Skinobs Audience Report

Synthesis 2022

Statistics report

Preclinical and Clinical Testing Platforms

skinobs

CLINICAL & PRECLINICAL TESTING PLATFORMS

GLOBAL STATISTICS

6. mins
Average consultation duration

DETAILS OF THE EVALUATION MANAGERS INTERESTS

645 users per month

80 000 pages consulted

+29 % .... + **80 000** vs + **62 300** in 2021

+37 % .... **14 200 sessions** vs 10 300 in 2021
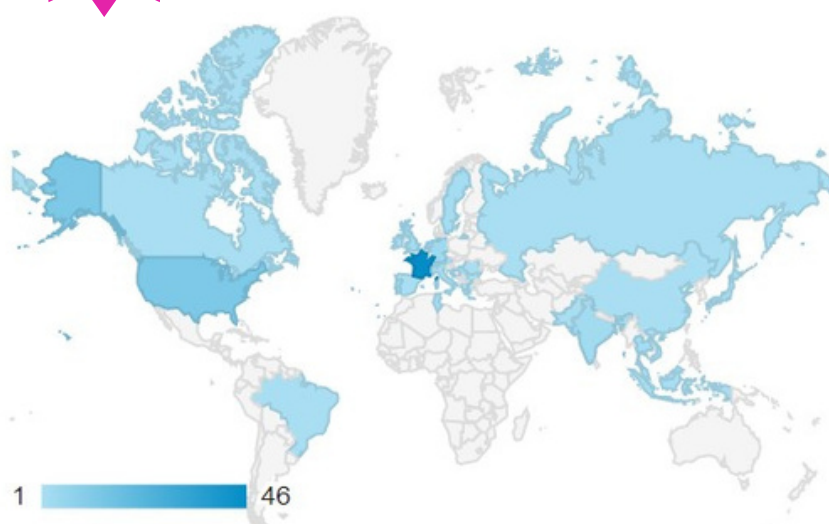
WORLDWIDE CONNECTIONS

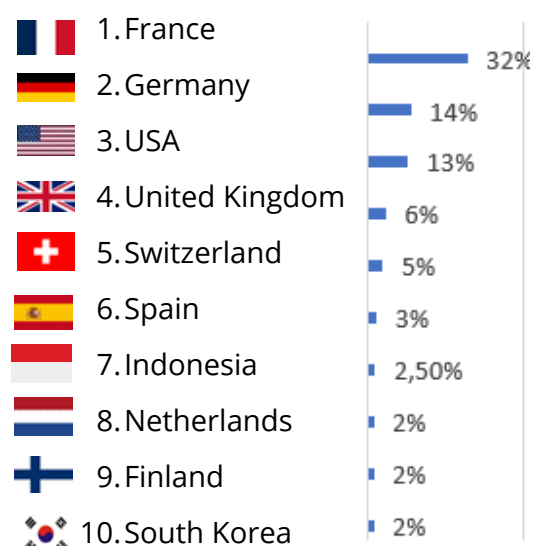**7 700 visitors** vs 5 400
from 93 countries

+44% visitors

32 % France | **68 %** rest of the world

1 ——— 46

Origin of users

1. France — 32%
2. Germany — 14%
3. USA — 13%
4. United Kingdom — 6%
5. Switzerland — 5%
6. Spain — 3%
7. Indonesia — 2,50%
8. Netherlands — 2%
9. Finland — 2%
10. South Korea — 2%

64 %
of connections
for this platform

Skinobs Internal Sources

GENERAL OVERVIEW

- **3 000 connected users**
  - 🇫🇷 32 % of French
  - 🇬🇧 68 % of English speaking

- **774 new users**

- **51 500 pages consulted**

200 pages consulted per day

Worldwide Referencing
400 Methods
150 Claims
240 Laboratories

THE SEARCHES
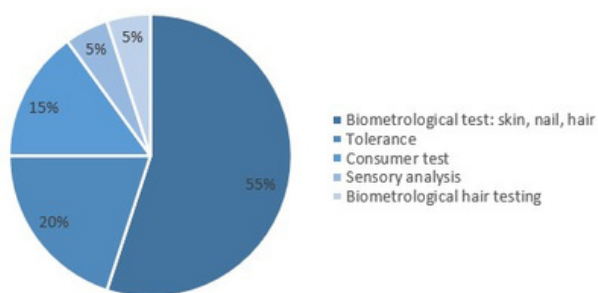
7 500 total | **30** per day

THE MOST SEARCHED TOPICS
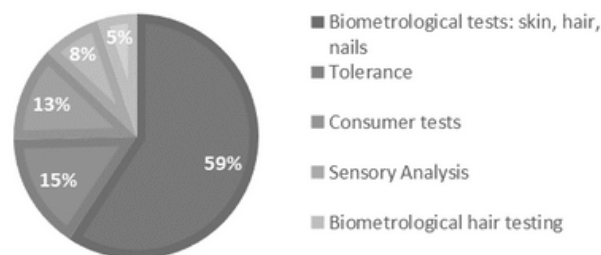
Top 8 of the most researched Claims

1. Hydration
2. Anti-ageing
3. Nourishing
4. Anti-UVB
5. Anti-Maskné
6. Radiance of the complexion
7. Regenerating
8. Anti-inflammatory
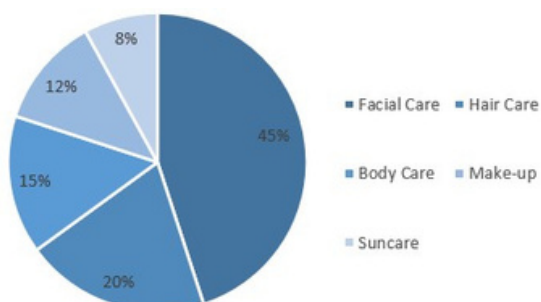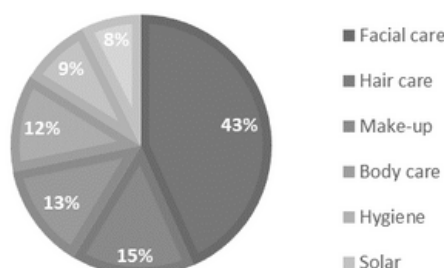
Top 5 of Types of Tests

- Biometrological test: skin, nail, hair — 55%
- Tolerance — 20%
- Consumer test — 15%
- Sensory analysis — 5%
- Biometrological hair testing — 5%

2022

- Biometrological tests: skin, hair, nails — 59%
- Tolerance — 15%
- Consumer tests — 13%
- Sensory Analysis — 8%
- Biometrological hair testing — 5%

2021

Top 6 of Types of Products

- Facial Care — 45%
- Hair Care — 20%
- Body Care — 15%
- Make-up — 12%
- Suncare — 8%

2022

- Facial care — 43%
- Hair care — 15%
- Make-up — 13%
- Body care — 12%
- Hygiene — 9%
- Solar — 8%

2021

Skinobs Internal Sources

GENERAL OVERVIEW

- **1 500 connected users**
  - 🇫🇷 32% of French
  - 🇬🇧 68% of English speakers

- **685 new users**
- **29 000 pages consulted**

111 pages consulted per day

Worldwide Referencing

400 Methods
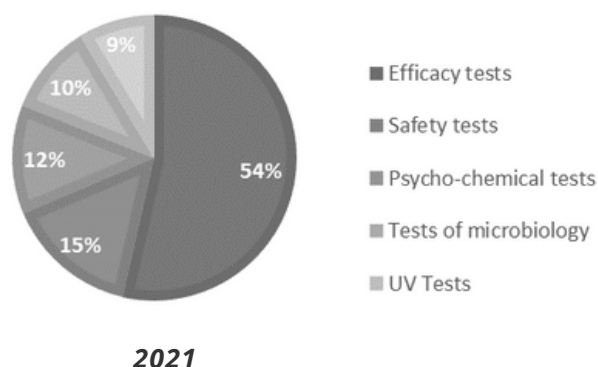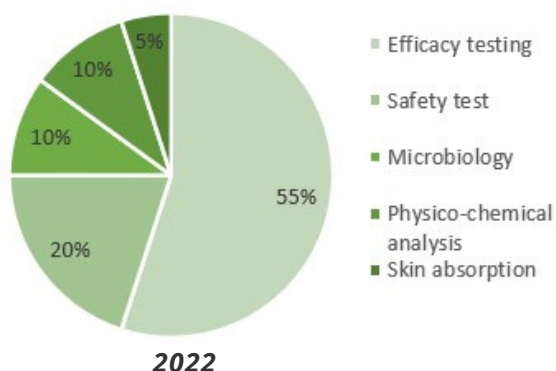**52** Mecanisms of actions
188 Laboratories

THE SEARCHES

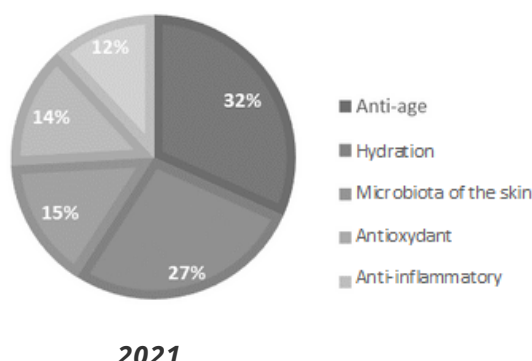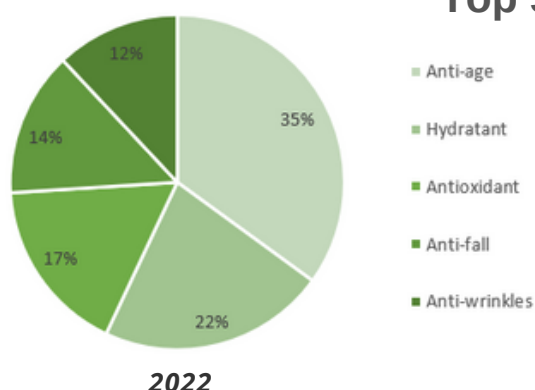**4 100** total | **16** per day

THE MOST SEARCHED TOPICS

Top 8 of the most researched Claims

1. Anti-ageing
2. Hydration
3. Antioxidant
4. Anti-fall
5. Anti-wrinkles
6. Skin microbiota
7. Firming
8. Anti-inflammatory

Top 5 Types of Tests

Efficacy testing, Safety test, Microbiology, Physico-chemical analysis, Skin absorption

2022 — 55%, 20%, 10%, 10%, 5%

Efficacy tests, Safety tests, Psycho-chemical tests, Tests of microbiology, UV Tests

2021 — 54%, 15%, 12%, 10%, 9%

Top 5 of Claims

Anti-age, Hydratant, Antioxidant, Anti-fall, Anti-wrinkles

2022 — 35%, 22%, 17%, 14%, 12%

Anti-age, Hydration, Microbiota of the skin, Antioxydant, Anti-inflammatory

2021 — 32%, 27%, 15%, 14%, 12%

NEWS FEED & PRESS REVIEW

102 000
articles read
in 2022

680 articles published
🇫🇷 | 🇬🇧
153 articles | 536 articles

6 450 subscribers to the News Feed
🇫🇷 | 🇬🇧
56% | 44%

3 684 articles published since 2015

Article readings [average]

8 500 per month .... **+25%** vs 2021

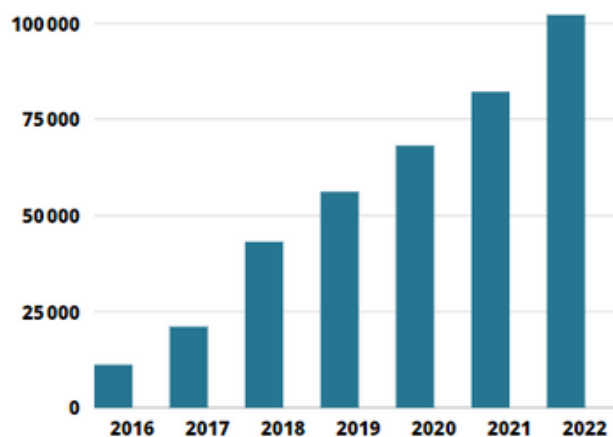**102 000** total .... **+24%** vs 2021

Opening rate average
40%
"excellent" by WordPress

Click rate average
5%
"good" by WordPress

Number of articles read from 2016 to 2022

10 950 MONTHLY RECORD
article readings in March 2022