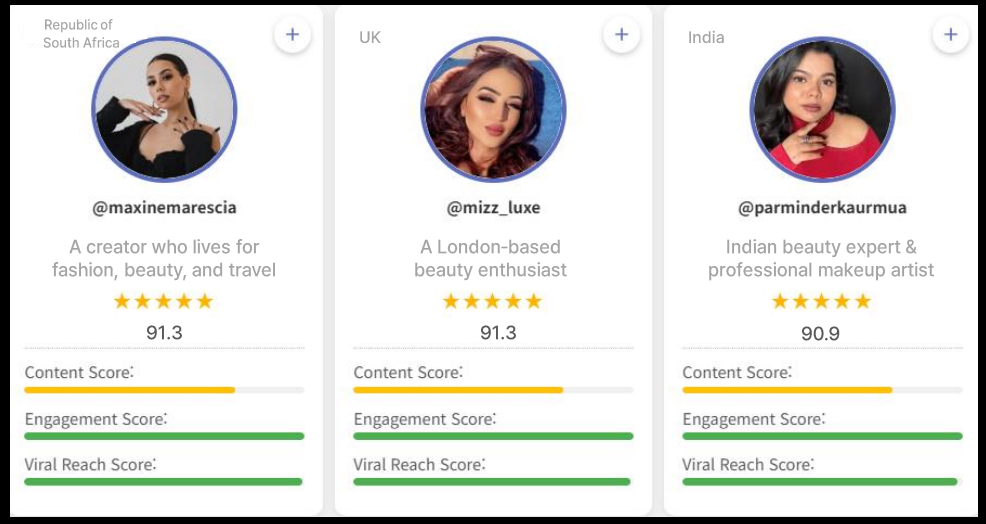
Find influencers with *low follower* count but *high Reels reach*

Highest Viral Reach Score ▼



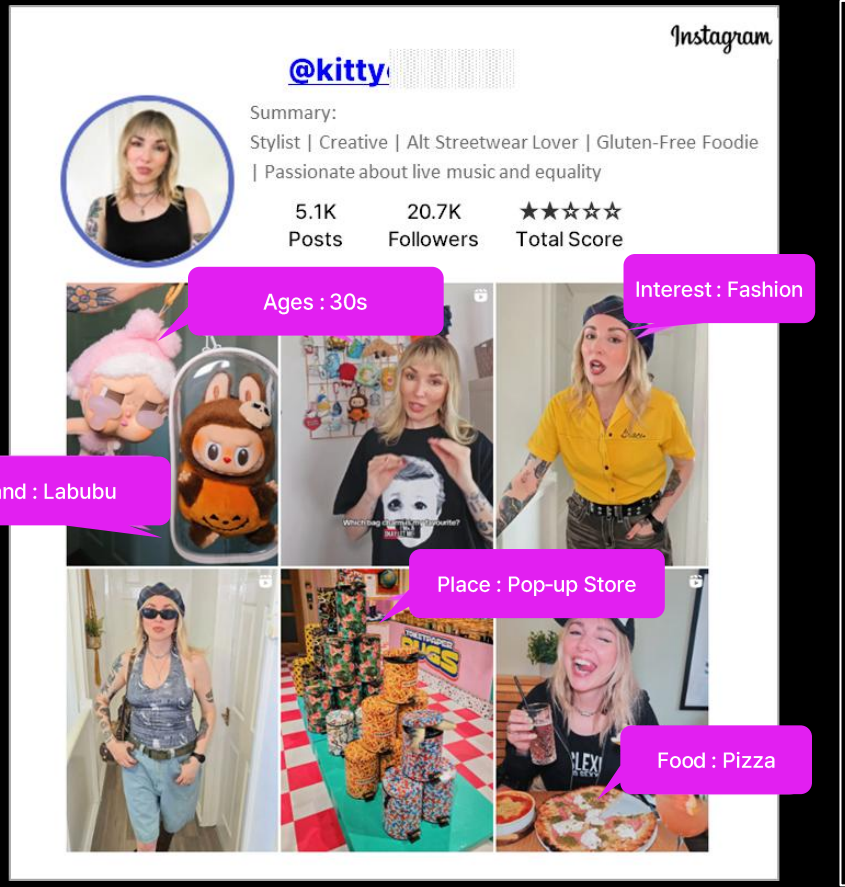
Discover similar creators who deliver better *ROI at lower cost*

1K – 10K | 10K – 50K



☑ Key Feature #05

AI-Generated Influencer Profiling Insights



Brief Profiling

A multi-talented fashion stylist and creator based in London, UK.
She is known for her unconventional style, live music passion, vegan and gluten-free lifestyle, and strong interest in beauty and skincare. She collaborates with various brands and works across fashion styling, content creation, and social media strategy.

Basic Profile

- **Age:** 30s
- **Gender:** Female
- **Country / Region:** United Kingdom / London
- **Activity Channels:** Instagram
- **Interests:** Fashion, Music, Vegan Lifestyle
- **Language:** English

Collab Experience

- **Collab Keywords:** Fashion styling, content creation, gluten-free, vegan, live music
- **Collab Brands:** adidas, Levi's, Disney+, towerlondon, rowingblazers, Chipotle
- **Creator Field:** Fashion, Beauty, Food, Lifestyle

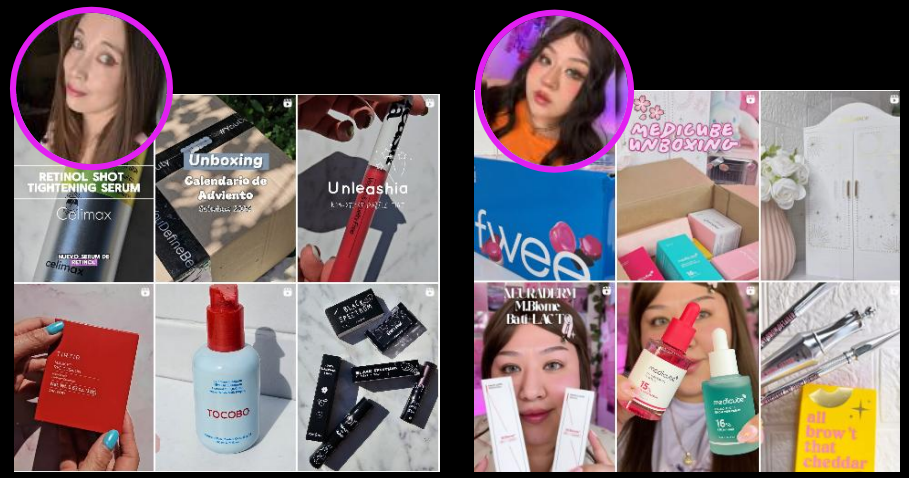
Hashtag

#FashionStylist, #AltFashion, #VeganLifestyle, #StreetwearLover, #CreativeLife, #MusicLover, #EcoFriendly, #GlutenFree

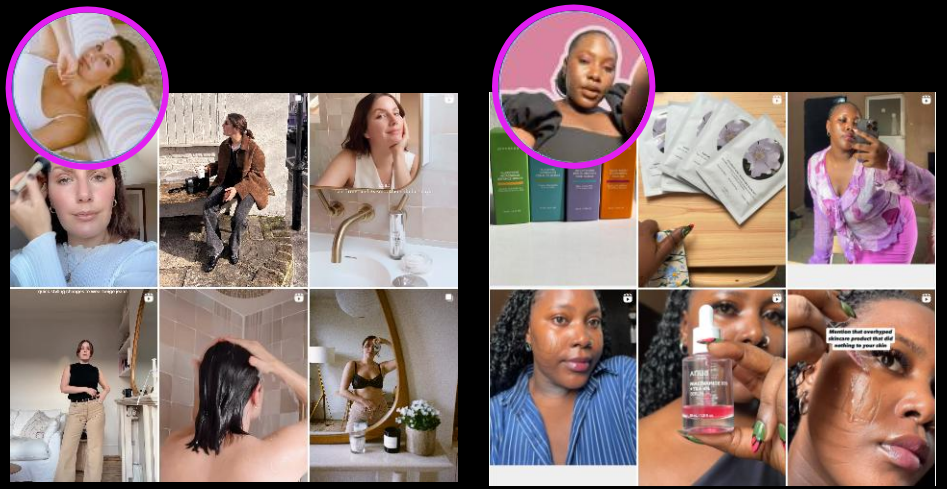
Key Feature #06

Find influencers tailored to Your content style

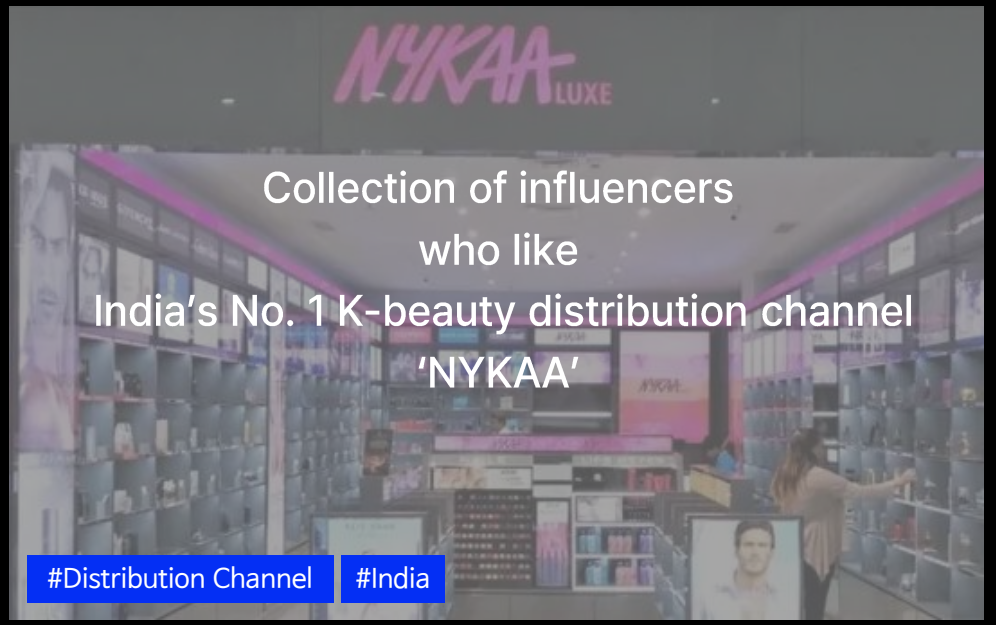
Influencers who specialize in unboxing content



Influencers known for skincare routine content



👉 Discover Influencer Collections Like These



Beauty-Focused Profiling AI

The Key Questions Beauty Brands Face When Expanding Globally

- ✓ In which countries is our brand gaining traction right now?
- ✓ We want to understand the formula behind trending content—faster than anyone else.
- ✓ Are there emerging beauty trends we're missing?
- ✓ What do women in their 30s with sensitive skin in Japan look for in base makeup?

AI-Powered Beauty Profiling That Solves Your Marketing Challenges

INFLUENCER DISCOVERY
WHOTAG

"Who is the right fit for our brand?"

- Beauty creator profiling across 100+ countries
- Skin type, skin tone, and skin concern analysis
- Creator strengths & risk assessment
- Discover verified emerging beauty influencers

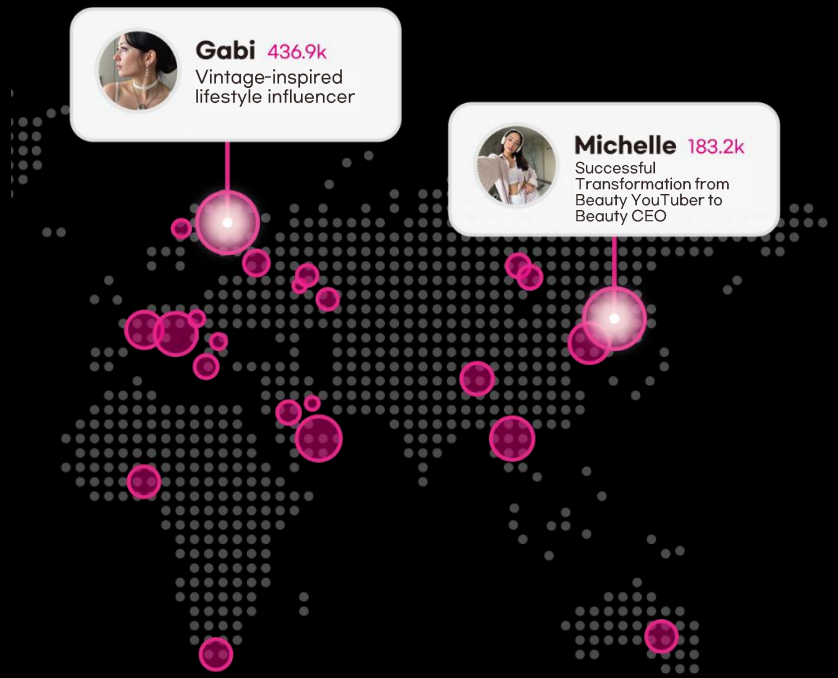
BEAUTY INTELLIGENCE
GLOWCAST

"Who are our consumers, really?"

- Beauty consumer profiling across 100+ countries
- Skin type, skin tone, and skin concern analysis
- Real-time data–driven beauty trend forecasting
- AI-powered research from market insights to strategy

2M+	100+ fields	100+ countries
Beauty Influencers	Beauty Analysis Attributes	Global Coverage

Need global reach?
WHOTAG AI is here to help



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