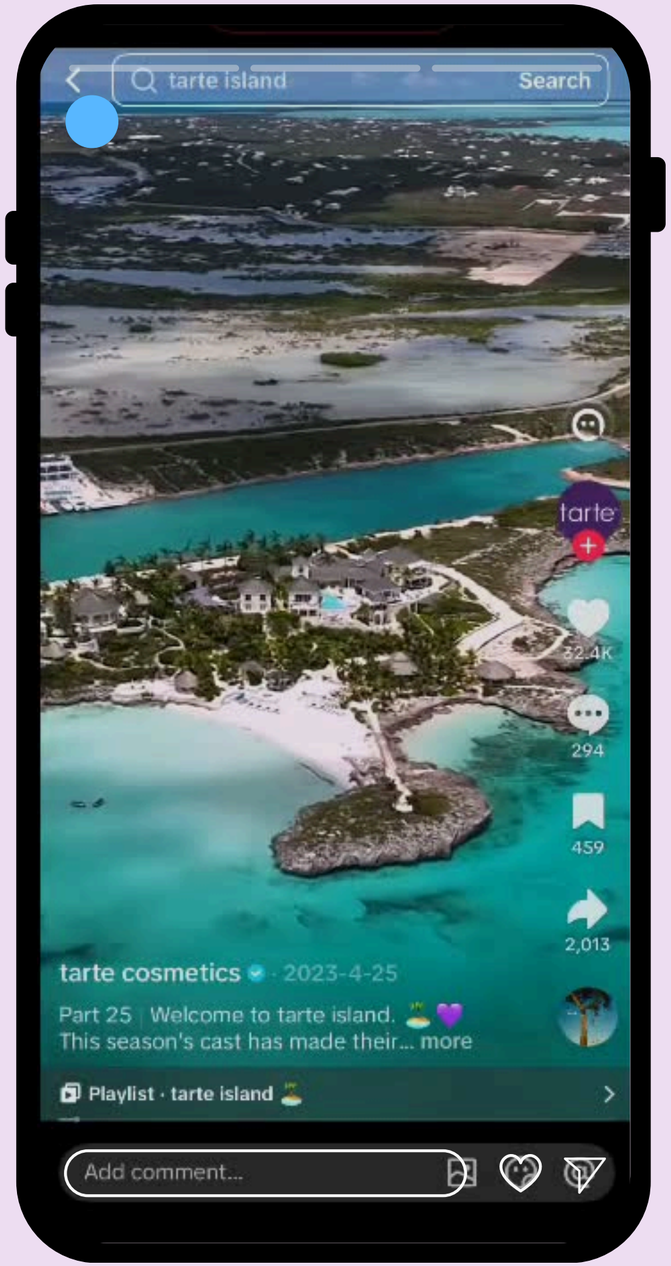
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What is Tarte?

Tarte Cosmetics is a high-performance beauty brand specializing in "eco-chic" makeup and skincare using with natural ingredients.

Launched in 1999 by Maureen Kelley with her first ever product: the OG cheek stain.



First influencer trip launched to Bora Bora in 2015



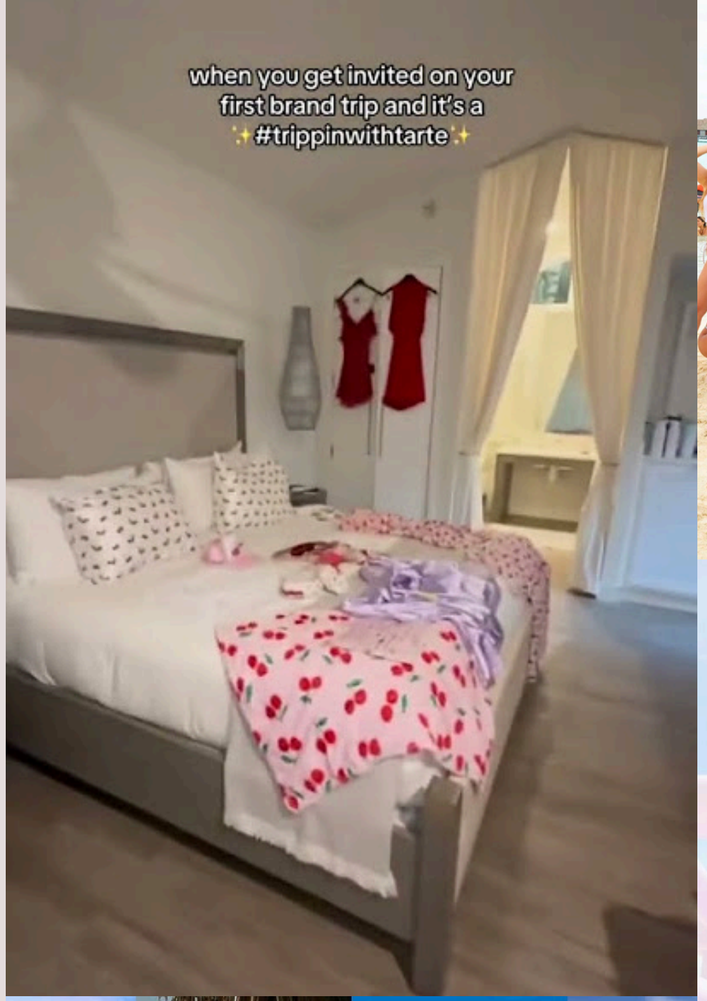
First viral product launched in 2016- the OG Shape Tape



#TrippinWithTarte

- Tarte is known for investing heavily in influencer marketing (specifically high-end brand trips), which they started in 2015.

- Designed to build brand desirability, create social conversation, and drive interest in buying the products... but are they really?













Overarching Question

To what degree does Tarte’s high-budget influencer strategy drive actual purchase intent in 2026?

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Questions Overview

- Understanding what, if any, social media the respondents use. (Youtube, Instagram, TikTok, Snapchat)
- Measures the "Gut Reaction" (Excitement vs. Annoyance) using Likert scales.
- Understanding if marketing spend feels "Aspirational" or "Out-of-Touch."
- A “yes/no” check on actual purchases driven by influencer trips/ if the respondents have purchased Tarte.
- Using skip logic to pinpoint why consumers choose not to purchase

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Data Analysis Process

Over 50 respondents

Applied our research question to our own lives and brand perceptions to come up with questions that could resonate with our respondents

Designed the survey to see how different data points relate to each other

- Combined brand perception with whether people actually purchased
- Tracked if participants had seen specific influencer content
- Measured feelings toward influencer content and brand trips
- How did seeing content changed the way the brand was perceived



Test #1: Paired Samples T-Test

Comparing two measures among the same group of participants

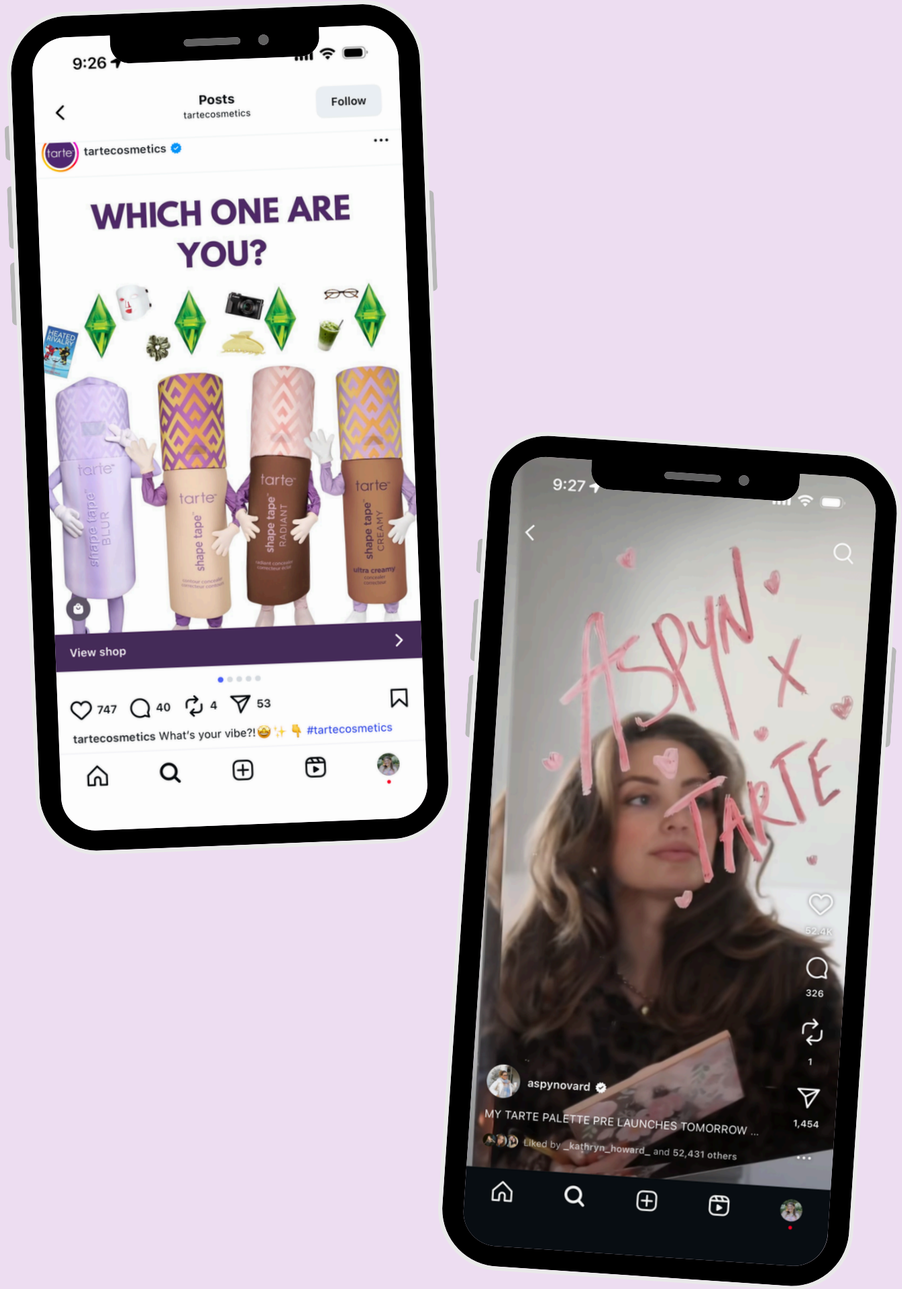
- 2 IVs: creator influence vs brand account influence
- 1 DV: Consumer perception

Significance result with p<.001

t(65)= -8.780, p<.001

Finding: Creators are significantly more effective in influencing consumers to shop Tarte than posts from Tarte itself

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Significance

- Creators carry more weight for Tarte in influencing consumers than the brand itself.
- Consumers viewing influencer content more trustworthy vs the brand messaging itself.
- Tarte's brand trips are effective due to the **creators** that attend and their posts, not the brands posts.

Recommendations

- Prioritize investment in influencer partnerships vs increasing investment in brand account posts.
- Selecting the correct creators
  - further research could be done on which creators are most relevant for the audience
- Give creators loose guidelines for posts
- Use what is working for them- the influencers that affect consumers the most

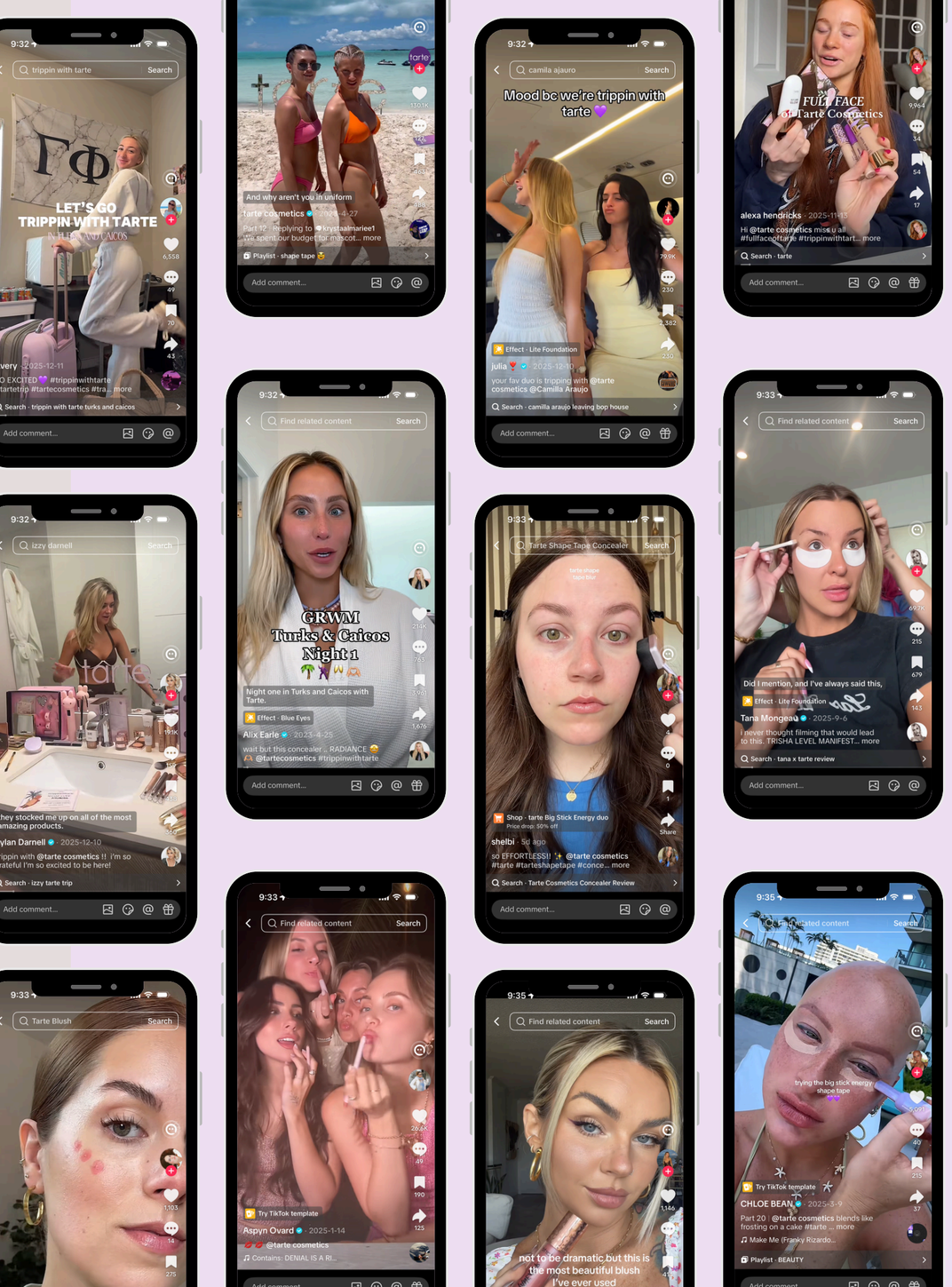
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Test #2: Multiple Regression

- One DV (purchase due to influencer trip) predicted by multiple IVs (social media platforms)
  - TikTok, Instagram, Snapchat, Youtube
- Shows which platform has real impact on purchasing when all platforms are considered
- TikTok is the only platform with a significant effect on trip-driven purchases

Finding: TikTok is the only statistically significant predictor of purchasing a Tarte product due to an influencer trip

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Significance

- TikTok was the only platform that actually influenced purchases
- Instagram, Snapchat, and YouTube didn't move the needle

Recommendations

- What this means: Influencer trips convert best on TikTok for our demographic
- Recommendation: Make trip content TikTok-first (negotiate more TikTok content in the influencer's contract)
- Why it matters: Trips are expensive… this helps avoid wasted spend and optimize return on ad spend.

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Test #3: Linear Regression

Finding: *Significant positive correlation between value-shopper identity and brand perception.*

- IV = “I consider myself a value shopper when purchasing beauty products”
- DV = “Overall, I have a positive perception of Tarte Cosmetics”
  - Both are continuous Likert variables
- Allows us to determine whether value orientation significantly predicts brand perception

R = .673
Standardized beta = .673
Sig. < .001

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Significance

- Tarte's brand perception is strongly driven by consumers who identify as value-conscious beauty shoppers
  - Not just trendy/influencer driven
  - Value = core driver of brand equity and conversion
- Tarte is currently positioned as high performing relative to price ("smart purchase" in both value and image)

✳Influencer marketing is effective only when it signals value-for-money and communicates tangible benefits, **NOT** when it signals aesthetic lifestyle without product justification.

Recommendations

- Value signaling should be more strongly embedded into influencer content
  - Build content conversion tactics around value cues
- More intentional targeting of value-conscious consumers
- Rebalance marketing spend
  - Shift toward creators and content formatting

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Test #4: Correlation

Variable 1: “Seeing influencer trip content increases my interest in Tarte products”

Variable 2: “In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation from a sponsored trip”

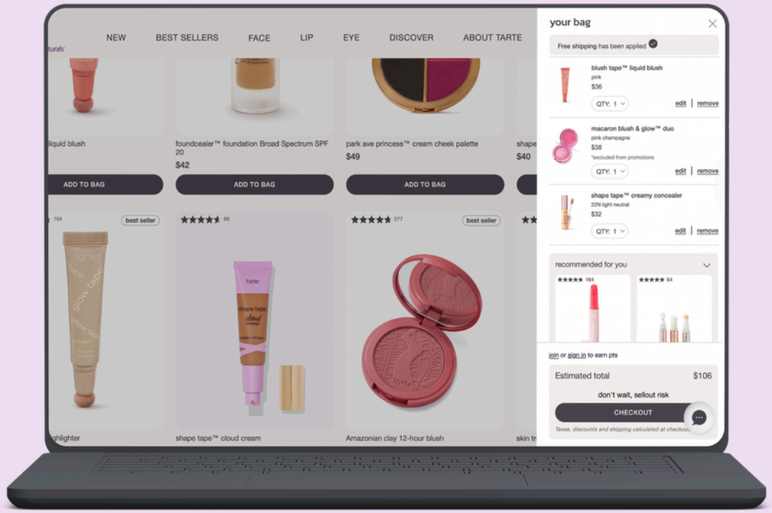
Output: r = .265, p<.05 (p=.032)

Finding: *Significant positive relationship, indicating that influencer trips effectively drive interest and contribute to conversion, but is not a standalone component*

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Significance

- Influencer trips boost interest, working middle of the funnel, but only slightly drive purchases
- Attention doesn't always turn into action
- Consumers are more selective about polished influencer content

Recommendations

- Given their high recognition, brand trips should be leveraged primarily for awareness
- Separate conversion-focused creator partnerships to drive purchase
- Reduce spend on large-scale, high-production trips
- Reallocate budget to individual creators with proven purchase influence

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Big Picture Results:

Creators outperform the brand itself

- Individual influencers are significantly more persuasive than Tarte's owned social channels

Platform matters more than presence

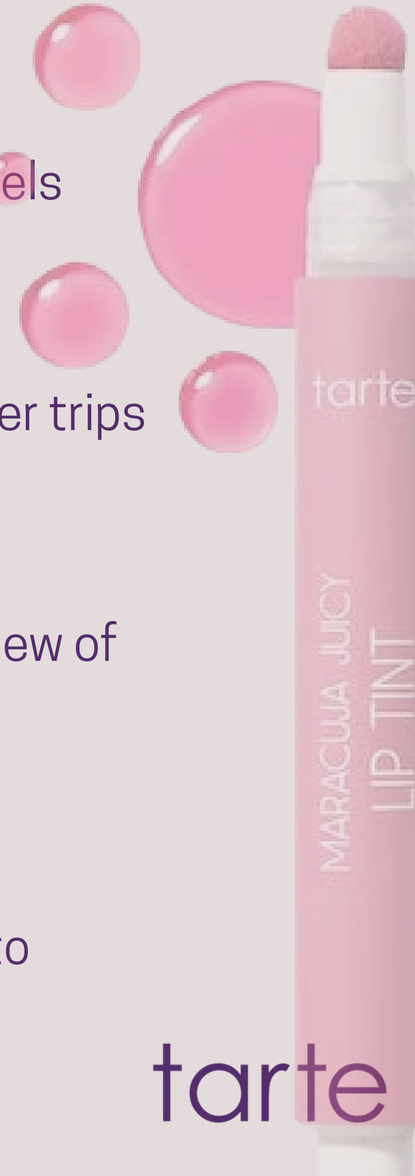
- TikTok is the only platform that significantly predicts purchase behavior tied to influencer trips

Value orientation strengthens brand perception

- Consumers who identify as value-driven are significantly more likely to hold a positive view of Tarte

Influencer interest ≠ immediate purchase

- Exposure to sponsored trip content increases interest, but does not directly translate to short-term sales



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Thank You!


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CREASELESS
concealer
CREASELESS
concealer